

SUBJECT MATTER: NOTICE REGARDING THE SUBMISSION OF AN OFFER WITHIN A NEGOTIATED PROCEDURE FOR THE CONCLUSION OF A FRAMEWORK AGREEMENT TO ENTRUST THE ADVERTISING CAMPAIGN SERVICE IN SHORT AND MEDIUM-HAUL FOREIGN COUNTRIES FOR THE MARKET SEGMENT OF GROUP COACH TOURS, AIMED AT PROMOTING AND MARKETING THE GLOBAL BRAND OF THE EMILIA-ROMAGNA DESTINATION "YEAR 2018".

CONTRACT REFERENCE NUMBER: 74341148F0

This economic operator is invited to submit an offer for the negotiated procedure pursuant to Art. 36, paragraph 2, letter b) of Legislative Decree 50/2016 to entrust the service concerned for a one-year period.

CONTRACTING ENTITY

Apt Servizi s.r.l., Via A. Moro, 62 – 40127 Bologna – VAT No. 01886791209 – Tax code 01886791209, administrative address: Parco Fellini, 3 – 47921 Rimini. Website www.aptservizi.com. Certified e-mail: bandi@pec.aptservizi.com

RFP opening date: 06.04.2018 12.00 a.m.

Deadline for submitting queries: 27.04.2018 05:00 p.m.

Deadline for submitting offers: 03.05.2018 12.00 a.m.

SUBJECT MATTER OF THE CONTRACT

The tendering procedure aims at the conclusion of a framework agreement to entrust the **ADVERTISING CAMPAIGN SERVICE IN SHORT AND MEDIUM-HAUL FOREIGN COUNTRIES FOR THE MARKET SEGMENT OF GROUP COACH TOURS, AIMED AT PROMOTING AND MARKETING THE GLOBAL BRAND OF THE EMILIA-ROMAGNA DESTINATION** – year 2018

AMOUNT AND DURATION OF THE CONTRACT

The Framework Agreement contract will be concluded with all economic operators that are eligible for the ranking, and will entitle them to access the following phase for the distribution of procurement contracts according to the rules having been pre-established in the special conditions.

The maximum amount of expenditure resulting from the conclusion of the framework agreement will be € 100,000 plus VAT.

The contract will be in force from its activation to 31.12.2018.

The estimated value of the labour cost is € 3,000.00 plus VAT

SERVICE EXECUTION METHOD

The service must be provided as per technical specifications.

OFFER SUBMISSION METHOD

The tenderer must submit, in the manner requested in this letter of invitation, the administrative documentation and the technical offer contained in a single sealed outside envelope.

The outside envelope must contain the name and the company name of the tenderer, including the telephone number, the fax number and the certified e-mail address of the office to which any notification concerning this tender should be sent.

In the case of a Joint Venture, the names of all member companies and only the references of the agent company must be indicated.

The following caption must be indicated outside the envelope: **“DO NOT OPEN – Negotiated procedure to entrust the ADVERTISING CAMPAIGN SERVICE IN SHORT AND MEDIUM-HAUL FOREIGN COUNTRIES FOR THE MARKET SEGMENT OF GROUP COACH TOURS, AIMED AT PROMOTING AND MARKETING THE GLOBAL BRAND OF THE EMILIA-ROMAGNA DESTINATION”**.

The envelope must be properly sealed on the closing flaps and contain:

- ENVELOPE A – ADMINISTRATIVE DOCUMENTATION
- ENVELOPE B – TECHNICAL OFFER

The envelope must absolutely arrive at the following address, regardless of the forwarding method to be chosen by the tenderers:

**APT Servizi – P.le F. Fellini 3 – 47921 Rimini - Italy
by 12.00 a.m. of 3rd May 2018**

In case of hand delivery, the Protocol Office is open on the following days and in the following times:

- from Monday to Thursday from 9.00 a.m. to 1:00 p.m. and from 2:00 p.m. to 5:00 p.m.
- on Friday from 9.00 a.m. to 2:00 p.m.

In this case, the aforementioned office may issue a receipt to the company.

Deliveries that are made on days, in times or in places other than those indicated above will not be accepted.

Envelopes that do not arrive within the above-mentioned deadline will not be opened.

The Administration cannot be held liable for postal or other errors that prevent the delivery of the envelope within the aforementioned deadline.

No reimbursement is due for participating in the contract, even if the awarding procedure should not be carried out.

ENVELOPE A - ADMINISTRATIVE DOCUMENTATION

1. Declaration (USE FORM A) signed by an administrator with power of representation or a special attorney (in which case the special power of attorney or a certified copy of the same must be attached), in which they certify:

- a) that they do not incur any of the grounds for exclusion referred to in Art. 80 Legislative Decree 50/2016;
- b) that they can provide evidence of the registration at the chamber of commerce or similar body in their country of origin to provide the services referred to in the contract;
- c) that they have provided similar services in the last three years for an amount that is not below € 1,000.00 per year;
- d) (in case of temporary joint venture) the service parts taken by each participant in the temporary joint venture;
- e) that they accept, without any condition or reservation, all the rules and provisions contained in the special conditions and any other documents attached to this procedure;
- f) that they took cognizance and took into account the contractual conditions while preparing the offer;
- g) the indication of which parts of the technical offer should be regarded as a trade secret as well as the reason therefor;

- h) the indication of the parts that they may intend to subcontract to third parties;
- i) the certified e-mail address (in the case of foreign companies, please indicate the e-mail address) to which the notifications concerning this procedure will be sent.

2. (In the case of declarations or offers signed by the attorney or an agent not registered in the certificate of the chamber of commerce) Original or certified copy of the general or special power of attorney, in the event that the offer and/or the application for admission is signed by such representatives of the tenderer.

ENVELOPE B - TECHNICAL OFFER

The envelope must contain the caption “**ENVELOPE “B” – TECHNICAL OFFER**” as well as the technical offer duly signed by the legal representative of the economic operator. The technical offer must explain and present the procedures for carrying out the service being assessed by the Selection Committee.

In the elaboration of this project, which cannot exceed 4 pages in A4 format with 12-point typeface, every company must explicitly explain the procedures for carrying out all the services referred to in the Contract Special Conditions, with particular emphasis on the requirements of the quality assessment elements indicated below. It is recommended to use the B form attached.

AWARD CRITERION

The tender will be awarded with the criterion of the **most cost-effective offer** pursuant to Art. 95 of Legislative Decree 50/2016.

Pursuant to Art. 95 paragraph 7, the cost element will take the form of a fixed cost, based on which the economic operators will compete only based on qualitative criteria.

The fees due to the successful tenderers will follow the requirements indicated in the contract special conditions, as summarized below.

Technical offer max 100 points, awarded according to the criteria indicated here

CRITERIA	ASSESSMENT FACTORS	INDICATORS	MIN/MAX SCORE
Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna. Projects with the highest number of coach tours, arrivals and tourist numbers generated will be favoured.	Sales targets will be assessed		Min. 15 points Max. 60 points

	a) number of trips	<ul style="list-style-type: none"> ✓ 8 trips = 20 points ✓ From 6 to 7 trips = 15 points ✓ From 4 to 5 trips = 10 points ✓ 3 trips = 5 points ✓ > 3 trips = 0 points 	
	b) tourist arrivals	<ul style="list-style-type: none"> ✓ Min. 1,000 arrivals = 20 points ✓ From 500 to 999 arrivals = 15 points ✓ From 150 to 500 arrivals = 10 points ✓ From 100 to 149 arrivals = 5 points ✓ > 100 arrivals = 0 points 	
	c) tourist numbers	<ul style="list-style-type: none"> ✓ Min. 7,000 attendants = 20 points ✓ From 1,500 to 6,999 attendants = 15 points ✓ From 450 to 1,499 attendants = 10 points ✓ From 300 to 449 attendants = 5 points ✓ > 300 attendants = 0 points 	

Effectiveness and efficiency of the promotion and communication action	The communication results will be assessed in terms of useful contacts generated by conveying the advertising layout through the tenderer's business tools (catalogue, flyer, website, newsletter, etc.)	<ul style="list-style-type: none"> ✓ Min. 2,000 contacts = 30 points ✓ From 1,000 to 1,999 contacts = 20 points ✓ From 500 to 999 contacts = 10 points ✓ > 500 contacts = 0 points 	Min. 10 points Max. 30 points
Reduction of environmental pollution caused by road vehicles	The compliance of the vehicles used for tours to Emilia-Romagna with the European standards on polluting emissions will be assessed	<ul style="list-style-type: none"> Euro VI = 10 points Euro V = 9 points Euro IV = 7 points Euro III = 5 points Euro II = 2 points Euro I = 0 points 	Min. 2 points Max. 10 points

The Selection Committee will attribute the scores by applying the formulas above. If at the end of the attribution of the coefficients to all tenderers a maximum coefficient will not be identified for each assessment factor, the Committee will parameterize again the coefficient attributed to the best offer to 1, and will proportionally attribute the coefficients also to the other offers.

The Committee will proceed with the recalculation, making sure that for each assessment factor the maximum score is attributed.

Tenderers who have obtained a quality score below 30 points will not be admitted to the next phase.

The technical offers assessed that will have obtained a score above 30 points will give rise to a final ranking.

The distribution of benefits among the successful economic operators will follow the order of the final ranking determined by the tendering procedure.

Each operator in the ranking, following the final order determined by the tender, will be entitled to the conclusion of a derivative procurement contract until the maximum expenditure envisaged for the entire framework agreement and indicated in Art. 7 of these specifications is reached.

Each operator in the ranking is entitled to conclude only one derivative procurement contract.

The value of the single derivative contract that the successful economic operator of the framework agreement can conclude will be determined according to the following rules.

Each single derivative contract can have a value ranging from a minimum of € 1,000 to a maximum of € 4,000 plus 22% VAT.

The administration will determine on a case-by-case basis the value of the single derivative procurement contract according to the following rule:

- The higher the number of trips arranged by the coach operator from their headquarters to the Emilia-Romagna Region, the higher the value.

The assignments of the single procurement contracts will follow the requirements indicated below:

- € 1,000.00 net of 22% VAT organization of 3 trips;
- € 2,000.00 net of 22% VAT organization of min. 4 and max. 5 trips;
- € 3,000.00 net of 22% VAT organization of min. 6 and max. 7 trips;
- € 4,000.00 net of 22% VAT organization of 8 or more than 8 trips

According to the pre-established rules, economic operators will be assigned specific derivative contracts having the legal value of procurement contracts.

The conclusion of derivative contracts will be formalized through the sending of the order signed by the administration to the e-mail address of the economic operator, and upon acceptance by the latter, who will in turn sign the order and return it by e-mail to the administration.

TENDER EXECUTION METHOD

The Committee will meet in a first public session (the Legal Representative of the Company having a suitable identification document or one of his delegates having a specific written proxy and a suitable identification document may intervene) at the headquarters of the Entity in Rimini, P.le Fellini 3 – second floor, on 30th April 2018 at 10.00 a.m., in order to verify the envelopes received, to check the documentation submitted, contained in the ENVELOPE "A" (Administrative Documentation), and to admit tenderers based on the completeness and compliance of the documentation.

After having verified the administrative documentation, the Committee will open and analyse the contents of the envelopes containing the technical offers (ENVELOPE "B").

The technical offers will then be assessed by the Committee during subsequent private sessions.

After the assessment of the technical offers, the date of the second public session will be notified by e-mail to the companies. During this session, the minutes of the Selection Committee will be read out and the quality score will be attributed.

PENALTIES AND DEFAULTS

Please refer to Art. 9 and 12 of the special descriptive and performance specifications.

CLARIFICATIONS AND SPECIFICATIONS

You can obtain clarifications regarding this procedure by preparing written questions to be sent to the following e-mail address: r.boselli@aptservizi.com.

PROJECT MANAGER

The Sole Project Manager is Rita Boselli, who also acts as the head of the administrative office, and person responsible for transparency and anti-corruption.

PROCESSING OF PERSONAL DATA

Pursuant to Legislative Decree No. 196/2003 "Personal Data Protection Code", the data transferred to this Administration will be used exclusively to carry out institutional functions, within the limits established by the code itself.

The Data Controller is Apt Servizi in the person of her Legal Representative and the Data Processor is the Project Manager, whom you can contact to exercise your rights.

NOTE

The successful tenderer must absolutely be registered or register in the Apt servizi suppliers' register through the form that can be downloaded from: <http://www.aptservizi.com/azienda/lavora-con-noi/> under penalty of cancellation of the award and reassignment of the same according to the tender ranking.

THE SOLE PROJECT MANAGER

Mrs Rita Boselli

Please find attached:

- Contract Special Conditions
- Annexes (Annex A and Annex B)