



**Apt Servizi srl**  
Evaluation and adjudication committee

Rimini, 7th June 2018

**SUBJECT: NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE SERVICE OF THE PROMO-COMMERCIAL CAMPAIGN IN GERMANY, FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA" (CONTRACT REFERENCE /C.I.G NR. 7476960694) – MINUTES OF THE EVALUATION AND ADJUDICATION COMMITTEE – PART 1**

The year two thousand and eighteen (2018), on the seven (7) of the month of June, at 09:45 a.m., in the office in RIMINI of APT Servizi s.r.l., in Piazzale Fellini n. 3, the evaluation and adjudication committee - composed by:

Name	Position	Department
Claudia Valentini	President	Head of the "Communication – International market" department
Laura Lopez	Technical expert	Marketing department
Carlo Bisaccioni	Secretary in charge for the minutes	Management department

met to perform the analysis of the documents sent by the bidders attending the tender to appoint the service in question referring to the **NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE SERVICE OF THE PROMO-COMMERCIAL CAMPAIGN IN GERMANY, FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA" (CONTRACT REFERENCE /C.I.G NR. 7476960694).**

The opening of the envelopes took place in public session with none of the competitors present.

**WHEREAS** it was decided to invite only the companies who, by replying to the notice issued on the 8<sup>th</sup> of May 2018 in Apt Servizi website, showed an interest in participating to the negotiated procedure by sending a written statement by e-mail to [bandi@aptservizi.com](mailto:bandi@aptservizi.com).

**NOTICED** that within May, 21, 2018 at 13.00, 6 (six) expressions of interest were received by email from the companies:

- DER Touristik Deutschland GmbH
- FTI Group
- Olimar
- Prima Tour SPA
- Thomas Cook DE
- TUI Deutschland GmbH



**ASSESSED** that within June 5, 2018, within the scheduled time, 4 (four) bids - each one contained in an outer envelope - were received from the companies:

- DER Touristik Deutschland GmbH
- FTI Group
- Thomas Cook DE
- TUI Deutschland GmbH

The Sole Project Manager proceeds with the examination of the administrative documentation, verifying the completeness and formal regularity.

The Sole Project manager activates the preliminary investigation procedure for the competitor DER Touristik Deutschland, since the copy of the identity document of the legal representative who signed the substitutive declaration is missing from the envelope A.

The Sole Project manager acquires the copy of the missing identity document on 8 June 2018 by e-mail to [bandi@aptservizi.com](mailto:bandi@aptservizi.com).

On the basis of the aforesaid, these minutes are drafted, read, approved and confirmed and signed by:

THE PRESIDENT

Claudia Valentini

THE TECHNICAL EXPERT

Laura Lopez

THE SECRETARY ON  
CHARGE OF THE MINUTES

Carlo Bisaccioni



**Apt Servizi srl**

Evaluation and adjudication committee

Rimini, 11th June 2018

**SUBJECT: NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE SERVICE OF THE PROMO-COMMERCIAL CAMPAIGN IN GERMANY, FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA" (CONTRACT REFERENCE /C.I.G NR. 7476960694) – MINUTES OF THE EVALUATION AND ADJUDICATION COMMITTEE – PART 2**

The year two thousand and eighteen (2018), on the eleven (11) of the month of June, at 09:45 a.m., in the office in RIMINI of APT Servizi s.r.l., in Piazzale Fellini n. 3, the evaluation and adjudication committee - composed by:

Name	Position	Department
Claudia Valentini	President	Head of the "Communication – International market" department
Laura Lopez	Technical expert	Marketing department
Carlo Bisaccioni	Secretary in charge for the minutes	Management department

met a second time to perform the analysis of the documents and the evaluation of the bids sent by the bidders attending the tender to appoint the service in question referring to the **NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE SERVICE OF THE PROMO-COMMERCIAL CAMPAIGN IN GERMANY, FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA" (CONTRACT REFERENCE /C.I.G NR. 7476960694)**.

**ASSESSED** that within June 5, 2018, within the scheduled time, 4 (four) bids - each one contained in an outer envelope - were received from the companies:

- DER Touristik Deutschland GmbH
- FTI Group
- Thomas Cook DE
- TUI Deutschland GmbH

**ASSESSED** that the preliminary investigation procedure for the competitor DER Touristik Deutschland ended positively with the acquisition of the missing document;

The Sole Project Manager proceeds to the opening of envelope B - Technical offer - for the sole purpose of verifying the content and admits the offers of all the 4 (four) competitors to the subsequent technical evaluation phase.

The committee, proceeds then to the evaluation of the technical offer, using the following evaluation grid.

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	SCORES
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, the de-seasonalization of the tourist flows. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores.</i>	MAX 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Passable: 25 points</li> <li>• Just enough: 20 points</li> <li>• Not enough: 10 points</li> </ul>
2) Effectiveness and efficiency of the promotional commercial campaign	Quality, completeness, innovativeness of the plan of activities of the promotional commercial campaign of the Emilia-Romagna destination	MAX 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Passable: 25 points</li> <li>• Just enough: 20 points</li> <li>• Not enough: 10 points</li> </ul>
3) Quality of the creative proposal of the promotional commercial campaign	Originality, visual impact, innovation and beauty of the layout; coherence with the values of the global brand of destination Emilia-Romagna and tourism products of the Emilia-Romagna Region. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores</i>	MAX 20 points <ul style="list-style-type: none"> <li>• Good: 20 points</li> <li>• Passable: 15 points</li> <li>• Just enough: 10 points</li> <li>• Not enough: 5 points</li> </ul>
<b>TOTAL</b>		100 scores

**AFTER HAVING EXAMINED** the technical offer of 'DER Touristik Deutschland GmbH' the commission attributes the following scores:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	SCORES
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	<p>Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, the de-seasonalization of the tourist flows.</p> <p><i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores.</i></p>	30 scores
2) Effectiveness and efficiency of the promotional campaign	<p>Quality, completeness, innovativeness of the plan of activities of the promotional campaign of the Emilia-Romagna destination</p>	30 scores
3) Quality of the creative proposal of the promotional campaign	<p>Originality, visual impact, innovation and beauty of the layout; coherence with the values of the global brand of destination Emilia-Romagna and tourism products of the Emilia-Romagna Region.</p> <p><i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores</i></p>	10 scores
<b>TOTAL</b>		70 scores

**AFTER HAVING EXAMINED** the technical offer of '**FTI Group**' the commission attributes the following scores:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	SCORES
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, the de-seasonalization of the tourist flows. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way-constitute any indication of sub-elements / sub-scores.</i>	30 scores
2) Effectiveness and efficiency of the promotional campaign	Quality, completeness, innovativeness of the plan of activities of the promotional campaign of the Emilia-Romagna destination	40 scores
3) Quality of the creative proposal of the promotional campaign	Originality, visual impact, innovation and beauty of the layout; coherence with the values of the global brand of destination Emilia-Romagna and tourism products of the Emilia-Romagna Region. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way-constitute any indication of sub-elements / sub-scores</i>	10 scores
<b>TOTAL</b>		<b>80 PUNTI</b>

**AFTER HAVING EXAMINED** the technical offer of '**Thomas Cook DE**' the commission attributes the following scores:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	SCORES
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, the de-seasonalization of the tourist flows. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores.</i>	30 scores
2) Effectiveness and efficiency of the promotional campaign	Quality, completeness, innovativeness of the plan of activities of the promotional campaign of the Emilia-Romagna destination	40 scores
3) Quality of the creative proposal of the promotional campaign	Originality, visual impact, innovation and beauty of the layout; coherence with the values of the global brand of destination Emilia-Romagna and tourism products of the Emilia-Romagna Region. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores</i>	15 scores
<b>TOTAL</b>		<b>85 scores</b>

**AFTER HAVING EXAMINED** the technical offer of 'TUI Deutschland GmbH' the commission attributes the following scores:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	SCORES
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, the de-seasonalization of the tourist flows. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores.</i>	40 scores
2) Effectiveness and efficiency of the promotional campaign	Quality, completeness, innovativeness of the plan of activities of the promotional campaign of the Emilia-Romagna destination	30 scores
3) Quality of the creative proposal of the promotional campaign	Originality, visual impact, innovation and beauty of the layout; coherence with the values of the global brand of destination Emilia-Romagna and tourism products of the Emilia-Romagna Region. <i>It should be noted that the aforementioned aspects will be evaluated on the whole and therefore do not- in any way- constitute any indication of sub-elements / sub-scores</i>	20 scores
<b>TOTAL</b>		<b>90 scores</b>

Once the evaluation of the technical offers has been completed and the scores have been assigned by the evaluation committee, the final ranking is defined as follows:

- 1 - TUI Deutschland GmbH – 90 scores
- 2 - Thomas Cook DE – 85 scores
- 3 - FTI Group – 80 scores
- 4 - DER Touristik Deutschland GmbH – 70 scores





Once the availability of economic resources has been verified, the awarding of the service will be carried out according to the rules and procedures of the Framework Agreement, specified and identified in the special tender specifications.

On the basis of the aforesaid, these minutes are drafted, read, approved and confirmed and signed by:

THE PRESIDENT

Claudia Valentini

A large, stylized handwritten signature in black ink, corresponding to the name Claudia Valentini.

THE TECHNICAL EXPERT

Laura Lopez

A handwritten signature in black ink, corresponding to the name Laura Lopez.

THE SECRETARY ON  
CHARGE OF THE MINUTES

Carlo Bisaccioni

A handwritten signature in black ink, corresponding to the name Carlo Bisaccioni.

