



Apt Servizi srl
Evaluation and adjudication committee

Prot. n. 0074/2018

Rimini, 28th May 2018

SUBJECT: NEGOTIATED PROCEDURE TO ENTRUST THE SERVICE OF THE ADVERTISING CAMPAIGN IN POLAND FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA"- CONTRACT REFERENCE N° (CIG) 74577688D6 – MINUTES OF THE EVALUATION AND ADJUDICATION COMMITTEE

The year two thousand and eighteen (2018), on the twenty-eighth (28th) of the month of May, at 10:00 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
Carlo Bisaccioni	President	Management dept
Laura Lopez	Technical expert	Marketing dept
Claudia Valentini	Secretary in charge for the minutes	International Communication dept

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 TO ENTRUST THE SERVICE OF THE ADVERTISING CAMPAIGN IN POLAND FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA"- CONTRACT REFERENCE N° (CIG) 74577688D6 "**

WHEREAS it was decided to invite only the companies who, by replying to the notice issued 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.

NOTICED that within May 2, 2018 at 13.00, one expression of interest was received by email from the foreigner company 'NOWA ITAKA', it was decided to proceed with the invitation of this company.

ASSESSED that within May 18, 2018 at 12.00 one bid - contained in an envelop - was received from the company NOWA ITAKA, it was decided to proceed with the examination of bid received.

The committee proceeds with the examination of the administrative documentation, verifying the completeness and formal regularity for the company that submitted the offer.

The committee, having verified the regularity and completeness of the administrative documentation of the received bid, proceeds 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, organization of seasonal charter to Emilia-Romagna international airports <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"> • <i>Excellent:</i> 40 points • <i>Good:</i> 30 points • <i>Passable:</i> 25 points • <i>Just enough:</i> 20 points • <i>Not enough:</i> 10 points
2) Effectiveness and efficiency of the promo-commercial campaign	Quality, completeness, innovativeness of the plan of activities of the promo-commercial campaign of the Emilia-Romagna destination	MAX 40 points <ul style="list-style-type: none"> • <i>Excellent:</i> 40 points • <i>Good:</i> 30 points • <i>Passable:</i> 25 points

		<ul style="list-style-type: none"> • Just enough: 20 points • Not enough: 10 points
3) Quality of the creative proposal of the promo-commercial 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>	<p>MAX 20 points</p> <ul style="list-style-type: none"> • Good: 20 points • Passable: 15 points • Just enough: 10 points • Not enough: 5 points

AFTER HAVING EXAMINED the technical offer of 'NOWA ITAKA' the commission attributes the following scores:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA	MX SCORES	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, organization of seasonal charter to Emilia-Romagna international airports</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>	<p>MAX 40 points</p> <ul style="list-style-type: none"> • <i>Excellent:</i> 40 points • <i>Good:</i> 30 points • <i>Passable:</i> 25 points • <i>Just enough:</i> 20 points • <i>Not enough:</i> 10 points 	40 points
2) Effectiveness and efficiency of the promo-commercial campaign	<p>Quality, completeness, innovativeness of the plan of activities of the promo-commercial campaign of the Emilia-Romagna destination</p>	<p>MAX 40 points</p> <ul style="list-style-type: none"> • <i>Excellent:</i> 40 points • <i>Good:</i> 30 points • <i>Passable:</i> 25 points • <i>Just enough:</i> 20 points • <i>Not enough:</i> 	40 points

		10 points	
3) Quality of the creative proposal of the promo-commercial 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>	<p>MAX 20 points</p> <ul style="list-style-type: none"> • Good: 20 points • Passable: 15 points • Just enough: 10 points • Not enough: 5 points 	20 points
TOTAL			100 points

The commission therefore believes to award the supply of the services in question to **NOWA ITAKA** as the only economic operator that has submitted a bid and which obtained the appropriate score for the tender notice. On the basis of the results referred to in these minutes, a formal letter of appointment approved and undersigned by the APT Servizi Director will be issued, as soon as the funds for the project are confirmed.

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



THE PRESIDENT

Carlo Bisaccioni

A handwritten signature in black ink, appearing to read "Carlo Bisaccioni".

THE TECHNICAL EXPERT

Laura Lopez

A handwritten signature in black ink, appearing to read "Laura Lopez".

THE SECRETARY ON
CHARGE OF THE
MINUTES

Claudia Valentini

A handwritten signature in black ink, appearing to read "Claudia Valentini".