



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
DEVELOPPO E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"

Axis VI - Environmental protection, promotion of natural and cultural resources

Action 6.8 - Measures for the competitive repositioning of tourism destinations.

CUP-Unified Project Code: B39H18000380009

SUBJECT: IMPLEMENTATION OF THE DESTINATION GOVERNANCE PROJECT - PUBLIC CALL FOR A LIST OF SERVICES AIMED AT THE *WORLD-WIDE PROMOTION OF DESTINATION PUGLIA*, FOR ACTIVITIES TO BE ASSIGNED PURSUANT TO ARTICLE 56 OF ITALIAN LEGISLATIVE DECREE D.Lgs. OF 3 JULY 2017, N. 117 and further supplements, targeting the "*PUGLIESI NEL MONDO*" associations, as incorporated in Puglia Regional Law N. 23/2000. CUP-UNIFIED PROJECT CODE: B39H18000380009.

THE INTERIM DIRECTOR GENERAL

OF ARET PUGLIAPROMOZIONE

HEREBY PRONOUNCES

The Puglia Region Council decision D.G.R. of 14 February 2017, n. 191 the **Puglia Strategic Tourism Plan** approved, including the annual and three-year Financial Plan for the implementation of activities under the ERDF-FSE 2014-2020 fund, followed by Regional Tourism Department decision n. 3 of 29 January 2018, granting and approving the two-year executive project "*Destination Governance*" 2018-2019.

The Puglia Region Council decision D.G.R. of 5 July 2018, n. 1200, approved the Integrative Actions to the Strategic Tourism Plan, including initiatives involving the associations of Pugliesi nel Mondo.

The Puglia Region Law of 11 December 2000, n. 23, acknowledged the Associations of the Pugliesi nel Mondo as having specific purposes aimed at preserving and consolidating the bond with the land of origin in order to preserve and disseminate the identity values of the Apulian territory;

The Regional Regulation of 3 October 2001, n. 8, sets the composition of the Regional Register of Associations and Federations of Pugliesi ("*Associazioni dei Pugliesi nel Mondo*", established pursuant to Article 4 of Law no. 23/2000), as well as the procedure for registration in the aforementioned Register;

The Puglia Region Council Decision D.G.R. 2 August, 2018, n. 1447 approved (pursuant to Article 10 of Law No. 23/2000) the 2018 Plan based on the "*2017-2018 Strategic Program for Internationalization*" set forth with Legislative Decree no. n. 839/2016 on regional, national and EU plans or programs, for the realization of interventions consistent with the general objectives identified for the recognition of the Associazioni Pugliesi nel Mondo.

The Puglia Region Council Decision D.G.R. of July 5 2018, n. 1200 approved the enhancement of interventions aimed at the promotion of tourism in the regional territory to be funded according to the Strategic Tourism Plan "Puglia365" - POR Puglia 2014/2020 - Axis VI - Action 6.8;



Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

The D.G.R. 4 December 2018, n. 2274 the Apulian Regional Council implemented a precise direction aimed at favoring the so-called "root tourism" or "return tourism" taking into consideration the large presence of native Apulians or foreign citizens with Apulian origins, in different parts of the world, so as to favor the bond of Apulians to their native land;

The Puglia Region acknowledges the importance of the presence of Apulian citizens across the world, as keepers and witnesses of the regional territory's beauty values, and therefore supports initiatives aimed at consolidating the bond between Apulians and the land of origin, to strengthen their involvement in activities promoting Puglia and "root tourism";

The Regional Agency of Tourism Pugliapromozione, incorporating the aforementioned regional policy, intends to enhance the network of the *Pugliesi nel Mondo* as ambassadors of their homeland, promoters of incoming tourism through the realization of activities aimed at promoting Puglia, its extraordinary tangible and intangible heritage, its food & wine products, its traditions and authenticity;

The Pugliesi nel Mondo associations belong to the so-called Third Sector, that is a set of non-profit private entities established for civic, solidarity and social purposes, promoting and carrying out activities of general interest, through forms of voluntary and non-profit actions, or public aid productions and exchange of goods and services, consistent with the purposes established in the respective bylaws or constitutional acts, pursuant to Article 4 of the Third Sector Code (approved by Legislative Decree No. 117/2017, as amended and supplemented by Legislative Decree No. 105/2018);

In light of the above, with Decision of 5 December 2018, n. 633, the Regional Tourism Agency Pugliapromozione approved the publication of this Notice of Call, aimed at resolutions pursuant to Article 56 of Legislative Decree no. 117/2017 and further amendments and supplements with *Associazioni Pugliesi nel Mondo*, with the final purpose of implementing a program of activities and promotional events for the *Puglia nel Mondo* destination.

Article 1

Purposes of this Notice

This notice is aimed at acknowledging a dynamic and proactive role to *Pugliesi nel Mondo* associations, in the wake of the regional policy that intends to enhance the bond of native Apulians, or those living abroad, with the territory of origin, also encouraging a participatory process in the promotion of Puglia, as a place of beauty and tourist attractions to be experienced all year long.

To this purpose it is necessary to follow up the signing of agreements (understandings) with *Pugliesi nel Mondo* associations in order to develop a program of actions aimed at promoting the Puglia destination, with regard to typical productions (food & wine), culinary and cultural traditions, as well as the *dissemination of Puglia brand identity* in Italy and the world.



Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

The aforementioned program consists of activities and events organized by *Associazioni Pugliesi Mondo*, addressing typical Apulian beauties, in the period of time between February and December 2019, in order to disseminate or strengthen the knowledge of Puglia across the world, enhancing the authenticity, genuineness and creativity of "Made in Puglia" in eno-gastronomic and cultural fields, aiming at increasing incoming tourism and the internationalization of tourism demand.

This Notice aims at obtaining an attractive and competitive advantage for the Puglia destination through a dynamic action of its native citizens aboard, who can actively participate in the process of growth and development of the Apulian territory, rather than simply observing it, or recalling it "from afar", as if they were spectators. The aim is therefore to obtain a proactive participation of the Pugliesi nel Mondo associations, so that the regional territory can be enhanced as a place of identity values, of beauty and excellent food and wine production.

The specific objectives of this Notice are as follows:

- a) promote and strengthen the cultural identity of Pugliesi nel Mondo;
- b) promote the enhancement of bonds with the land of origin;
- c) favor and consolidate the Puglia brand positioning throughout the territories where Pugliesi nel Mondo associations are based, acknowledged according to Regional Law L.R. 26/2000;

3

Events and activities to be implemented are based on continuity and consistency with the guidelines set out in the "**Puglia365**" **Strategic Tourism Plan** and with the institutional objectives of ARET Pugliapromozione, in compliance with the principles of adequacy of public action, economy, efficiency, equal treatment, non-discrimination, transparency and proportionality, as well as encouraging activities in cross-border concerns.

Article 2

Subject of this Notice

This notice concerns the acquisition of proposals, presented by *Associazioni Pugliesi nel Mondo* (acknowledged pursuant to Regional Law No. 23/2000), aimed at the implementation of a program of activities and promotional events for the *Puglia destination*, focused on the enhancement of the eno-gastronomic and cultural resources of the land of origin.

The proposals may concern:

- a) the enhancement of local eno-gastronomic traditions as an expression of the Apulian identity, its places and communities;
- b) the implementation of activities focused on the knowledge of the main agri-food productions of the Apulian territory;
- c) the execution of artistic and experiential activities, according to Apulian cultural traditions, associated with the rediscovery of a healthy lifestyle and typical eno-gastronomic products.



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSE VI - AZIONE 6.8
INTERVENTI DI PROMOZIONE TURISTICA E CULTURALE
NELLE ZONE DI SVILUPPO
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

Article 3

Proposing subjects

The proponents are exclusively the associations included in **Associazioni dei Pugliesi nel Mondo**, as acknowledged by the Puglia Region pursuant to Regional Law n.23/2000 and listed in the appropriate Register as provided for by Regional Regulation n. 8/2001. Proposals submitted by different subjects shall be rejected.

Associazioni dei Pugliesi nel Mondo are regulated as third-sector entities pursuant to Article 4 of the Third Sector Code (approved by Legislative Decree 117/2017), and carry out activities of general interest pursuant to Article 5 of the same Code, with particular regard to:

- 1) interventions for the protection and enhancement of cultural heritage and landscape, pursuant to Legislative Decree of 22 January 2004, n. 42 and further amendments and supplements (letter f);
- 2) organization and management of cultural, artistic or recreational activities of social interest, including publishing, promotion and dissemination activities relevant to the culture and practice of volunteering, and activities of general interest as per Article 5 of Legislative Decree n. 117/2017 (letter i);
- 3) organization and management of tourism activities of social, cultural or religious interest (letter k);
- 4) development cooperation, pursuant to Law 11 August 2014, n. 125, and subsequent modifications (letter n);

The Associazioni dei Pugliesi nel Mondo proposing subjects are required to attach all necessary documentation to their proposal, proving the establishment of the Association pursuant to Law. n. 23/2000 as duly registered in the appropriate Regional Register pursuant to Article 4 of the aforementioned law.

Article 4

Contents of proposals

Each proposal submitted by Associazioni Pugliesi nel Mondo must have as its purpose the implementation of activities to promote the Puglia destination, in Italy (except Puglia) or abroad, **across the following sectors:**

- a) promotion and/or production of food and wine products (i.e.: agri-food preparation activities, tastings of typical Apulian dishes and wines, cooking shows);
- b) cultural and artistic promotion (i.e.: live performances);
- c) communication and advertising of the *Puglia brand* and the identity of the Apulian territory;



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
RETTORI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

d) participants' hospitality and accommodation;

The event to be organized and/or the activities to be carried out may fall into the following **categories**:

1. Forums, talk shows or conferences;
2. Cooking shows, theme-oriented tastings;
3. Exhibitions and artistic performances;
4. Live shows and animation activities;
5. Theme fairs or festivals.

The event and/or activities must necessarily be **centered on Puglia** and the promotion of the Apulian territory, preferably involving no less than 30 participants.

The proposal can be set up involving an arrangement (**network**) of operators and/or companies engaged and active in the aforementioned professional sectors (letters a-d) and must necessarily include:

a) at least n. 2 types of activities chosen from those listed in subs 1 to 5 of this article;

b) dissemination and circulation of the *Puglia brand*.

Proposals must also specify that activities are carried out employing **qualified personnel**, with proven experience in the relevant professional sectors, preferably with a good knowledge of Puglia and its beauties.

In the pre-executive phase, eligible proposals will be submitted to evaluation so as to assess an appropriate graphic rendering of communications, which takes into account the layout and the coordinated image of the Puglia brand as implemented by ARET Pugliapromozione, with the aim of promoting the dissemination of a consistent visual image of Puglia and the *Puglia nel Mondo* brand.

Article 5

Validity period of this Notice

Deadlines to submit proposals

This Notice is valid as of the date of publication for n. 12 months.

Proposals for participation are submitted in compliance with the following terms under penalty of exclusion:

• **PERIOD A** First deadline for submitting proposals: 7 February 2019

for activities to be carried out from 25 February 2019, to 30 May 2019



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSE VI - AZIONE 6.8
ADESIONE
INDUSTRIA TURISTICA E CULTURALE
RETI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

**Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009**

- **PERIOD B** Second submission deadline: 10 May 2019

for activities to be carried out from 1 June 2019 to 10 December 2019

Each Pugliesi nel Mondo Association can present only one proposal for a single reference period.

The Puglia nel Mondo promotional activities will be held exclusively from 25 February to 10 December 2019.

Upon deadline expiration for the submission of proposals, these will be submitted to the evaluation of ARET Pugliapromozione according to the contents of Article 7.

Article 6

Available Budget and funding of costs

This Notice engages the Agency for a total budget of € **200,000.00** (including VAT). This budget constitutes the total **annual** requirement of the Agency for **services to be carried out under the initiative of the associations of *Associazioni dei Pugliesi nel Mondo*, as established and quantified by the executive project "*Destination Governance - Pugliesi nel Mondo*".**

6

Each proposal presented by each Association contains the quantification of costs subject to reimbursement that cannot exceed, under penalty of ineligibility, the maximum value of € **15,000.00** (VAT included).

The proposal must also contain an analytical estimate of incurred costs.

The reimbursement will be paid to the Associations, with regard to the services rendered and at the end of activities, delivering the following documentation to ARET:

- a) request for reimbursement of the anticipated costs together with one or more fiscally valid and receipted documents, as proof of made payments;
- b) detailed report on carried out activities;
- c) outputs of performed activities (i.e. photos, videos, reports, etc.).



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
RETTORI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"

Axis VI - Environmental protection, promotion of natural and cultural resources

Action 6.8 - Measures for the competitive repositioning of tourism destinations.

CUP-Unified Project Code: B39H18000380009

Article 7

Eligibility and admissibility of proposals

Received proposals are evaluated by a specially established assessment panel appointed by an ARET Director General decision. The evaluation body is made up of the Strategic Plan Coordinator, one member of the Communications Office, the execution officer in charge and the Sole Procedure Officer (RUP).

Proposals are evaluated and approved as suitable and admissible, within the limits of the available budget, pending compliance to the following requirements:

- Compliance with submission deadlines and eligibility conditions
- Relevance with the objectives of this Notice, the brand reputation and the regional policy described in the introductory note
- Expected promotional benefits and effectiveness in terms of *brand awareness* (increased attractiveness of the Puglia destination)
- Ability to generate tourism incoming in Puglia
- Quality of proposed activities, with reference to the human factor and the involved professional experts.
- The ability to network and/or team with other operators and/or active companies engaged in the professional sectors referred to in Article 4, letters a) to d).

7

Article 8

Eligible costs to be funded

Eligible costs, subject to reimbursement, concern the activities referred to in Article 4.

Only actually incurred costs are reimbursable, as per proof of payment of *Associazioni Pugliesi nel Mondo*, with a maximum amount of € **15,000.00** (VAT included).

The following costs are not allowed:

- Concept/design costs;
- Billposting rights;
- Taxes and other charges to be borne by the proposing Association
- Possible incurred but not actually furnished services/expenses (i.e.: booked hotel rooms with no actual overstay due to so-called "no shows").



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
BENI E VALORIZZAZIONE
DEI BENI CULTURALI



Puglia
PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

Article 9

How to submit proposals

Associazioni dei Pugliesi nel Mondo may submit a proposal with events and/or activities referred to in Article 4 of this Notice, complete with all attachments and/or documents required.

The proposal must be duly signed by the proposing Association (in digital form only if the Association headquarters are in Italy) and supplemented by an agreement deed signed by all involved operators (network).

Presentation terms and execution of activities are strictly established by Article 5.

Proposals must be sent to this e-mail address: direzione.generale@viaggiareinpuglia.it (**and by PEC certified e-mail, only for Associations based in Italy:** ufficioprotocollopp@pec.it).

Please note that each Association may present a single proposal for only one of the time slots shown in Article 5.

The subject of the emails must include the name of the program "*Promozione della Puglia nel Mondo - Associazioni PUGLIESI NEL MONDO - Associazione di*" (Promotion of Puglia in the World - PUGLIESI NEL MONDO Associations - Association (name) and the reference period (A or B).

The proposals must include, **under penalty of rejection**, of the following documentation:

- 1. Description of activities and offer of services** (according to template Annex 2) containing the description of the proposal, the registry data of the proposing *Associazione dei Pugliesi nel Mondo*, the activity to be carried out, the personal and business data of the economic operators involved, a letter of commitment duly signed by said operators, and a detailed plan of activities;
- 2. Bylaws or certificate of incorporation** of the Association;
- 3. Documentation proving the acknowledgement of the Association and enrolment at the relevant Puglia Region Register;**



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA, TURISMO E CULTURALE
RETTORI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

**Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009**

4. **Copy of a valid ID document and tax/SSN code** of the Association's legal representative.

Article 10

Conclusion of the Agreement

As a result of the proposals' evaluation, ARET Pugliapromozione proceeds to draft an agreement including the list of all the suitable proposals published on the institutional website.

Further on, special agreements will be set forth pursuant to Article 56 of Legislative Decree no. 117/2017, with each of the Associations whose proposals will be suitable within the limits of the budget availability, as referred to in Article 6.

The proposing Association undertakes to transmit, under penalty of forfeiture, within the peremptory term of 7 days from receipt, the signed agreement including all requested documents.

9

Article 11

THE "Promozione della Puglia nel Mondo" PROGRAM

The activities to be carried out, on the initiative of *Associazioni dei Pugliesi nel Mondo*, will constitute the "Promozione della Puglia nel Mondo" (promoting Puglia across the world) program, which will take place **from 25 February 2019 to 10 December 2019**.

The suitable proposals, before entering into the aforementioned program, will be subject to a graphic and executive adaptation by ARET Pugliapromozione.

The approved program will be published in the Transparent Administration - Notices and Contracts section, and in the Valorization section of the Agency's institutional website, at www.agenziapugliapromozione.it.

Article 12

Institutional logos and graphic adaptation



**Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009**

In organizing the approved events and/or promotional activities, the Associations are required to comply with the regulations set forth by ARET Pugliapromozione, in compliance with envisaged communication strategies and procedures (customization of spaces with the Puglia brand, and the hashtag #weareinpuglia), fulfilling advertising obligations through institutional and funding source logos.

Please note that failure to publish the institutional logos will result in the termination of agreements with right to compensation claims and any further legal action by the Pugliapromozione Agency.

Article 13

Assessment of activity compliance

ARET Pugliapromozione checks the regular, correct and complete execution of activities, examining the production outputs duly delivered by each Association at completion of carried out activities.

ARET transmits, therefore, a specific certificate of conformity and authorizes the reimbursement of incurred costs.

ARET reserves the right to request supplements to the produced documentation, even after payment has been completed, in order to finalize in-house expenditure reporting.

The reimbursement of costs approved by ARET is processed within 60 days upon receipt of the invoice, and only to the Associazioni dei Pugliesi nel Mondo associations acknowledged by Regional Law n.23 / 2000.

The disbursement of sums drawn from POR Puglia ERDF-FSE 2014-2020 funds is in any case subject to the actual and received disbursement to Pugliapromozione of the corresponding sums by the Puglia Region, the Agency's funding body. Therefore, every order of payment in favor of each Association will be issued after the Puglia Region has transferred due sums to Pugliapromozione.

Ineligible costs, if incurred, will be borne by the contracted Association.



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
BENI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

The documentation must be sent by e-mail to the same addresses given above for submitting proposals.

Article 14

Final provisions and Notice advertisements

This Notice is translated into English (<https://www.agenziapugliapromozione.it/portal/en/home>) and published on the website www.agenziapugliapromozione.it - Transparent Administration section - **Tenders and Contracts and on the Official Bulletin of the Puglia Region.**

For all communications relevant for the purposes of this Notice, only the publications on the ARET institutional website will be acknowledged.

Article 15

Personal data processing information

On the basis of the articles 13 and 14 of the GDPR - General Regulation on Data Protection EU 2016/679, personal data will be processed by ARET, as data controller, for the purposes of management of custody, application of contractual and pre-contractual measures, as well as to fulfill the legal obligations governed by Legislative Decree no. 50/2016.

Pursuant to the aforementioned Regulation, the rights of data subjects belonging to the target organization are: right of revocation of consent to process personal data (Article 7 paragraph 3); right to obtain access to personal data and information (Article 15); right of modification (Article 16); right to cancel (Art.17); right to limit data processing (Article 18); right to personal data portability (Article 20) and right to object (Article 21). These rights can be exercised by sending a communication to the Pugliapromozione Agency, in the person of Matteo Minchillo, Administrative Director of ARET Pugliapromozione and data controller of collected data, or via e-mail to the Data Protection Manager (dpo@aret.regione.puglia.it).

The Parties undertake, in the execution of all related activities that may involve the processing of Personal Data, to act in accordance with the applicable Personal Data Protection Regulations (in particular the EU



Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

Regulation 2016/679, "GDPR"), following appropriate organizational and technical measures, as well as suitable to guarantee the safety of information related to ARET activities in terms of confidentiality, availability and privacy of processed Personal Data, to prevent the risk of destruction, loss or alteration, also accidental, of data and documents.

In particular, the *Pugliesi nel Mondo* associations are committed to:

- guarantee to indemnify and keep ARET harmless from any and all prejudicial consequences deriving from failure to comply with this obligation;
- confirm that they have put in place adequate safety measures to protect the Personal data that may be processed, including the aforementioned appropriate technical and organizational measures to ensure protection from unauthorized or illegal processing, loss, destruction or damage, in an accidental manner, of Personal Data.

The *Pugliesi nel Mondo* associations are committed to:

- to be exempt from (or in any case avoid) carrying out any processing operation (including simple consultation or display) on the data held by ARET in the event it comes into contact and, in any case, to use the utmost confidentiality and discretion on those who should in any way be informed;
- to consider strictly confidential and, therefore, not to disclose and/or in any case not divulge to third parties personal data and/or information provided in relation to the activity carried out on behalf of ARET (by "third parties" meaning all subjects different from ARET administrators, employees, collaborators or consultants) to whom the same supplier will be able to access to the extent necessary to carry out the assigned service and activities entrusted;
- to not disclose or make any announcement and/or communication to the public or third parties regarding personal data or information that the contractor will be informed on.

The confidentiality agreement will be in place even after the conclusion of this contract and in any case as long as the confidential information does not become public knowledge.

Article 15



UNIONE EUROPEA



Il futuro alla portata di tutti
Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA, TURISMO E CULTURALE
RETTORI E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"
Axis VI - Environmental protection, promotion of natural and cultural resources
Action 6.8 - Measures for the competitive repositioning of tourism destinations.
CUP-Unified Project Code: B39H18000380009

Procedure Manager and Contract Execution Manager

Information and clarification requests

The Procedure Manager is **Attorney Miriam Giorgio**, A.P. (highly professional) executive officer at ARET, telephone +39 080.5821412.

The Contract Execution Manager is **Francesco Muciaccia**, executive officer at ARET, telephone +39 080.5821412, +39 080.5821418 - e-mail f.muciaccia@viaggiareinpuglia.it.

For further information and clarifications on this Call please refer to the above contacts.

Bari, 5th December, 2018

The Sole Procedure Manager

Atty. Miriam Giorgio

The Interim Director General

Matteo Minchillo