



Rimini, 22nd February, 2022

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 and As Amended. CIG/CONTRACT ID CODE: 9087507004

Please be advised 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 "2022 Plan – executive proposals for marketing and tourism promotion" intends to carry out following market investigation aimed at the acquisition of quote offers for the direct award of pr-services as mentioned below.

The award procedure will be carried out pursuant to Art. 40 of Legislative Decree 50/2016 and subsequent amendments.

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 proceed with any assignment, in case that no offers satisfies the evaluation basis indicated below 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.

Technical specifications and procedures of services are detailed in the attachment here enclosed.

The services/performances which have to be provided are of intellectual nature.

The service is unitary, not split into lots.

Duration:

The contract will start from the time it will be signed till 31stDecember 2022.

The Administration Office reserves the right to n. 2 (two) possible annual renewals (2023 and 2024) of the contract under the same economic terms of the first assignment.

Value of the contract: the estimated value of the contract, calculated pursuant to art. 35, co. 4, of Legislative Decree 50/2016, is equal to €105.000,00 (one hundred and five thousand/00), plus VAT if due. It is divided as follows:



Duration	Description of services	Estimated Value
From the time it is signed to 31/12/2022	Basic service	€ 30.000,00
	Budget to purchase adv on social networks	€ 5.000,00
1°Renewal option 2023	Basic service	€ 30.000,00
	Budget to purchase adv on social networks	€ 5.000,00
2° Renewal option 2024	Basic service	€ 30.000,00
	Budget to purchase adv on social networks	€ 5.000,00
Total assignment		€105.000,00

PLEASE NOTE THAT Only downward quote offers that do not exceed the respective above estimated values for basic service , net of charges and VAT , are allowed that is € 30.000

The separate budget of adv on social networks is to be considered not on downward offer

Pursuant to Art.95, paragraph 10 of Legislative degree, as the services covered by the assignment are of an intellectual nature, labor costs have been not estimated.

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

AWARD CRITERIA:

The participation to the procedure is open to all economic operators/partners, according to Art.45, Legislative Degree 50/2016- They must provide proper documentation on following requirements:

General requirements:

Apt Servizi srl • Società costituita dalla Regione Emilia Romagna, Unioncamere e C.C.I.A.A. dell'Emilia Romagna
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 - 47900 Rimini • Tel. +39 0541 430111

<http://www.aptservizi.com> • pec: aptservizi@pec.aptservizi.com



- absence of reasons of exclusion pursuant to art. 80 of Legislative Decree 50/2016 and subsequent amendments;
- inexistence of obstacles to contracting with the public administration.

Requirements of technical and professional skills:

Considering the specific typology of the service/performance and the goals that Apt Servizi pursues with the project being awarded, the achievement of proper technical skills, a multi-year work experience and know-how are required as follows:

- ⇒ Multiannual experience in the fields of media relations, public relations, communication, press office in Poland.
- ⇒ Multiannual experience in managing media & public relations and press office campaigns for clients in the tourism and travel, food & wine, lifestyle, art and culture, sport sectors.
- ⇒ Experience in managing of communication, media & public relations and press office projects for regional and / or national DMOs (tourist boards).
- ⇒ In-depth knowledge of the world of media in relation to the Polish market, updated ability to govern the logic of the media and constant work with traditional and new media, with local and national media editors, with freelance and influencers.
- ⇒ Human resources: the team that the agency intends to allocate to customer management must include at least two native Polish speakers. The team that the agency intends to entrust with the management of the client must have as well a good written and spoken command of English.

It should be noted that the lack of one or more of the required knowledges, skills and experience does *not* represent a reason for exclusion, but each of them contributes to the evaluation of the offer.

Subcontracting by the economic operator must be declared in the offer and pursuant the limits set out in art. 105, paragraph 2, of Legislative Decree 50/2016.

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 12.00 hours of day 04 March 2022



The offer must include the following documents:

1. **DGUE - 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).
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 or *by an authorized representative of the company*. *If that is the case, please attach special power of attorney or authentic copy of authorization.* For the preparation of the additional declaration please use form **Model B attached to this notice**.
3. **Passoe Code** issued by the Italian National Anti-Corruption Authority in the manner prescribed by resolution no. 157 of 17/02/2016 of the same Authority. Failure to produce the PASSOE in the race does NOT mean exclusion or sanction on and will not even be subject to integration. . To carrying out the checks on the possession of the requisites, the economic operator who has not submitted the PASSOE in the award and who is the winner must deliver it to the Administrant on at a later stage and in any case before the signing of the contract, unless proven impossibility of obtaining it by the foreign economic operator. Information on the creation of the PASSOE is available at the following link: <http://www.an4corruzione.it>
4. **QUOTE OFFER**, signed by digital signature by the legal representative including following documents:
 1. Company profile/curriculum vitae of the agency, curricula of the people forming the work team (with indications of the languages spoken and written and the level), client portfolio, at least two case histories (one for a DMO and one for a travel & tourism sector client).
 2. Customer visioning (Emilia-Romagna Region tourism sector) – expectations, objectives, identity, strengths, weaknesses – and synthetic analysis of the market, media scenarios and competitors, aimed at motivating and providing the basis for the strategy, including an updated overview of the Polish market and of the impact of COVID-19 on the Polish travel industry and short term (2022/23/24) outbound holidays perspectives.



3. Communication strategy plan for media relations and press office: objectives, concepts, tactics, targets, most effective media, key messages by target, etc.
4. Yearly planning of activities (see Description of the basic services) and relative time schedule.
5. Plan of auxiliary and supplementary services and relative time schedule
6. **Cost preview** – The tenderer must clearly specify in the “**Economic OFFER/quotation**” as follows:
 - **the price for the basic** service which should include all what has been listed in the “technical specifications”
 - **separately**, the price for advs on social networks, which has to be considered not on downwards offer

The economic offer/quotation is intended as including the agency fee and all activities listed in the proposed operating plan, media clipping, stationery and any other cost related to office set up, travel/accommodation/PR expenses in Poland (referred to meetings with journalists, attendance to press conference, etc.).

It is understood that Apt Servizi will cover all costs which are related to press conferences and media events (venue, catering, hostess / steward, interpreters, etc.), press trips (travel, accommodation and food for the agency employee who will accompany media and participants), hospitality in Emilia-Romagna for participation in meetings and for the annual activity presentation (if it will not take place by conference call)

Please remember that **Only downward quote offers that do not exceed the yearly respective above estimated values for basic service, net of charges and VAT** , are allowed that is € 30.000

In the offer/quotation, the economic operator must indicate the annual price offered for the execution of the service and not the percentage of discount.

The Administration declines all responsibility for technical or other problems that prevent the sending and getting the offer withing he deadline above indicated.



All offers which will be received after the above deadline or which are not sent in compliance with the procedure above indicated 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 Communication strategy and of the activity plan will be evaluated through these documents : Client's Visioning , Synthetic analysis of the market, media scenarios and competitors, General strategy of media & public relations ; Communicaiton strategy, annual activity pr plan, plan of a campaign on social networks);
- 2) Overall quality of the agency and expertise will be avaluated through these documents: company profile and team organization, portfolio and case history of tourism promotion campaigns for DMOs The following criteria will be specifically evaluated:
 - Know-how of the target market (Poland) and related media, communication, PR, marketing, travel and tourism, transport sectors; ability to manage the logic of the Polish media; constantly updated network of relationships with media and with the social media, with local media editorial offices in each region, freelancers and Polish influencers;
 - Multi-year experience in public relation, communication and press office's work in Poland; management of media campaigns for clients in the tourism and travel, food & wine, lifestyle, art and culture, sport sectors; project management of media & public relations and press office campaigns for regional and / or national DMOs (Destination Marketing Organization)
 - Good knowledge of written and spoken English and Polish native employee in the company team.
3. Overall cost-effectiveness of the basic service.

Clarifications

It is possible to obtain clarification of this procedure by submitting written questions to be emailed to the address l.zoffoli@aptservizi.com no later than 28/02/2022



In consideration of the type of service of the award, an on -the spot -inspection is not expected.

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

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

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/

The Sole Manager for the Proceedings
Rita Boselli
digitally signed

In the attachment:

- Technical specifications;
- Model Form A;
- Model Form B;