

Expression of Interest - EOI

For

MARKETING CHANNELS CONTENT WRITING (Maltese & English)

Issued by:
Project Green

Issue Date: *8th January 2025*

Response/Submission Date and Time: *Friday 31st January 2025 at 12:00hrs(noon)*
(CET)

Section A:

Responses to this EOI are to be submitted via email as per the instructions given in Article 8 of Section B of this document.

All submissions will be dealt with in strictest confidence.

Section B:

1) Purpose

The purpose of this Expression of Interest is to identify an experienced content writer to produce high-quality and engaging content for various platforms including website, social media, blogs, billboards, newspaper articles, press releases, email campaigns and other marketing content. The chosen service provider will work closely with the marketing and communications team at Project Green to craft effective content strategies, understand the target audience and enhance user engagement.

2) Issuing Office

The issuing office, being *Project Green* is the point of contact for this EOI. Please refer any inquiries or request for clarifications to:

Address:	Project Green, Head Office, Avenue 77, Triq in-Negozju, Mriehel, Birkirkara Malta
Email:	procurement.pg@projectgreen.mt

Any addenda/updates to the EOI will be made available at the Contracting Authority's web site: <https://www.projectgreen.mt>.

3) Scope

Responsibilities:

1. Create compelling and engaging content for various media channels on behalf of Project Green,
2. Proof read, edit and update existing content in both Maltese & English,

3. Perform additional content-related duties as assigned by the Head of Communications at Project Green,
4. Participate in ad-hoc content development projects and initiatives.

Requirements:

1. Excellent command of both the Maltese & English languages,
2. Proven experience in content writing, PR or a similar role,
3. Ability to produce engaging and impactful content,
4. Strong attention to detail and ability to meet tight deadlines,
5. Background in marketing, PR or a related field is considered an asset,
6. A Bachelor's degree (or higher) in Maltese, English or a related field,
7. Minimum of three (3) years experience in journalism, marketing or PR.

Service Expectations:

1. The service provider is expected to dedicate on average 20 hrs of service every week,
2. Physical presence at Project Green's offices is not essential however the service provider can be asked to be available for both in-person and online meetings as needed.

Payment Terms:

Project Green is willing to pay **not more than €2,600 monthly exclusive of VAT** to be invoiced at the end of each month.

4) Information Requested from Economic Operators

Economic Operators are encouraged to recommend changes to the project if it is determined, based on their experience, that there is a better approach. The Contracting Authority is seeking best practices in this area.

5) Economic Operators Presentations

The Contracting Authority may request Economic Operators to provide a presentation on the information provided in response to this Expression of Interest. All costs associated by such presentations will be borne by the Economic Operator.

6) Confidentiality and Ownership of Expression of Interest

This Expression of Interest is both confidential and proprietary to the Contracting Authority and the Contracting Authority reserves the right to recall the Expression of Interest in its entirety or in part. Economic Operators agree that they will not duplicate, distribute or otherwise disseminate



or make available this document or the information contained in it without the express written consent of the Contracting Authority.

Economic Operators shall not include or reference this Expression of Interest in any publicity without prior written approval from the Contracting Authority, which, if granted, shall be granted by the Contracting Authority. Economic Operators accept all of the foregoing terms and conditions without exception. All responses to the Expression of Interest will become the property of the Contracting Authority and will not be returned.

7) Disclosure of Proposal Contents

Cost and price information provided in information proposals will be held in confidence and will not be revealed or discussed with competitors, except to the extent required by law.

All other material submitted becomes the property of the Contracting Authority and may be returned only at the Contracting Authority's option. Information proposals submitted to the Contracting Authority may be reviewed and evaluated by any person other than competing Economic Operators at the discretion of the Contracting Authority.

The Contracting Authority has the right to use any or all ideas presented in any reply to the Expression of Interest.

Where confidential or proprietary information is required, or should the Economic Operator deem it necessary to submit such matter, mark each page/section in large bold type

(PROPRIETARY INFORMATION).

If any response to the Preliminary Market Consultation contains a trade secret or confidential commercial/proprietary information, one should include with the response a separate signed written statement to that effect.

8) Submission Instructions

Interested persons who are eligible to apply are to indicate their interest by submitting their proposal on procurement.pg@projectgreen.mt by not later than noon of **Friday 31st January 2025** indicating the subject of the EOI.

1. Interest submitted by other means will not be considered.
2. Emails submitted after the Closing Date for the submission will not be considered. No liability will be accepted for rejection of late quotations.
3. This EOI does not constitute an offer to enter into any contract with Project Green.

4. Project Green will in no case be responsible or liable for such costs or expenses incurred by prospective bidders, whatever the conduct or outcome of the competitive procedure initiated pursuant to this EOI, including cancellation.

Section C

Not Applicable.

Section D

Details of information requested

1) General Economic Operator Information

The Contracting Authority is asking interested Economic Operators to submit a response containing, at a minimum, the following information:

1. Description of the reason for your interest in possibly providing the services.
2. Brief history of your firm.
3. Brief description of past experience providing similar services.
4. Qualifications
5. Your best estimated price range to provide the services as stated herein.
6. Your best estimated time frame for completing the project.
7. Company brochure/literature if available.

2) Specific Project Overview

Refer to Section B above.

3) Response Format

Responses are to be straightforward, clear, concise and specific to the information requested. In order for submissions to be considered complete, Economic Operators must provide all the requested information mentioned in this document as well as any other comments, observations or suggestions which potentially may assist the Contracting Authority in the Preliminary Market Consultation stage.