



Rimini 25 FEB 2021

NON-OFFICIAL TRANSLATION

CALL FOR PROPOSAL VIA GPA E-PROCUREMENT PLATFORM PURSUANT TO ART. 1, CO. 2, LETT. A), of D.L. 76/2020 (CONVERTED WITH MODIFICATIONS FROM L. 120/2020) FOR DIRECT ASSIGNMENT OF "COMMUNICATION, MEDIA&PR SERVICES AND PRESS OFFICE FOR THE EMILIA ROMAGNA REGION IN THE UK MARKET"- CIG 85696803A7

REF CODE - Codice Procedura APTERADIM#0004

Please be informed that

Apt Servizi s.r.l., contracting authority with registered office in Bologna in Viale Aldo Moro n.62 and operational headquarters in Rimini in Piazzale Federico Fellini n.3, P.I./C.F. 01886791209, website www.aptservizi.com; PEC Certified e-mail address bandi@pec.aptservizi.com, based on the needs of the "2021 Plan - executive proposals for marketing and tourism promotion intends to carry out this call for proposal aimed at acquiring offers (means: proposal of strategy and activities with quote) for the direct assignment of **"COMMUNICATION, MEDIA&PR SERVICES AND PRESS OFFICE FOR THE EMILIA ROMAGNA REGION IN THE UK MARKET"**

The award procedure will be carried out through the use of the GPA e-procurement platform (<https://gpa.appaltiarno.eu>), pursuant to Articles 40 and 58 of Legislative Decree 50/2016 and subsequent amendments.

This notice is aimed exclusively at receiving offers to be evaluated pursuant to art. 1, paragraph 2, lett. a), d.l. 76/2020. The Administration reserves the right not to proceed with any assignment, in the event that no offers satisfies the evaluation elements indicated below in this notice

Object of the contract : technical specification of services and methods of execution of the services will be

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Cap. Soc € 260.000,00 i.v. • N° di Iscr. R.I. e REA di Bologna • C.F. / P.I. 01886791209 – Codice IPA: APTSS

Sede legale: Viale Aldo Moro, 62 • I - 40127 Bologna • Tel. +39 051 4202611
Sede operativa: P.le Federico Fellini, 3 • I - 47921 Rimini • Tel. +39 0541 430111

<http://www.aptservizi.com> • [pec: aptservizi@pec.aptservizi.com](mailto:aptservizi@pec.aptservizi.com)



detailed in the “capitolato tecnico prestazionale” (EN_capitolato tecnico prestazionale/ technical specifications) document which will form an integral part of this notice and available on the GPA platform. The service is unitary, not to be divided into parts.

Duration: the contract will start from the moment the documents are signed until 31 December 2021. Pursuant to Article 35, co. 4, of the Public Contracts Code, the Administration reserves the right to n. 1 (one) possible annual renewal of the contract at the same conditions.

Contract value: the total contract value (calculated pursuant to art. 35, co. 4, of Legislative Decree 50/2016 and subsequent amendments) is equal to Euro 74.600,00, plus VAT and security charges deriving from interference risks not subject to discount. Below the detailed breakdown

Duration	Value made up of auction
From the moment the documents are signed to 31/12/2021	€ 37,300.00 plus charges and VAT
Renewal option (2022)	€ 37,300.00 plus charges and VAT

Pursuant to art. 23, paragraph 16 of Legislative Decree 50/2016, the amount based on the tender includes company charges concerning the fulfillment of the provisions on health and safety in the workplace and labor costs that the contracting authority has estimated overall equal to € 19,000.00 (nineteen thousand / 00) plus VAT if due.

The services covered by the assignment are of an intellectual nature.

The service will be carried out outside the premises of the contracting authority and will be carried out exclusively by the contractor's staff, who are not employed by the contracting authority. The costs of safety from interference - DUVRI - are therefore equal to € 0.00 (zero).



Only offers that do not exceed the value made up of auction of the service are allowed (for a certain duration of one year, net of charges and VAT)

Bidders must possess the following requirements:

- 1) Registration with the C.C.I.A.A.(for Italian bidders) or similar foreign State Register showing that the company is registered with a corporate purpose compatible with the activities covered by the contract;
- 2) Possession of the requisites referred to in art. 80 of Legislative Decree 50/2016 and subsequent amendments;
- 3) Having carried out, for a single contractor, in the last three years prior to the date of publication of this notice (2019-2018-2017) three communication and media relations campaigns in the UK market with a value (intended as an investment net of manpower and security charges) of not less than € 37,300, per year per campaign

In the case of a RTI (RAGGRUPPAMENTI TEMPORANEI DI IMPRESA) (TGC), the requisites referred to in points 1) and 2) must be met by all the companies making up the RTI.

The requirement referred to in point 3) must be met:

- in the case of a horizontal RTI, by the RTI as a whole, in any case the mandated parent company must possess this requirement and perform the services subject to the assignment in a majority measure;
- in the case of a vertical RTI, by the agent.

In the case of consortia referred to in lett. b) and c) of art. 45 of Legislative Decree 50/2016 and subsequent amendments, the declarations concerning the possession of the requirement referred to in point 1) must be made at least by the consortium, while the declarations concerning the possession of the requirements referred to in point 2) must also be drawn up by the subjects indicated by the consortium as executors of the works in case of award. The requirement referred to in point 3) can be demonstrated in



accordance with the provisions of art. 47, co. 2, of Legislative Decree 50/2016 and subsequent amendments.

GPA e-procurement platform: registration, accreditation and participation.

The award procedure will take place through the use of the GPA e procurement platform (<https://gpa.appaltiamo.eu>), through which the offers collection phase will be managed, as well as all communications and information pursuant to 'art. 40 of Legislative Decree 50/2016, as detailed in this notice.

In order to proceed with the offer sending, each bidder must:

- register on the GPA platform at gpa.appaltiamo.eu,
select **Registrati** in the menu at the top of the homepage
complete the registration procedure by clicking on **Procedi alla registrazione** on the right-hand side box named **“Sei un operatore economico”**
at the end of the registration procedure, the access credentials to the platform will be sent to the e-mail address indicated by the bidder;

PLEASE NOTE

for bidders already registered follow instruction as per paragraph n. 4 of user manual [https://gpa.appaltiamo.eu/docs/Manuale%20GPA%20 OE.pdf](https://gpa.appaltiamo.eu/docs/Manuale%20GPA%20OE.pdf)

- at the first access, complete the platform accreditation procedure, following the guided steps. Once successfully concluded the bidder will be able to operate within the portal for the entire duration of the validity of the accreditation.



- wait for the notification of the positive outcome of the accreditation via email, necessary to be able to send an offer. The REQUEST TO SUBMIT AN OFFER will be sent to the e-mail address of the registered contact;

PLEASE NOTE

Only foreign bidders who do not have a certified e-mail box will still be able to operate on the GPA platform, using their e-mail address

- access the details of the procedure from the platform homepage in the **Procedure** section -> **Inviti**
- click on the **Partecipa** button on the summary page of the details of the procedure to submit your offer.

On the homepage of the GPA platform in “Hai bisogno di aiuto?” section the user manual of the GPA platform for economic operators is published (in Italian).

HOW TO PARTICIPATE

Bidders registered on the platform and accredited to it must submit their offers and the following documentation, written in Italian or English, through the GPA platform with this deadline

by 10AM of the 10th of March 2021

The following must be presented (uploaded):

1. **Declaration of possession of the participation requirements**, digitally signed, pursuant to the D.P.R. 445/2000, by the legal representative of the bidder (please use Allegato1 / EN_Allegato1 of this notice);



2. **DGUE/ ESPD - EUROPEAN SINGLE PROCUREMENT DOCUMENT**, digitally signed, in accordance with the D.P.R. 445/2000, by the legal representative of the bidder (please use the form EN_Modello A ESPD attached to this notice). The attached EN_Modello A ESPD provides for some parts already crossed out by the contracting authority, which must not be completed by the bidder.

In the ESPD, operators must certify in detail the possession of the general requirements referred to in art. 80 of Legislative Decree 50/2016 and subsequent amendments.

The declaration regarding the possession of the requisites referred to in art. 80, paragraphs 1 and 2, of Legislative Decree 50/2016 and subsequent amendments may be presented by the legal representative of the economic operator in the name and on behalf of the following other figures indicated by the law:

- in the case of an individual company: owner and technical director;
- in the case of a general partnership: all shareholders and technical director;
- in the case of a limited partnership: general partners and technical director;
- in the case of other companies or consortia: all the members of the board of directors to whom legal representation, management or supervision has been conferred or of persons with powers of representation, management or control, the technical director or the shareholder sole natural person, or the majority shareholder in the case of a company with a number equal to or less than four shareholders in the case of another type of company or consortium.

3. **ADDITIONAL DECLARATION** (to be made for the purposes of updating the ESPD to the corrective decree pursuant to Legislative Decree 19 April 2017 n. 56, to Legislative Decree 14 December 2019 n. 135 and to Law 14 June 2019 n. 55) digitally signed by legal representative.

For the preparation of this declaration please use form EN_Modello B attached to this notice.

In the case of RTI - TGC:

The ESPD and the declaration referred to in point 3) must be completed and digitally signed by all the subjects that make up the Group.

In the case of consortia referred to in letters b) and c) of art. 45 of Legislative Decree 50/2016:



The ESPD, parts II and III, must also be completed and digitally signed by the consortium companies that will become executors of the service.

4. **OFFER/QUOTE**, digitally signed by the legal representative of the bidder or by another person able to bind the economic operator, consisting of all the documents, indicated and described in the specific point of the Capitolato tecnico prestazionale /EN_capitolato tecnico prestazionale - technical specifications.

5. **PASSOE CODE** issued by the Italian National Anti-Corruption Authority in the manner prescribed by resolution no. 111 of 20/12/2012 of the same Authority.

Failure to produce the PASSOE in the race does NOT constitute grounds for exclusion or sanction and will not even be subject to integration.

For the purpose of carrying out the checks on the possession of the requisites, the economic operator who has not submitted the PASSOE in the tender and who is the winner must deliver it to the Administration at a later stage and in any case before the signing of the contract, under penalty of revocation of the contract.

Information on the creation of the PASSOE is available at the following link:

<http://www.anticorruzione.it/portal/public/classic/Servizi/Formazione/OperatoreEconomico>

In case of difficulty, you can contact the National Anti-Corruption Authority at no. +39 06 62289571 who will also provide support in English.

The uploading of the documents on the GPA platform (means sending the offer) must take place following the guided procedure.

The list of documents presented can be verified by the bidder within the PDF document "**Conferma di partecipazione**" (Confirmation of participation) downloaded from the platform. For the purposes of submitting the offer, the aforementioned file must be digitally signed and uploaded to GPA for the purpose of confirming one's participation.



It should be noted that the file generated automatically by the platform must not be modified in any way, nor must its name be changed. Once the digitally signed offer summary file has been reloaded, you will need to click on the “**Conferma**” Confirm button to send the quote.

The Administration declines all responsibility for technical or other problems that prevent the sending and receiving of offers within the aforementioned deadline.

Offers received after the above deadline or which are not sent in compliance with the methods indicated above will not be taken into consideration.

Award criteria

The choice of the best offer will take place following an evaluation conducted on the basis of the following elements listed in decreasing order of importance:

1. Effectiveness, adequacy, completeness, innovativeness, originality of the communication strategy and of the activity plan will be evaluated through these 4 documents

- Client's Visioning (expectations, objectives, identity, strengths, criticalities)
- Synthetic analysis of the market, media scenarios and competitors
- General strategy of media & public relations and press office draft (objectives, concepts, tactics, targets, the most effective media, key messages for target, etc.)
- Annual activity plan

2. Overall quality of the agency, level of experience and expertise of the agency and the project team will be evaluated through these 3 elements and 3 related documents

- Experience in the communication sector, PR, MR, press office and in the management of tourism promotion campaigns for DMOs (related document -> company profile)



- Knowledge of the target market, of the communication and media sector in the target market, solidity of the network, contacts with traditional and new media, with local and national media editors, with freelancers and influencers (related document -> portfolio and case history)
- Professional quality and articulation of the project team (related document -> team organisation and cv)

3. Effectiveness and usefulness of additional services or improvements will be evaluated comparing what is required as basic service in the Capitolato tecnico prestazionale/ technical specifications to the annual activity plan (related document -> annual activity plan)

4. Overall economy of services.

The Administration reserves the right to award the contract even in the presence of a single valid offer, if the same is appropriate and convenient for the Administration itself.

Clarifications

It is possible to obtain clarifications by proposing written questions to be formulated through the GPA platform, within the **Comunicazioni** section of the tender procedure, no later than the 5th of March 2021

The Sole Procedural Officer related to this procedure is Ms Rita Boselli

This notice is published on the GPA platform and on the company website of the contracting authority www.aptservizi.com, in the Company section - sub-section **Bandi di gara e Richiesta di Offerta** the 25th of February 2021

Technical assistance GPA platform available: phone at 0039 0461 1637569, from Monday to Friday from 9.00 to 12.00 and from 14.00 to 17.00. email gpa.gare@pec.it



INFORMATION ON THE PROCESSING OF PERSONAL DATA:

We inform you that the personal data processed in the context of this procedure are carried out in compliance with national and European laws on the protection of personal data. The data controller is APT Servizi srl, which you can contact for the exercise of your rights, by writing to privacy@aptservizi.com or by contacting the Data Protection Officer (DPO) dpo@aptservizi.com. Complete information available in the privacy section of the website www.aptservizi.com/impresa/privacy/

Il RUP

Rita Boselli

firmato digitalmente

DOCUMENTS available on GPA platform related to this procedure

- Capitolato tecnico prestazionale (EN_Capitolato tecnico prestazionale/technical specifications)
- Allegato 1 - Dichiarazione requisiti (EN_Allegato 1/Declaration of possession of the participation requirements)
- modello A – DGUE (EN_Modello A/ESPD)
- modello B – Dichiarazione integrativa (EN_Modello B Dichiarazione integrativa/Additional declaration)