



Rimini, 24/02/2021

**MARKET INVESTIGATION NOTICE AIMED TO THE DIRECT AWARD OF PR, COMMUNICATION AGENCY AND PRESS OFFICE SERVICES FOR THE WHOLE TOURIST DESTINATION “EMILIA ROMAGNA”, ON THE POLISH MARKET, PURSUANT TO ART. 1, PARAGRAPH 2, LET. A), OF L. D. 76/2020 (CONVERTED WITH MODIFICATIONS BY LAW 120/2020)
CIG/CONTRACT IDCODE -ZC130C259E**

Be it known that Apt Servizi s.r.l., contracting authority with registered office in Bologna in Viale Aldo Moro n.62 and operating headquarters in Rimini in Piazzale Federico Fellini n.3, P.I./C.F. 01886791209, website www.aptservizi.com; PEC bandi@pec.aptservizi.com, according to the needs referred to in the "2021 Plan – executive proposals for marketing and tourism promotion" intends to carry out this market survey aimed at the acquisition of quote offers for the direct award of “pr, communication agency and press office service” on the Polish market.

The award procedure will be carried out through the use of electronic means of communication, pursuant to Art. 40 of Legislative Decree 50/2016.

This notice is aimed exclusively at receiving quote offers to be evaluated pursuant to art. 1, paragraph 2, letter a) of L.D. 76/2020. The Administration reserves the right not to carry out any assignment, in the event that no quote offers satisfies the elements of assessment indicated in this notice.

Subject of the direct award: PR & MR agency, communication and press office services for the whole tourist destination *Emilia Romagna* on the Polish market in the year 2021.

The technical characteristics and procedures for carrying out these services are detailed in the technical specifications, here attached.

The service is unitary, not split into lots.

There is an option to purchase ancillary services supplementing the basic service.

Value of the contract: the estimated value of the contract is equal to 35,000.00 euros (thirty-five thousand/00), plus VAT if due. It is divided as follows:

Description of services	Estimated value
Basic service	€ 30.000,00
Option to purchase supplementary or auxiliary services	€ 5.000,00



The services are intellectual in nature.

Labour costs including company charges relating to the fulfillment of the provisions on health and safety in the workplace are estimated at €21,000.00 plus VAT if due.

The service will be carried out outside the offices of the contracting station and will be carried out exclusively by the contractor's staff, who are not employees of the contracting station. The costs of safety (costs of preventive and protective measures from the interference risks contained in the DUVRI DOCUMENT) - are therefore € 0.00 (zero).

Only downward quote offers that do not exceed the respective above estimated values (basic service and option to purchase auxiliary services), net of charges and VAT , are allowed The quote offers, as indicated in the technical specifications, must refer separately to the basic service and to the auxiliary ones.

Duration of the contract : the contract shall apply from the date on which it is concluded till 31st December 2021.

Selection criteria: in order to take part in the procedure, technical and professional skills are required. Please find details in the technical specifications, here attached.

Award criteria: the choice of the best quote offer will take place following an evaluation, based on the following negotiating elements listed in decreasing order of importance:

1. Quality, effectiveness, adequacy, completeness, innovativeness, originality of the communication strategy and of the activity plan will be evaluated through these documents: **client's visioning; summary analysis of the market/ media scenario/ competitors; communication strategy, annual activity plan);**
2. Supplier's competence, efficiency, experience and reliability will be evaluated through:
 - Company curriculum and team organization dedicated to the service, organization chart and articulation of the team dedicated to the service, case histories, customer portfolio);
 - Knowledge of the target market (Poland) and related media, communication, RP, marketing, travel and tourism, transport sectors; ability to manage the logic of the media in Poland; a loyal, constantly updated network of relationships with media hubs, with the online media universe, with local media editors in every region in Poland and a network of Polish free-lances and influencers;



- Many years of work experience in the media relations, public relation, communication, press office in Poland; management of media & public relation campaigns and press office for customers in the tourism and travel, food & wine, lifestyle, art and culture, sports sectors; management of media & public relation campaign projects and press office for regional and/or national Destination Marketing Organizations (DMO);
 - Knowledge of the English language, spoken and written fluently at a good level; native Polish speaker on the team.
3. Overall cost-effectiveness of the basic service.

TERMS OF PARTECIPATION: Economic operators with the required skills must submit the following documentation by e-mail to the address: l.zoffoli@aptservizi.com

within 10.00 a.m of day 08.03.2021

The offer must contain the following documents:

1. DGUE/ ESPD - EUROPEAN SINGLE PROCUREMENT DOCUMENT, digitally signed, in accordance with the D.P.R. 445/2000, by the legal representative of the bidder (use the form Model A attached to this notice). **The attached Model A 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.

2. 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 use form Model B attached to this notice.

In the case of temporary groupings of undertakings:

The ESPD and the declaration referred to in point 2) must be compiled and digitally signed by



all the entities that make up the group.

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

The ESPD, Parts II and III, must also be compiled and digitally subscribed by the contracting undertakings which will become performers of the service.

3. **QUOTE OFFER**, signed with digital signature by the legal representative or other person able to engage the economic operator, composed of all the elaborations, indicated and described in the specific point of the technical specifications.

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 above indicated will not be taken into consideration.

Clarification

It is possible to obtain clarification of this procedure by submitting written questions to be emailed always to the address l.zoffoli@aptservizi.com no later than 04.03.2021.

The Sole Manager of the Procedure designated for this procedure is Mrs Rita Boselli.

This notice is published on the company website of the contracting station www.aptservizi.com, in the section “Azienda/Company”– sub-section “Invitations to tender and offer request/ Bandi di gara e Richiesta di Offerta” on the day .

INFORMATION ON ENTRUSTMENT OF PERSONAL DATA : we inform you that personal data which are processed by the present procedure will be carried out in compliance with national and European laws concerning the protection of personal data. The data controller is APT Servizi srl, you can contact anytime for the exercise of your rights mailing to: privacy@aptservizi.com or contacting the data advisor manager (DPO) e.mail: dpo@aptservizi.com.

Please find the whole informative rules on privacy on www.aptservizi.com/azienda/privacy/

The Sole Manager for the Proceedings
Rita Boselli
digitally signed

Here attached:

- technical request
- DGUE - A
- Additional Declarations – Mod. B