



Rimini, 15/12/2022

PUBLIC NOTICE OF REQUEST FOR PROPOSAL AND QUOTE PURSUANT TO ART. 1, CO. 2, LETT. A), OF D.L. 76/2020 AND SS.MM.II., FOR THE DIRECT ASSIGNMENT OF THE SERVICE OF "PR AND MR AGENCY SERVICE, COMMUNICATION AND PRESS OFFICE FOR THE EMILIA-ROMAGNA TOURIST DESTINATION FOR AND IN THE GERMAN-SPEAKING MARKETS (GERMANY, AUSTRIA, SWITZERLAND)" - CIG 953194275F

It is hereby publicly announced that Apt Servizi s.r.l., as the given contracting administration with registered office in Bologna, Viale Aldo Moro n.62, and operational office in Rimini, Piazzale Federico Fellini n.3, P.I./C.F. 01886791209, website www.aptservizi.com; PEC bandi@pec.aptservizi.com, based on the needs set forth in the "2023 Plan - executive proposals for tourism marketing and promotion," intends to carry out this market survey aimed at acquiring proposals and quotations for the direct awarding of the services in subject and explained below.

The entrustment procedure will be carried out in accordance with art. 40 of Legislative Decree 50/2016 and ss.mm.ii.

The purpose of this notice is exclusively to receive a proposal and quote to be evaluated for the purpose of a direct assignment to be put in place pursuant to Article 1, paragraph 2, lett. a), d.l. 76/2020 and ss.mm.ii. The Administration reserves the right not to proceed to any entrustment, in the event that no proposal meets the requirements indicated in the following of this notice.

OBJECT OF ASSIGNMENT

PR&MR agency, communication and press office services for the tourist destination of Emilia-Romagna Region for and in the German-speaking markets (Germany, Austria, Switzerland).

The technical specifications and ways of performance/execution of the service to be assigned are written in details in the special "technical specifications" attached to this notice.

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

The service is unitary, not divided into lots.

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Cap. Soc. € 260,000.00 i.v. - N° of Iscr. R.I. and REA of Bologna - C.F. / P.I. 01886791209 - IPA Code: APTSS

Registered office: Viale Aldo Moro, 62 - I - 40127 Bologna - Tel. +39 051 4202611

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DURATION

The assignment will begin from the moment the contract is stipulated until the 31st of December 2023. The administration reserves the right to exercise the annual renewal option, up to a maximum of 1 (one) year (2024) at the same normo-economic conditions as the main assignment.

VALUE OF THE CONTRACT

The total value of the contract, calculated in accordance with art. 35, co. 4 of Legislative Decree 50/2016, is € 130,000.00 (one hundred and thirty thousand/00 Euros) plus VAT if due, divided as follows:

Contractual Duration	Estimated value of service
From the stipulation of the contract until 31/12/2023	€ 65,000.00 plus VAT if due
Renewal option for the second year (2024)	€ 65,000.00 plus VAT if due
Total	130,000.00 plus VAT if due

PLEASE NOTE: Only downward bids on the auction base consisting of the estimated annual value of the service, i.e., € 65,000.00, are allowed in this procedure.

Since these are services of an intellectual nature, the cost of labour is not estimated in accordance with Article 95(10) of the Code.

The service will be performed off the premises of the contracting company and it will be carried out exclusively by personnel of the contractor, not employed by the contracting company. The safety costs (costs of preventive and protective measures from interferential risks contained in the DUVRI) are therefore € 0.00 (zero).

ADMISSION CRITERIA

Participation in the procedure is open to all economic operators referred to in Article 45 of Legislative Decree 50/2016 who **demonstrate with appropriate documentation** that they meet the following requirements:

General requirements

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- Absence of the grounds for exclusion referred to in Article 80 of Legislative Decree 50/2016 and ss.mm.ii;
- non-existence of causes preventing from contracting with the public administration;

Technical and professional requirements

Given the specificity of the service and the objectives that APT Servizi is pursuing with this assignment, the achievement of appropriate technical training and multi-year work experience is required, in particular, the performance in the last five years (2018 - 2022) of services similar to those covered by this procedure to public administrations, public entities, publicly owned companies, joint ventures and/or companies in Italy.

HOW TO PARTICIPATE

Economic operators interested and in possession of the required skills must submit the following documentation via e-mail to gare_estero@aptservizi.com

by 18:00 CET on the 13th of January 2023 (13/01/2023)

The economic operator's proposal must contain the following documents:

- **DGUE - Single European Tender Document**, digitally signed (i.e. it means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached), in accordance with D.P.R. 445/2000, by the legal representative of the economic operator (use Form A attached to this notice).
- **Supplementary Declaration** (to be made, in particular for the purpose of updating the DGUE to the corrective decree referred to in Legislative Decree No. 56 of April 19, 2017, Legislative Decree No. 135 of December 14, 2019, and Law No. 55 of June 14, 2019) digitally signed (i.e. it means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached) by a director with power of representation or a special attorney, in which case the special power of attorney or a certified copy thereof must be attached.

Please use the attached Form B to prepare this statement.

- **Documentation proving the above technical and professional capacity requirements** (certificate of regular performance or contract of assignment, receipted invoices, etc.).

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- **PASSOE Code** issued by the National Anti-Corruption Authority in the manner provided for in the Authority's Resolution No. 157 of 17/02/2016. Failure to produce the PASSOE in the tender does not constitute grounds for exclusion or penalty and will also not be subject to supplementation. For the purpose of carrying out the checks on the possession of the requirements, the economic operator who has not submitted the PASSOE in the tender and is awarded the contract will have to deliver it to the Administration at a later stage and in any case before the conclusion of the contract, unless the foreign economic operator proves impossible to obtain it. Information on the creation of the PASSOE is available at the following link: <https://www.anticorruzione.it/-/fascicolo-virtuale-dell-operatore-economico-fvoe> Article 47 paragraph 2 of Legislative Decree 50/2016 provides that the foreign company is required to produce documentation provided for by the regulations in force in their respective countries, suitable to demonstrate the possession of all the requirements prescribed for the qualification and participation of Italian economic operators in tenders, accompanied by appropriate translation, even if not sworn. Therefore, the foreign operator must submit similar documentation corresponding to:
 - **certificate** proving that the economic operator is **registered in the professional or commercial register**, in accordance with the provisions of Annex XVI to Legislative Decree 50/2016;
 - **certificate** showing that, against the persons provided for in Article 80, paragraph 3, Legislative Decree 50/2016, no final judgment or **criminal** decree of conviction that has become irrevocable or judgment of application of the penalty at the request of the parties have been pronounced for one of the crimes provided for in paragraph 1 of the same article;
 - **certificate** stating that the economic operator has not committed any serious violations, definitively established, with respect to **obligations relating to the payment of taxes or social security contributions**;
 - **certificate** showing that the economic operator is not subject to **bankruptcy** and is not in a state of compulsory liquidation or arrangement with creditors and that no proceedings for the declaration of any of these situations are pending against it;
 - **certificate** stating that the economic operator is in compliance with the regulations governing the **right to employment of the disabled**.
- **Self-certification financial traceability - form 1** to be signed with digital signature (i.e. it means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached) by the legal representative of the economic operator.
- **Integrity pact** to be digitally signed (i.e. it means signed with certified digital signature or

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handwritten signature and form sent with a scan of passport attached) by the legal representative of the economic operator.

- **TECHNICAL OFFER**, digitally signed (i.e. it means signed with certified digital signature or handwritten signature and form sent with a scan of passport attached), containing the following documents:

- Company profile/resume of the agency, resumes of the people in the team (indicating languages spoken and written and level), client portfolio.
- Two case histories of media relations campaigns: one for a tourism destination and another either of a tourism destination or tourism industry enterprise.
- Visioning of the client Regione Emilia-Romagna tourism sector (expectations, goals, identity, strengths, critical issues), the concise and up-to-date analysis of the market, media scenarios, Emilia-Romagna's competitors, prospects 2023 - to motivate and provide the basis for the strategy.
- Overall media & public relations and press office strategy for 2023 (objectives, concept, tactics, target audience, most effective media, key messages by target audience, etc.).
- 2023 activity plan and related monthly schedule.
- Economic offer in euros. The economic offer is intended to be all-inclusive of the honorarium and all activities/services/performances listed in the section of the Specifications entitled "Description of Service" in addition to stationery, photocopies, travel and transfers to Germany, Austria, Switzerland, etc. **The economic offer also includes the clipping service for a maximum amount of Euro 15,000.00 per year.** It is understood that Apt Servizi will cover the out-of-pocket/ground costs related to press conferences and media events, (venue, catering, hostesses/stewards, interpreters, etc.), press trips (travel, lodging and food for the attending media and for the agency representative, when confirmed).

As a reminder, only net downward bids that do not exceed the estimated annual contract value of € 65,000.00 are admitted to the procedure.

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

All documents must be clear, detailed and accurate in order to allow a proper 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 an identity

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document.

The Administration accepts no responsibility for technical or other problems that prevent the sending and receipt of proposals within the aforementioned deadline.

Proposals received after the above deadline or that are not submitted in accordance with the above procedures will not be considered.

CRITERIA OF ASSIGNMENT

The selection of the best technical-economic offer will be made following an evaluation conducted on the basis of the following negotiating elements listed in priority order of importance:

1. Quality, effectiveness, adequacy, completeness, innovativeness, originality of the communication strategy and operational activity plan (documents under evaluation: client visioning, summary analysis of the market/media/competitor scenario, communication strategy, operational activity plan, etc);
2. Competence, experience, efficiency and reliability of the provider (documents under evaluation: company resume and resumes of the team dedicated to the service, organizational chart and articulation of the team dedicated to the service, case history campaigns for DMOs and tourism enterprises, client portfolio) specifically will be evaluated:

- Knowledge of the target market (DACH: Germany, Austria, Switzerland) and the related sectors of media, communications, PR, marketing, travel and tourism, and transportation; ability to govern the logic of media in Germany, Austria, Switzerland; loyal, constantly updated network of relationships with media hubs, online media, local media editorial offices in each region, German, Austrian and Swiss freelancers and influencers;
- Multi-year long term working experience in media relations and public relations and tourism communications for Italian regions, public entities or DMOs in order to fully understand their procedures and timelines, as well as experience in press office activities for Germany, Austria and Switzerland; management of media & public relations campaigns the tourism and travel, food & wine, lifestyle, art and culture, and sports sectors;
- Human resources: the team the agency intends to assign to client management must include employees with an excellent command of spoken and written German.

At least one member of the team allocated for client management must have a good knowledge of spoken and written Italian.

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3. Overall cost-effectiveness of the service.

Clarification

It is possible to obtain clarifications on this procedure through the proposition of written questions to be sent by email always to: gare_estero@aptservizi.com no later than 09/01/2023 indicating in the subject: PR&MR AGENCY, COMMUNICATION AND PRESS OFFICE SERVICES FOR THE EMILIA ROMAGNA DESTINATION FOR AND IN THE GERMAN SPEAKING MARKETS (GERMANY, AUSTRIA, SWITZERLAND) - CIG 953194275F

In view of the type of service covered by the contract, an on-site inspection is not required.

The Unique Head of the Procedure (i.e. Responsabile Unico del Procedimento – RUP) designated for this procedure is Dr. Rita Boselli, who declares the non-existence of conflict of interest regarding the procedure in question pursuant to Article 6 bis of Law 241/90 and Measure MG of the current PTPCT 2022-2024;

This notice is posted on the institutional website www.aptservizi.com in the Tenders and Request for Proposal section.

INFORMATION ON THE PROCESSING OF PERSONAL DATA:

We would like to inform you that the personal data processed as part 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 to whom you may apply to exercise your rights by writing to privacy@aptservizi.com or by contacting the Data Protection Officer (DPO) dpo@aptservizi.com. Full information available in the privacy section of the website www.aptservizi.com.

Responsabile Unico del Procedimento
Rita Boselli
digitally signed

Attached:

- Technical and Performance specifications;
- Model A - DGUE
- Model B - Supplementary Declaration
- Template 1 - Self-certification of financial traceability

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- Integrity Pact

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