



**Apt Servizi srl**

Evaluation and adjudication committee

Rimini, 3<sup>rd</sup> July 2018

Prot. n. 0094/2018

**SUBJECT: NEGOTIATED PROCEDURE TO ENTRUST THE SERVICE OF THE B2B PROMO-COMMERCIAL CAMPAIGN IN RUSSIA AIMED AT THE POSITIONING OF THE HOLIDAY GLOBAL DESTINATION "EMILIA-ROMAGNA" ON THE RUSSIAN OUTBOUND TRAVEL INDUSTRY MARKET – CONTRACT REFERENCE Nr (CIG): 749527509A – MINUTES OF THE EVALUATION AND ADJUDICATION COMMITTEE**

The year two thousand and eighteen (2018), on the third (3rd) of the month of July, at 9.45 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
Carlo Bisaccioni	President	Management dept
Alessandro Vallicelli	Technical expert	Media center purchasing manager
Laura Lopez	Secretary in charge for the minutes	Marketing 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 B2B PROMO-COMMERCIAL CAMPAIGN IN RUSSIA**



**AIMED AT THE POSITIONING OF THE HOLIDAY GLOBAL DESTINATION "EMILIA-ROMAGNA" ON THE RUSSIAN OUTBOUND TRAVEL INDUSTRY MARKET – CONTRACT REFERENCE Nr (CIG): 749527509A**

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

**WHEREAS** it was decided to invite suppliers to the negotiated procedure, having learned of the procedure from the notice published on May 8, 2018 on the institutional website of Apt Servizi Srl, expressed an interest in participating by sending an email to [bandi@aptservizi.com](mailto:bandi@aptservizi.com);

**NOTED** that by the deadline of June 4, 2018, TWO expressions of interest were received via e-mail: one by the companies 'Intourist' and one by the company "SVA", it was decided to proceed to the invitation of the same to the call;

**ASSESSED** that by the deadline of 29 June 2018, within the established time, two envelopes containing the bids by the above companies have been received;

The Sole Project Manager (RUP) proceeds to verify the integrity and regularity of the envelopes and subsequently to the opening of the envelope A containing the administrative documentation to verify the regularity of the documents contained therein.

The Sole Project Manager (RUP) then proceeds with the opening of the envelope B - technical offer for the sole purpose of verifying the content and allows to the subsequent technical evaluation phase the bids for all 2 (two) competitors



The committee proceeds to evaluate 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	<p>Overall quality of the proposed strategic marketing plan, with reference to the goals, the charter flight program, the segmentation of the target groups, the seasonality, etc.</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"> <li>• <i>Excellent: 40 points</i></li> <li>• <i>Good: 30 points</i></li> <li>• <i>Passable: 25 points</i></li> <li>• <i>Just enough: 20 points</i></li> <li>• <i>Not enough: 10 points</i></li> </ul>
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>	<p>MAX 40 points</p> <ul style="list-style-type: none"> <li>• <i>Excellent: 40 points</i></li> <li>• <i>Good: 30 points</i></li> <li>• <i>Passable: 25 points</i></li> <li>• <i>Just enough: 20 points</i></li> </ul>

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



**EXAMINED** the technical offer of 'Intourist' the committee 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 charter flight program, the segmentation of the target groups, the seasonality, etc.  <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>	• <i>Passable:</i> 25 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	• <i>Excellent:</i> 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>Passable:</i> 15 scores



	<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>	
<b>TOTALE</b>		<b>80 scores</b>

**EXAMINED** the technical offer of 'SVA" the committee 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 charter flight program, the segmentation of the target groups, the seasonality, etc.</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>	<ul style="list-style-type: none"> <li>• <i>Excellent:</i> 40 scores</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	<ul style="list-style-type: none"> <li>• <i>Excellent:</i> 40 scores</li> </ul>
3) Quality of the creative proposal of the promotional 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>	<ul style="list-style-type: none"> <li>• <i>Just enough</i> 10 scores</li> </ul>
<b>TOTAL</b>		<b>90 scores</b>

The commission therefore believes to award the provision of the services in question to the company "SVA" as the bidder that has achieved the highest score. 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, confirmed and signed by:

THE PRESIDENT

THE TECHNICAL EXPERT

THE SECRETARY ON

CHARGE OF THE

MINUTES

Carlo Bisaccioni

Alessandro Vallicelli

Laura Lopez