



Rimini 10/12/2022

NON-OFFICIAL TRANSLATION

CALL FOR PROPOSAL FOR DIRECT ASSIGNMENT PURSUANT TO ART. 1, CO. 2, LETT. A), of D.L. 76/2020 (and subsequent amendments.) OF “ COMMUNICATION, MEDIA&PR SERVICES AND PRESS OFFICE FOR THE DESTINATION EMILIA ROMAGNA REGION IN AND FOR THE UK MARKET”- CIG 9529373F5B

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 "2023 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 AND FOR THE UK MARKET”**

The award procedure will be carried out pursuant to Articles 40 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 satisfy the evaluation elements indicated below in this notice

Object of the contract:

“COMMUNICATION, MEDIA&PR SERVICES AND PRESS OFFICE FOR THE EMILIA ROMAGNA REGION IN AND FOR THE UK MARKET”

Technical specification of services and methods of execution of the services will be detailed in the “Capitolato tecnico prestazionale” (EN_capitolato tecnico prestazionale/ technical specifications) document



which will form an integral part of this notice.

The services covered by the award are to be considered of an intellectual nature 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 2023. The administration dept of APT Servizi reserves the right to n. 2 (two) possible annual renewals of the contract at the same conditions (one annual renewal for 2024 and one annual renewal for 2025)

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 120.000,00, plus VAT. Below the detailed breakdown

Duration	Value made up of auction
From the moment the documents are signed to 31/12/2023	€ 40.000,00 plus VAT if needed
Renewal option (2024)	€ 40.000,00 plus VAT if needed
Renewal option (2025)	€ 40.000,00 plus VAT if needed
TOTAL	€ 120.000,00 plus VAT if needed

PLEASE NOTE

Only offers that do not exceed the value made up of auction of the service are allowed (duration of one year, net of charges and VAT means 40.000,00)

Because of the intellectual nature of the service the labor cost is not estimated



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).

Bidders must possess the following requirements:

Possession of the requirements referred to in art. 45 of Legislative Decree 50/2016 to be demonstrated via attachment to this procedure

General requirements:

- 1) absence of grounds for exclusion referred to in art. 45 of Legislative Decree 50/2016
- 2) non-existence of impediments to deal with Italian public administration

Technical and professional requirements

Given the specificity of the service and the objectives that APT Servizi pursues with this assignment, the achievement of adequate technical training and multi-year work experience is required, in particular having carried out, for a single contractor, the execution in the last five years (2018 - 2022) of services similar to those covered by this procedure vis-à-vis public administrations, public entities, publicly-owned companies, joint ventures and/or enterprises.

HOW TO PARTICIPATE

Bidders interested in taking part and in possession of the requirements must submit their offers and the following documentation, written in Italian or English, to the email address gare_esterp@aptservizi.com clearly mentioning in the object UK market CIG 9529373F5B, with this deadline:

by 6PM (CET) of the 28th of December 2022



Bidders' offer must contain these documents:

- **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)
- **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) signed by legal representative of the company (means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached) For the preparation of this declaration please use form EN_Modello B attached to this notice.
- **DOCUMENTATION SHOWING/DEMONSTRATING THE POSSESSION OF THE PARTICIPATION REQUIREMENTS** (eg: old contracts, reviews certifying the regular accomplishment of the contract)
- **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, UNLESS the bidder can demonstrate the impossibility to obtain a PASSOE code for a foreign participant. Information on the creation of the PASSOE is available at the following link: <https://www.anticorruzione.it/-/fascicolo-virtuale-dell-operatore-economico-fvoe> 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 art. 47 paragraph 2 of Legislative Decree 50/2016 says that the foreign company is required to produce documentation required by the regulations in force in the respective countries, suitable for



demonstrating possession of all the requirements prescribed for the qualification and participation of Italian economic operators to tenders, accompanied by a suitable translation, even if not sworn. Therefore, the foreign operator must produce similar documentation corresponding to:

- certificate attesting the registration of the economic operator in the professional or commercial register, in accordance with the provisions of Annex XVI to Legislative Decree 50/2016;
- certificate from which it emerges that, for the subjects defined by art. 80, paragraph 3, Legislative Decree 50/2016, no definitive sentence or penal decree of conviction that has become irrevocable or sentence applying the penalty at the request of the parties has been pronounced for one of the crimes envisaged by paragraph 1 of the same article;
- certificate attesting that the economic operator has not committed serious violations, definitively ascertained, with respect to the obligations relating to the payment of taxes and duties or social security contributions;
- certificate from which it emerges that the economic operator is not subject to bankruptcy and is not in a state of compulsory liquidation or composition with creditors and that there is no ongoing procedure against him for the declaration of one of these situations;
- certificate attesting that the economic operator complies with the rules governing the right to work of the disabled.

- **Self declaration** of financial traceability - Modello 1 signed by legal representative of the company (means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached)
- **Integrity pact** signed by legal representative of the company (means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached)
- **OFFER/QUOTE**, signed by legal representative of the company (means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached) consisting of:
 - Company profile and curricula of the people who make up the working group (with indication of spoken and written languages and level), client portfolio.



- Two case histories of media relations campaigns: one for a tourist destination and the other for a tourist destination or a business activity in the tourism sector.
- Visioning of the Emilia-Romagna Region tourism sector client (expectations, objectives, identity, strengths, weaknesses), a synthetic and updated analysis of the market, media scenarios, competitors in Emilia-Romagna, 2023 prospects - to motivate and provide the basis for the strategy.
- General strategy of media & public relations and press office for 2023 (objectives, concepts, tactics, targets, most effective media, key messages for targets, etc.).
- 2023 activity plan and monthly schedule
- Economic offer in euros. The economic offer is understood to include the fee and all the activities/services/performances listed in the section of the Capitolato called "Descrizione del servizio/Description of the service" as well as stationery, photocopies, travel and transfers in the United Kingdom, etc. It is understood that Apt Servizi will bear the out-of-pocket costs relating to press conferences and media events (venue, catering, hostess/steward, interpreters, etc.), press trips (travel, accommodation and meals for the agency employee who will accompany the media and participants, where confirmed). Again, please be aware only offers that do not exceed the value made up of auction of the service are allowed (duration of one year, net of charges and VAT means 40.000,00). In the quote the bidder must declare the annual price and not the markdown.

All documents must be clear, detailed and accurate in order to allow a correct evaluation of the offer.

In the event that the economic operator is unable to digitally sign the documents, he may affix the handwritten signature of the legal representative by attaching his identity document.

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

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 - 47921 Rimini • Tel. +39 0541 430111

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



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

1. Overall quality, 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 level of experience, expertise, efficiency and reliability of the agency and the project team will be evaluated through company profile, team curriculum, case history,

- 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
- Multiannual work experience in the sectors of media relations and public relations and tourism communication for Italian regions, government bodies or DMOs, in order to fully understand procedures and timing, as well as experience in press office activities in the UK; management of media & public relations campaigns in the tourism and travel, food & wine, lifestyle, art and culture, sport sectors;
- Human resources: the team that the agency intends to allocate to client management must include only collaborators resident in the United Kingdom with proven knowledge not only of the language but also of the country's culture in order to best perform the function of cultural mediation in the transmission of the message relating to the tourist offer and products of Emilia Romagna.



3. Overall economy of services.

Clarifications

It is possible to obtain clarifications by proposing written questions via email to this address:

gare_estero@aptservizi.com clearly mentioning in the object UK market CIG 9529373F5B no later than the 23/12/2022

The Sole Procedural Officer related to this procedure is Ms Rita Boselli , who declares the non-existence of a conflict of interest regarding this procedure pursuant to art. 6 bis of Law 241/90 and of the MG Measure of the current PTPCT 2022-2024;

This notice is published on the official company website www.aptservizi.com in the Company section - sub-section **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 Procedural Officer

Rita Boselli

digitally signed

ATTACHMENTS

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- Capitolato tecnico prestazionale (EN_Capitolato tecnico pr_mr_UK_23_25)
- modello A – DGUE (EN_Modello A DGUE/ESPD)
- modello B – Dichiarazione integrativa (EN_Modello B Substitutive declaration)
- Modello 1 – Self declaration (EN_Modello 1/Self declaration)
- Patto di integrità (EN_Patto di integrità)