



UNIONE EUROPEA
POR FESR-FSE 2014 - 2020
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



PUGLIA
PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destinations
CUP-Project Code: B39I18000090009

SUBJECT: IMPLEMENTATION OF THE DIGITAL COMMUNICATION AND BRAND IDENTITY PROJECT FOR THE PUGLIA DESTINATION (BUSINESS TO CONSUMER) 2018-2019 - PUBLIC NOTICE FOR THE PROCUREMENT OF CO-BRANDING COMMUNICATION SERVICES AS PER ART. 36, PARAGRAPH 2, SUB. A), ITALIAN LEGISLATIVE DECREE D.LGS. N. 50/2016.

THE INTERIM DIRECTOR GENERAL OF ARET PUGLIAPROMOZIONE

HEREBY PRONOUNCES

With Puglia Region Decision D.G.R. of February 14, 2017, n. 191 the **Puglia Strategic Tourism Plan** was approved including the annual and three-year Financial Plan for implementation of activities under the ERDF-FSE 2014-2020, followed by Regional Tourism Department decision n. 3 of January 29, 2018, granting and approving the two-year project "Digital communication and Puglia destination brand identity (Business to consumer)", and related excerpt.

With Decision of April 11, 2018, n. 154, the Regional Tourism Agency Pugliapromozione approved the publication of this notice aimed at *co-branding* communication activities;

Art. 1

Purposes of this notice

This notice is aimed at implementing the strategic guidelines for the promotion of the *Puglia brand* through the procurement of communication services related to co-branding events, consistent with the institutional scope of ARET and the principles of suitability to the public administration purposes, according to economy, efficiency, equal treatment, non-discrimination, transparency and proportionality principles.

The rationale is to obtain, through public administration actions, an attraction advantage for the Puglia brand with relevance to sectors other than tourism, such as entertainment and cinema, the arts, tangible and intangible cultural assets, fashion, crafts, and sports.

These sectors are linked to tourism in a variety of ways, as they are instrumental to consolidating the regional tourism brand identity values, so as to enhance the *incoming* tourism market throughout the Apulian territory, as well as to the competitive strengthening of *brand awareness* among the following types of public:

– general or specialized public, depending on the case - during events that may be held in Puglia, in Italy or abroad.

The expected result is to increase *brand image* and *brand reputation* knowledge, according to Puglia tourism promotional objectives, marketing and off-season tourism flows relevant to the regional tourism offer, in line with "Puglia365" Regional Strategic Plan and the Pugliapromozione Agency for Tourism mission.



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REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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Art. 2

Subject of this notice

This public notice concerns the assignment and purchase of communication services for *co-branding* events with the purpose of promoting the Puglia destination.

Communication services entail the graphic art customization of physical or virtual/multimedia spaces, including the visual identity of the Puglia brand and its institutional logos. The **Puglia brand** must have full visibility on the advertising campaigns of each event. The **Puglia brand** cannot, under any circumstances, be associated, connected or misunderstood as part of any other events' partners or commercial sponsors.

Events of interest hereto must have the following features:

a) uniqueness; b) limited duration in time; c) theme/object of strategic interest or otherwise consistent with regional promotional strategies in the tourism-cultural field; d) presence public viewers and media coverage; e) appropriate background. These features allow to foresee a suitable dissemination and knowledge impact of the **Puglia brand**, aimed at tourism promotional purposes.

Art. 3

Submitting subjects

Submitting subjects suitable to offer communication services are **organizers of events** - falling within the **areas of intervention** identified in art. 4 and considered to be of interest pursuant to the objectives established in art. 1 - organized in any legal form, with registered office in Italy or abroad.

Each submitting subject is obliged to certify and prove his/her **ownership of the event organization** by sending suitable documentation proving the above (I.E. digitally signed self-statement). Proposals submitted by subjects other than event organizers (I.E. advertising space concessionaires) shall not be admitted.

Art. 4

Operating areas and type of events

Each proposal entails the offer of co-branding communication services and concerns one event (for each year) that falls within the following areas of operation:

- i. **Live shows and Cinema**
- ii. **Arts and Culture**
- iii. **Fashion, Arts & Crafts**
- iv. **Sports**

The proposed event shall fall under the following categories:

- a) Conference, congress or workshop;
- b) Live Performance;
- c) Exhibition area;
- d) Sports competition or contest;
- e) B2B – B2C animation event.



UNIONE EUROPEA
POR FESR-FSE 2014 - 2020
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
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Interventions for the competitive repositioning of tourist destinations
CUP-Project Code: B39I18000090009

Art. 5

Notice expiration timeframe and execution of services
Proposals submission terms

This notice is valid for 24 **months** from the date of publication.

The purchase of co-branded communication services is scheduled for each of the two yearly periods, as shown below, and takes place upon presentation of proposals (also containing an economic offer) to be presented according to the following terms:

▪ **Year 2018**

- a) Events taking place **from May 28 to June 30:**

Proposals must be submitted from April 26 to May 10

- b) Events taking place from **September 24 to November 30**

Proposals must be submitted from August 27 to September 10

▪ **Year 2019**

- a) Events taking place from **January 30 to June 30:**

Proposals must be submitted from December 28, 2018, to January 14, 2019

- b) Events taking place from **September 25 to November 10:**

Proposals must be submitted from August 26 to September 13

Proposals must unconditionally be submitted within the terms set out above, at least ten days before the event, under penalty of being rejected.

Events will be held exclusively from May 28 to November 30 for the year 2018 (not including the months of July and August, November and December) and from January 30 to November 10 for the year 2019 (not including the months of July and August, November and December). **Proposals for events scheduled in July-August, December-January shall not be eligible.**

Proposals for events scheduled in July and August may only be submitted if they are held outside the Apulian regional territory.

Events during which *co-branding* communication services are to be provided must have a minimum duration of 1 day and a maximum duration of 7 days.



UNIONE EUROPEA
POR FESR-FSE 2014 – 2020
Asse VI – Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destinations
CUP-Project Code: B39I18000090009

Upon expiration of submitting deadlines, a **list of events for co-branding services** is published, including a direct and specific granting concession for each event, assigned both in terms of compliance to promotional and communication objectives of the Puglia brand (in accordance with the Strategic Plan of Tourism and the mission of ARET), and in terms of adequacy of the proposed price.

Art. 6

Available budget and value of offers

The total budget of this Notice of Call amounts to **€ 1,000,000.00** (including VAT), apportioned in **€ 500,000.00** for the year 2018 and **€ 500,000.00** for the year 2019. This budget is the total biennial requirement of this Agency, **granted for co-branding communication services as established and quantified by the Regional Tourism Strategic Plan "Puglia365"**.

Each offer cannot exceed, under penalty of being rejected, the maximum value of **€ 38,000.00** (VAT included) and must report a **detailed list of costs** according to the **Chart of Economic Offer** (Attachment 2).

Art. 7

Eligibility of proposals

Received proposals shall be admitted within the limits of the available budget and shall be approved if they meet the following criteria:

- Compliance with the terms of submission pursuant to art. 5 and the eligibility conditions referred to in art. 9;
- Consistency with the purposes set out in art. 1;
- Relevance with the entertainment and cinema sectors, art and culture, fashion, crafts, and sports as per art. 4;
- Matching with potential tourist demand segments towards the Puglia destination;
- Qualified specific positioning for each sector;
- Effectiveness in terms of *brand reputation* and *brand awareness*: increased attractiveness of the Puglia brand and its destinations;
- Effectiveness in generating tourism incoming flows in Puglia: the event must be able to affect the increase in tourist flows, strengthening activities related to sport, culture and other sectors;
- Environmental sustainability: the event must demonstrate a low environmental impact or, in any case, activate or be part of a sustainable supply chain to support the protection of the cultural landscape and its biodiversity.



UNIONE EUROPEA
POR FESR-FSE 2014 – 2020
Asse VI – Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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PROMOZIONE
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destinations**

CUP-Project Code: B39I18000090009

Art. 8

Eligible services and costs

Eligible services concern the **customization of the event communication spaces according to the Puglia brand guidelines**, concerning the graphic and advertising concept as conceived by the proposing party (see articles 3, 4 and 7).

Eligible costs – as shown in the economic offer and on the invoicing documents - concern the communication services necessary to customize spaces and communication materials (related to the proposed event) with the **Puglia brand**.

Costs not included in the aforementioned Chart (Attachment 2) shall not be admitted, such as:

- Staffing costs;
- Costs for the design of communication campaigns and logos;
- Rental costs for spaces and other items;
- Billposting fees;
- Costs for the purchase of spaces related to third parties.

Art. 9

**Participation procedures
Proposals submission modes**

Subjects referred to in art. 3 may present a specific proposal for the period of the event (see Article 5: 1 proposal for one year), **in electronic format, including all digitally signed attachments and/or documents that are and subscribed, strictly adhering to the firm terms foreseen as per art. 5**, by sending all documentation via Italian PEC – certified email direzioneamministrativopp@pec.it and/or at comunicazione@viaggiareinpuglia.it, writing in the email subject "**NOTICE OF CO-BRANDING COMMUNICATION SERVICES**". **No proposals presented in violation of this notice and, in particular, not abiding by the terms and conditions of art. 5 and/or lacking the required documentation.**

Proposal must be filled in electronic format in all its parts, and must be digitally signed by the legal representative or by a proxy, under penalty of being rejected. Unauthorized copies and/or proposals that are not digitally signed shall not be taken into consideration. Proposals coming from abroad are not obliged to use the digital signature and the Italian PEC certified mail.

Proposals must contain:

- Attachment 1. A **PARTICIPATION REQUEST** including the essential data concerning the proposer, the legal representative and the project operational representative, as well as the list of the attached documentation;
- Attachment 2. A **TECHNICAL PROPOSAL AND ECONOMIC OFFER** containing the general strategy, the personal and company data of the proposer, the proposed co-branding activity for the promotion of the territory, and a detailed plan of activities including communication and promotion services to be carried out. The proposal must contain a description of the event from which compliance with the criteria set forth in art. 7 and in Attachment 2, as summarized below:



UNIONE EUROPEA
POR FESR-FSE 2014 – 2020
Asse VI – Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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PROMOZIONE
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destinations**

CUP-Project Code: B39I18000090009

- a) Date, place and duration of the event;
- b) Description of the event;
- a) Services offered and time schedule of execution;
- b) The initiative objectives in terms of promotion of the tourist offer and/or marketing of the same;
- c) Positive outcomes for tourism in terms of *brand* and *incoming*.

Proposals must also include the following, as an attachment on company's letterhead and duly signed by the legal representative:

1. A short bio or an introductory note on the proponent (for the assessment of **technical requirements**);
2. A valid ID and tax code of the legal representative;
3. A statement relevant to trackable financial flows;
4. A self-declaration of identity and compliance to regulatory Labor related registration and requirements;
5. A self-declaration by the organizer of the event on the fulfillment of the obligations provided for by Italian Legislative Decree DLGS 81/2008 related to workplace safety*;
6. Registration document at the local Chamber of Commerce/Company Establishment and its By-laws;
7. Declaration of ownership of the event organizer's event organization;
8. A self-declaration of compliance to ethical suitability requisites pursuant to Article 80 of Italian Legislative Decree DLGS n. 50/2016 ;
9. A self-declaration of turnover/income (verification of financial compliance requirements);
10. A self-declaration of lack of conflicts of interest;
11. Economic operators with registered offices abroad and cultural associations, not having a VAT code, must specify the VAT application regulation (Note: the Pugliapromozione Agency is a non- VAT taxable subject having Fiscal Code 93402500727).

6

The Agency shall examine the eligibility requirements for participation requests for the purpose of the subsequent proposals evaluation.

***The Agency has the right to request any original document (including public authorizations, SOP-Standard Operating Procedures and DUVRI-Italian non-interference business document) proving safety measures and personal safeguarding during events.**

Art. 10

Assessment of proposals

The assessment of proposals concerns:

a) the formal eligibility, with reference to:

- 1) compliance with submitting requests deadlines (see Article 5);
- 2) the used format;
- 3) the effective manifestation of the proposal;
- 4) compliance with the price limit (see Article 6);
- 5) the completeness of the required documentation;
- 6) to digital signature (except for foreign companies);

b) the provisions of ethical, technical and financial suitability;

c) compliance of the proposal to the objectives of the Notice (art.1);



UNIONE EUROPEA
POR FESR-FSE 2014 - 2020
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



PUGLIA
PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destinations
CUP-Project Code: B39I18000090009

- d) the quality of the proposal and related services (see Article 7);**
e) the economic suitability of the final price (see Article 8).

In examining each proposal, the following changes may be operated by the Agency:

- A) to amend the technical sheet and the economic offer presented by each proposer (attachment n.2) in order to harmonize the co-branding action relating to each specific event with the strategy of promoting the Puglia brand destination.
- B) to weigh and reorganize economic offers, after the evaluation of the proposed activities, according to criteria of price economy and adequacy.

Accepted proposals for each period of time (see article 5) form a list of co-branded communication services which is transmitted by the Communication Office to the Procedure Officer in Charge, for the approval and conclusion of the preliminary assessment, considering principles pointed out in article 30, paragraph 1, and article 36, paragraph 1, of the Italian Legislative Decree D.Lgs. n. 50/2016. The Director General, upon receiving the list from the Procedure Officer in Charge, approves it through an official and registered Decision.

Art. 11

Assignment of Services

Services are assigned as per **art. 36, paragraph 2, sub. a) of Italian Legislative Decree D.Lgs. 50/2016** through a specific contract (acceptance letter including clauses). The direct assignment is adequately motivated also in strict relation to the proposed event, as well as the quality suitability of the proposal, and equity of the proposed price. The acceptance criteria concern, in particular, the verification of the formal and substantial requirements set forth in art. 10, as well as the correspondence of the proposal to the purposes set out in this Notice and to the Agency strategy in terms of communication of *brand identity*.

The assignee undertakes to transmit, **within the strict term of 3 days prior to the event start, under penalty of forfeiture**, the required documents and the same negotiated document, digitally countersigned (except for foreign subjects).

Art. 12

Methods of execution of services

For the execution of the services the contractor is obliged - under penalty of forfeiture - to transmit to the Agency all the **final communication deliverables** in time for **the necessary and mandatory prior approval**. The Agency's prior approval of Communications Deliverables is a non-conformity and non-compliance issue as to the general supply, and consequently determines the authorization suspension as to issuing payment documents.

The publication or online publishing of communication services referred to in the estimate falls under the sole responsibility of proponents, who must use the institutional logos provided by the Agency. In case of delays in the delivery of institutional logos, for the publication of communication deliverables, the proponent undertakes to reposition them in the available space, guaranteeing suitable visibility and equal value of service.

With the purpose of verifying the achievement of the objectives set forth in art. 1, the assignee is required to monitor the activities progress during the event through a feedback questionnaire provided by Pugliapromozione, with reference to users' satisfaction.



UNIONE EUROPEA
POR FESR-FSE 2014 – 2020
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REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



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Interventions for the competitive repositioning of tourist destinations
CUP-Project Code: B39I18000090009

Art. 13

Assessment of service compliance and reporting methods

Assignees are required to carry out activities as approved by the Agency, in compliance with provided procedures and fulfilling advertising obligations required by existing laws, through the use of institutional logos provided by ARET Pugliapromozione, abiding by the original color scheme and size proportions.

Logos will be provided to the recipients following the proposal's approval, and must be affixed so as to be clearly visible on all deliverables. **Please note that failure to feature all communication deliverables with the logos above indicated will determine the termination of the contract, including every compensation claims and further legal action by Pugliapromozione Agency.**

The assignee undertakes to provide, prior to the issue of electronic invoicing, all useful documentation for the issuance by the Agency of the Certificate of Verification of Conformity of the service, pursuant to Article 102, paragraph 2 of Italian Legislative Decree D.LGS. n. 50/2016.

To this purpose, the assignee is required to provide, at the end of the activity, the below documents:

- A summary note of documentation transmission;
- A final activity report, containing a description of performed services and the results achieved in quantitative and/or qualitative terms, also with reference to additional activities carried out with regard to social networks;
- A monitoring document regarding the flow of participants and feedback on the event to be carried out, to be submitted during the event, via the distribution of a customer satisfaction questionnaire, through an i-pad device or in paper format, as furnished by ARET;
- A sample copy of completed communication deliverables;
- A photographic report relevant to acquired spaces, set up as per original project, and including banners screenshots and various online materials, produced and published ;
- A pro-forma invoice or other accounting document, to be sent in advance.

The Pugliapromozione Agency has the right of requesting additional documentation, also after payment.

Following the transmission of the Certificate of Verification of Conformity by the Agency, the **proposing subject will issue and transmit a single accounting document** (showing the Project Unified Code (CUP) and Tender Identity Code (CIG), including the mandatory statement "**Accounting document based on the ERDF ESF OP Puglia 2014-2020 - Axis VI - Action 6.8 "and the indication of" VAT - Split Payments**".

The payment of the amount stated in the invoice issued by the proposer will be made within 60 days of receipt, after prior verification and approval of the transmitted documentation, as well as the formal regularity of the issued invoice.

In case during the control phase there is a non-compliance with European, national and regional regulations, even if not criminally relevant, we will proceed to declare the termination of the contract and the recovery of any sums as already paid, with the right to claim compensation for damages and any further legal action.

Ineligible costs are to be borne by the assignee.

The reporting documentation relevant to approved proposals must be sent via PEC Italian certified email to the address direzioneamministrpp@pec.it and, in CC, to the email comunicazione@viaggiareinpuglia.it within 20 days from the starting date of the event, and in any case not later than November 30th of each year (2018 and 2019), under penalty of termination of the existing contract.



UNIONE EUROPEA
POR FESR-FSE 2014 – 2020
Asse VI – Azione 6.8



REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI



Puglia
PROMOZIONE
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism"
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
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CUP-Project Code: B39I18000090009

Art. 14

Publication of the events program

The co-branding program of events, approved and supported by this notice, will be published in the Transparent Administration - Notices and Contracts section of the Agency's website at www.agenziapugliapromozione.it.

Art.15

Workplace safety legal requirements

The event's assignee bears all obligations required by existing laws regarding the safety of workplaces, and holds the Pugliapromozione Agency unaccountable of any charge as per Italian Legislative Decree D.Lgs. of April 9, 2008, n. 81 (*Implementation of Article 1, Law 3 August 2007, No. 123, on the safeguard of health and safety in the workplace*) and of Interministerial Decree of 22 July 2014, the so-called "Stands and Fairs". The assignee must appoint a person or coordinator in charge of workplace safety where the event will take place.

Art. 16

Final provisions and publication of this Notice

This notice is published - also in English - on the website www.agenziapugliapromozione.it - Transparent Administration section - **Tenders and Contracts**, on the **Official Bulletin of the Puglia Region**, on the **Official Gazette of the Italian Republic** and on the **Official Journal of the European Union**.

As for all communications relevant to this Notice, only those published on the Agency's portal will be effective.

Art. 17

Information on personal data non-disclosure and confidentiality

Data processing will be carried out in compliance with Italian Legislative Decree D.Lgs. n.196/2003 and further modifications (*Italian Personal Privacy Data Code*) for the purposes related to this notice. Interested parties shall exercise the rights foreseen by art. 7 of the aforementioned Legislative Decree n. 196/2003. Pursuant to Article 13 of Legislative Decree No. 196/2003, data provided by the participating economic operators will be processed by the Regional Tourism Agency Pugliapromozione. The above mentioned data controller, pursuant to art. 13, of D.Lgs.196/03 is the Agency's Administrative Director **Matteo Minchillo**.

Art. 18

**Procedure Officer in Charge and Contract Execution director
Further information and clarifications**

The Procedure Officer in Charge is Attorney **Miriam Giorgio**, professional officer at ARET, tel. +39 080/5821412. The Execution Officer in Charge is **Irenella Sardone**, professional officer at ARET Communication Office; tel. +39 080/5821416; both officers can be reached via PEC certified e-mail: direzioneministrativapp@pec.it. Any information or clarifications on this Notice shall be addressed to the above contacts.

Bari, April 11, 2018

The Interim Director General
Matteo Minchillo