

335376-2026 - Direct award preannouncement

Malta – Marketing management consultancy services – Negotiated Procedure for the AI for All Campaign May 2026

OJ S 94/2026 18/05/2026

Voluntary ex-ante transparency notice

Services

1. Buyer

1.1. Buyer

Official name: Malta Digital Innovation Authority

Email: info@mdia.gov.mt

2. Procedure

2.1. Procedure

Title: Negotiated Procedure for the AI for All Campaign May 2026

Description: Negotiated Procedure for the AI for All Campaign, May 2026, for one year

Procedure identifier: 6917c563-06ec-4d82-8805-e112efa868a1

Type of procedure: Negotiated without prior call for competition

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Malta (MT001)

Country: Malta

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Negotiated Procedure for the AI for All Campaign May 2026

Description: Negotiated Procedure for the AI for All Campaign, May 2026, for one year

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Malta (MT001)

Country: Malta

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Public Contracts Review Board

Organisation providing offline access to the procurement documents: Malta Digital Innovation Authority

6. Results

Value of all contracts awarded in this notice: 329 000,00 EUR

Direct award

:

Justification for direct award: Extreme urgency brought about by events unforeseeable for the buyer

Other justification: The AI for All Campaign is essential to ensure the timely and effective delivery of a strategic national initiative aimed at promoting widespread awareness and accessibility of artificial intelligence across all segments of society. The urgency arises from the timeline of the AI for All scheme, starting from February 2026. During the past two months, the campaign specifications were defined and market research, including the solicitation of quotations, was conducted.

6.1. Result lot identifier: LOT-0001

6.1.2. Information about winners

Winner:

Official name: 3 White Ltd

Tender:

Tender identifier: 000242703

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 137410431

Information about European Union funds:

Identifier of EU funds: NA

8. Organisations

8.1. ORG-0001

Official name: Malta Digital Innovation Authority

Registration number: NA

Department: MEEP

Postal address: Twenty20 Business Centre, Triq l-Intornjatur, Central Business District, Mriehel

Town: Mriehel

Postcode: CBD3050

Country subdivision (NUTS): Malta (MT001)

Country: Malta

Email: info@mdia.gov.mt

Telephone: +356 21828800

Internet address: <https://www.mdia.gov.mt/>

Buyer profile: <https://www.mdia.gov.mt/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: 3 White Ltd

Registration number: C188176

Department: 3 White Ltd

Postal address: 97 Robert's Court Triq J. Quintinos, Qawra

Town: ST Paul's Bay

Postcode: SPB1300

Country subdivision (NUTS): Malta (MT001)

Country: Malta

Email: 3whiteltd@gmail.com

Telephone: +356 79294464

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Public Contracts Review Board

Registration number: TBD

Department: Ministry for Finance and Employment

Postal address: Notre Dame Ditch

Town: Floriana

Postcode: FRN 1601

Country subdivision (NUTS): Malta (MT001)

Country: Malta

Email: info.pcrb@gov.mt

Telephone: +356 2139095

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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