



UNIONE EUROPEA

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Asse VI - Azione 6.8



**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourism destinations**  
CUP-Project Code: B39I18000090009

**SUBJECT: "PUGLIA365" STRATEGIC TOURSIM PLAN - IMPLEMENTATION PROJECT OF DIGITAL COMMUNICATION AND BRAND IDENTITY FOR DESTINATION PUGLIA (BUSINESS TO CONSUMER) YEAR 2020 - NOTICE FOR AN OFFICIAL LIST OF PROVIDERS FOR THE PROCUREMENT OF CO-BRANDING COMMUNICATION SERVICES AS PER ART. 36, PARAGRAPH 2, SUB. A), ITALIAN LEGISLATIVE DECREE D.LGS. N. 50/2016.**

**THE INTERIM DIRECTOR GENERAL  
OF ARET PUGLIAPROMOZIONE**

**HEREBY PRONOUNCES**

With Decision of February 17, 2019, n. 43, the Regional Tourism Agency Pugliapromozione approved publication of this Notice aimed at *co-branding* communication activities to be carried out during events of strategic interest, with funds drawn on the ERDF-FSE 2014-2020.

The aforementioned activities fall under the "Puglia365" Strategic Tourism Plan (approved with DGR 14 February 2017, no. 191) which implements the directives of the Regional Council with the aim of strengthening and innovating promotional actions for the development of the regional territory in the tourism and cultural sector.

The implementation project "*Digital communication and Brand identity of Destination Puglia (Business to consumer)*" includes the "*Co-branding Communication*" action to achieve attractive advantage for the positioning of the Puglia *brand* across events in areas other than tourism, although connected to it, such as tangible and intangible art & culture assets, food & wine traditions, fashion and crafts, nature and sports.

As per this Notice, events deemed of interest are those aimed at the wider or specialized public, held in Italy or abroad and apt to draw an appreciable media appeal. The communication of destination Puglia during these events can increase the regional *brand image* and qualify the *brand reputation*, promoting a better territorial knowledge, stirring motivation to travel to



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Puglia, increasing tourism incoming and highlighting the attractiveness of the Puglian territory, with the aim to promote off-season travels, as well as augment and diversify the regional tourism offer. The ultimate purpose is to develop and promote regional tourism products pertaining to the areas in which the events of strategic interest take place, to be implemented in a co-branding manner. In light of the above, ARET Pugliapromozione intends to follow up on the regional strategic brand identity communication program, in line with its institutional mission, and in compliance with the principles of free competition, adequacy and proportionality of public action, economy, efficiency and effectiveness, equal treatment, non-discrimination, transparency, focusing on the quality and innovation of services that convey the *Puglia brand*.

## Art. 1

### Purpose of this Notice.

#### Representation of the Puglia brand. Events of strategic interest.

- 1.1 This Notice concerns a comparative procedure aimed at creating a list of **communication services** providers to be implemented at events of strategic interest.
- 1.2 The **co-branding communication services** must convey the *Puglia brand* in the context of advertising campaigns on the aforementioned events, thereby promoting Puglia as a travel destination. They comprise the graphic customization of physical, digital or otherwise virtual/multimedia spaces, with the visual and coordinated identity of the *Puglia brand*. Please check Appendix no. 2-Guidelines for co-branding communication services, in Italian and English, which are an integral and substantial part of this Notice.
- 1.3 The **Puglia brand** must be represented with exact signs/logos/graphic elements and be identifiable and visible in the context of the advertising campaigns designed by the proponents/organizers of each event. In no case can the **Puglia brand** be associated, placed nearby or confused with any commercial partner or sponsor of the events. Please refer to the **Appendix no. 1 "Brands, logos and videos"** Guidelines, in Italian and English, which



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constitute an integral and substantial part of this Notice.

1.4 The **Puglia brand** must be represented without any possibility/capacity of the proposer to depart from the requirements of this Notice, in full compliance with the instructions of ARET Pugliapromozione, which must first approve any visual processing and production, under penalty of forfeiture/termination of the contract or reduction of payments.

1.1. The institutional logos identify the source of regional funding and must be affixed to all communication products, without any possibility/capacity of the proposer to depart from the requirements of this Notice and from the content of **Appendix no. 1 "Brands, logos and videos"** Guidelines, under penalty of forfeiture, or termination of the contract or reduction of payments.

1.2. The **events of strategic interest**, pursuant to this Notice, are defined in art. 3, foreseeing an adequate visibility impact of the **Puglia brand**, as a means to increase tourism promotion.

## **Art. 2**

### **Proposing Subjects**

#### **Exclusiveness conditions**

2.1. Pursuant to article 45 of Legislative Decree no. 50/2016 and subsequent amendments, private economic operators (companies), individuals or associate companies, as **event organizers** are eligible to submit a technical-economic offer - see art. 3 **areas of intervention** - organized in any legal form, with registered offices in Italy or abroad.

2.2. Among operators admitted to tender, there may also be sports associations and federations with VAT Code (Europe only) operating on the market and can declare and prove their commercial nature. Public bodies and administrations are not admitted to tender.

2.3. Proposing subjects must have exclusive rights to organize the events. Therefore, the condition of exclusivity, that is **the ownership of exclusive rights in the organization of the events for which communication services are offered**, is a mandatory condition of eligibility for participation in this Notice. For this purpose, the organizers/proposers must submit a digitally



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signed self-declaration and all other required documents (see art 8.4. and 8.5), without prejudice to ARET's checks on the truthfulness and contents of submitted declarations. Proposals submitted by subjects other than event organizers (e.g. advertising spaces brokers or subcontractors) shall not be admitted for evaluation.

### **Art. 3**

#### **Operating areas, features and type of events**

3.1. Areas of intervention in which the events must fall are as follows:

- i. **Art & Culture**
- ii. **Food & Wine**
- iii. **Fashion & Crafts**
- iv. **Nature & Sports**

3.2. **Events organized for the tourism sector shall not be admitted to evaluation.**

3.3 Events of strategic interest must entail the following features: a) uniqueness; b) limited duration in time; c) theme/subject of strategic interest or otherwise consistent with regional promotional strategies in the tourism-cultural field; d) presence of public viewers and media coverage.

3.4. Categories of eligible events are (this list is not exclusive):

- a) Conferences and congresses;
- b) Exhibitions and shows;
- c) Sports competitions or contests, both professionals and amateurs;
- d) Festivals, performances and live shows;

3.5. All events must entail the capacity to disseminate the Puglia tourism *brand* and to "talk about Puglia", with a substantial visual impact on the wider public and on participants.

3.6. Events referred to in c) and d), if held in Puglia, must include a high level of public participation, preferably not only local public. Events referred to in a) and b), if held in Puglia, must include non-exclusively local participants or public.



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#### Art. 4

##### Notice expiration timeframe. Terms of submission for proposals

4.1. This notice is **valid for 6 months** from the date of publication.

4.2. The assignment of co-branded communication services is scheduled as follows and shall take into consideration offers received within the following timeframe:

- Proposal submitted from **February 24 to March 6, 2020**

**Events taking place from March 24 to May 11, 2020**

- Proposal submitted from **March 30 to April 17, 2020**

**Events taking place from May 12 to June 30, 2020**

4.3. **Proposals must unconditionally be submitted for one of the above time windows and within the set time frame, under penalty of being rejected.**

4.4. Events will be exclusively held from March 24 to June 30 according to the above mentioned deadlines.

4.5. Events during which *co-branding* communication services are to be provided must have a maximum duration of 7 days.

4.6. Upon expiration of deadlines for submission of offers, once the comparative procedure and the assessment have been completed (see art. 9), a **List of Co-Branding Communication Service Providers** is published, through direct assignment pursuant to art. 36, paragraph 2, letter a), of Legislative Decree no. 50/2016. The suitability assessment of technical offers is discretionary and driven by proposals' quality criteria and compliance with the strategic communication purposes of the Puglia brand. An adequacy assessment of the proposed economic offer shall be carried out, and the same economic offer can be modified upon ARET's initiative or request, with a variation of offered services.

#### Art. 5

##### Available budget and value of economic offers



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5.1. The total budget available for this Notice amounts to **€ 300,000.00** (VAT Included).

This amount represents the **expenditure requirement** to procure services – after a below-threshold comparative procedure - **granted for co-branding communication services as established and quantified by the Regional Tourism Strategic Plan "Puglia365"**.

5.2. Each offer cannot exceed, under penalty of being rejected, the maximum value of **€ 38,000.00** (VAT included) and must report a **detailed list of costs** according to the **Chart of Economic Offer** (Attachment 2).

5.3. ARET has the right to increase the allotted budget for this Notice in case additional needs may arise, with regard to the enhancement of the pursued strategic interests.

## **Art.6**

### **Eligibility of proposals**

6.1. Received proposals shall be admitted within the limits of the available budget and shall be approved if they meet the following criteria:

- Compliance with the terms of submission pursuant to art. 4 and the eligibility conditions referred to in articles 7-8-9;
- Consistency with the purposes set out in art. 1;
- Relevance to the art & culture, fashion & crafts, nature & sports sectors, as per art. 3;
- *Matching* with current or potential tourism demand segments towards the Puglia destination, taking into consideration target markets as identified within the strategic purposes, and in any case with the market analyses carried out by the Pugliapromozione Tourism Observatory across various markets;
- Qualified specific positioning for each sector;
- Effectiveness in terms of *brand reputation* and *brand awareness*: increased attractiveness of the Puglia *brand* and its destinations;
- Effectiveness in generating tourism *incoming* flows in Puglia: the event must be able to affect the increase in tourist flows, strengthening activities related to sport, culture and other sectors;



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- Environmental sustainability: the event must demonstrate a low environmental impact or, in any case, activate or be part of a sustainable supply chain to support the protection of the cultural landscape and its biodiversity.

6.2. In assessing the eligibility of offers, the rotation principle shall be applied in order to encourage competition and widen participation. As for offers submitted by so-called "repeaters" as having already been assignees of past co-branding services, ARET has the right to re-assign services if these are considered strategic to consolidate certain profitable effects/results, or in case repeat proposals bear significant elements of innovativeness.

#### **Art.7**

##### **Eligible services and costs**

7.1. **Eligible services** concern the **customization of the event communication spaces – be it physical and/or online** – according to the graphic and advertising concept as conceived by the proposing party (see articles 1, Attachment 2, **Appendix no. 1**-Guidelines for "Brand, logos and videos" and **Appendix no. 2**-Guidelines for Co-branding Communication Services), consistent with the ARET visual identity, with the perspective of a coordinated image of the Puglia *brand* and its full recognition.

7.2. **Eligible costs** – as shown in the economic offer and on the invoicing documents - concern the communication services necessary to customize spaces and communication materials (relevant to the proposed event) with the **Puglia brand**.

7.3. **Costs not included in the aforementioned Chart** (Attachment 2) **shall not be admitted**, such as:

- Staffing costs;
- Designing, concept, organization and production costs (communication campaigns, logos, food & wine catering, press, videos);
- Rental costs for spaces;
- Billposting fees;
- TV and radio copyrights;





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- Social activities, unless it regards the publication of services suitable to customization with logos (videos and photos) on owned and/or selected channels;
- Third party space rental costs.

## Art. 8

### Participation procedures

#### Proposals submission modes

8.1. Subjects referred to in art. 2 may submit a specific proposal **during the time windows specified in article 4**; the offer must be submitted **in electronic format, including all digitally signed attachments and/or documents, strictly adhering to the firm terms foreseen in art. 4**.

8.2. The offer must be sent via email at [comunicazione@aret.regione.puglia.it](mailto:comunicazione@aret.regione.puglia.it) (PEC-Italian certified mail [direzioneamministrativapp@pec.it](mailto:direzioneamministrativapp@pec.it)) specifying in the subject of the email: "**NOTICE OF CO-BRANDING COMMUNICATION SERVICES**". **By no means may proposals be accepted in case they are submitted in violation of provisions described herein. ARET has the right to request integration of incomplete documentation, in case it concerns non-essential requirements/conditions, resorting to the so-called "remedying formal deficiencies"**.

8.3. Proposals must be filled in electronic format in all parts, and must be digitally signed by the legal representative or by a proxy, under penalty of being rejected. Unauthorized copies and/or proposals that are not digitally signed shall not be taken into consideration. The obligation of digital signing and delivery of proposals by PEC-Certified Email, under penalty of inadmissibility of the proposal, is not mandatory for economic operators based abroad, who must use this email: [comunicazione@aret.regione.puglia.it](mailto:comunicazione@aret.regione.puglia.it).

8.4. Proposals must include:

Attachment 1. PARTICIPATION APPLICATION including the essential data concerning the proposer, the legal representative and the project operational representative, as well as the list of the attached documentation;

Attachment 2. TECHNICAL AND ECONOMIC OFFER containing the general strategy, the personal and company data of the proposer, the proposed *co-branding* activity for the promotion of the





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territory, a detailed plan of activities including communication and promotion services to be carried out, and including all relevant "per item" prices specifying whether or not the VAT taxes are applicable.

The proposal must include a description of the event, with a clear-cut evidence of compliance with criteria set forth in art. 6 and in Attachment 2, as summarized below:

- a) Date, place and duration of the event;
- b) Description of the event;
- a) Offered services and scheduled plan of execution;
- b) The initiative's objectives in terms of the (indirect) promotion of the tourism offer and/or marketing thereof;
- c) Positive outcomes for tourism in terms of *brand* and *incoming*.

**8.5. Proposals must also include the following, as an attachment on company's letterhead and duly signed by the legal representative:**

1. A short bio or an introductory note on the proponent (needed for the assessment of **technical requirements**);
2. A valid ID and tax code of the legal representative;
3. A statement of trackable financial flows;
4. A self-declaration of the event's organizer on the fulfillment of obligations provided for by Italian Legislative Decree DLGS 81/2008 on workplace safety\*;
5. Registration document at the local Chamber of Commerce and Company By-laws;
6. A self-declaration of identity and compliance to regulatory Labor registration and requirements (only subjects who may issue the Italian INPS/INAIL Italian National social welfare certificate);
7. Declaration of proposer's ownership of the event organization;
8. Registration to the Italian Anti-Corruption Authority, ANAC ([http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/\\_RegistrazioneProf ilazione](http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/_RegistrazioneProf ilazione))
9. Economic operators with registered offices abroad and cultural associations, not having



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



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a VAT code, must specify the VAT application regulation (Note: the Pugliapromozione Agency is a non- VAT taxable subject having Fiscal Code 93402500727).

10. Economic operators having their registered office abroad must submit the ID document and tax code of the legal representative, the traceability of the financial flows, the anti-mafia declaration and sworn affidavits equivalent to the Italian certification of tax payments (check on e-Certis);<sup>1</sup>;

11. On-line registration at ESPD <sup>2</sup> (as form attached) or equivalent (see the attached **h.ANAC Guidelines\_EN**);

12. Financial statements for the past three years or equivalent declarations;

13. An anti-mafia declaration;

8.6. ARET shall examine the eligibility requirements for participation requests for the purpose of the subsequent proposals evaluation.

**\*The Agency has the right to request any original document (including public authorizations, SOP-Standard Operating Procedures and DUVRI-Italian non-interference business document) proving safety measures and personal safeguard during events.**

## **Art.9**

### **Assessment of technical proposals**

9.1. The assessment of proposals concerns:

a) **the juridical-formal eligibility**, with reference to:

- 1) compliance with submitting requests deadlines (see Article 4);
- 2) the used format;
- 3) the technical offer, including attachments;

<sup>1</sup> e-Certis is the new European information system relating to documents requested by each Member State pursuant to art. 45 of Directive 2004/18, implemented in the Italian legal system with art. 38 of Legislative Decree 163/2006 and subsequent amendments (Public Contracts Code). To access e-Certis: <http://ec.europa.eu/markt/ecertis>

a) <sup>2</sup> For further information on the ESPD please visit the official EU website: [https://ec.europa.eu/growth/single-market/public-procurement/digital/espd\\_en](https://ec.europa.eu/growth/single-market/public-procurement/digital/espd_en).



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- 4) compliance with the price cap (see Article 6);
- 5) the completeness of the required essential documentation;
- 6) the digital signature (except for foreign companies);
- b) **the requirements of ethical, technical and financial suitability;**
- c) **compliance of the proposal to the objectives of the Notice (see art. 1);**
- d) **the quality of the proposal and related services (see Article 6);**
- e) **the economic suitability of the price (see Article 5).**

9.2. In examining each proposal, the following changes may be operated by the Agency:

- A. to amend the technical sheet and the economic offer submitted by each proposer (attachment n.2) in order to harmonize the co-branding action relating to each specific event with the strategy of promoting the Puglia *brand* destination.
- B. to weigh and reorganize economic offers, after the evaluation of the proposed activities, according to criteria of price economy and adequacy.

9.3. Accepted proposals for each period of time (see article 4) form a list of co-branded communication services which is approved the Procedure Officer in Charge, for the approval and conclusion of the preliminary assessment, considering principles pointed out in article 30, paragraph 1, and article 36, paragraph 1, of the Italian Legislative Decree D.Lgs. n. 50/2016. The Director General, upon receiving the list from the Procedure Officer in Charge, approves it through an official and registered Decision.

## **Art. 10**

### **Assignment of Services**

10.1. Services are assigned as per **art. 36, paragraph 2, sub. a) of Italian Legislative Decree D.Lgs. 50/2016** through a specific contract (acceptance letter including clauses). The direct assignment is adequately motivated also in strict relation to the proposed event, as well as the quality suitability of the proposal, and equity of the proposed price.

10.2. The acceptance criteria concern, in particular, the compliance to formal and substantial



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requirements set forth in this Notice and to the Agency strategy in terms of communication of *brand identity*.

10.3. The assignee undertakes to transmit, within the strict term of 3 days prior to the event start, under penalty of cancelation of contract, the required documents and the negotiated contract, digitally countersigned (except for foreign subjects).

#### Art. 11

##### Methods of execution of services

11.1. For the execution of services the contractor is obliged - under penalty of termination of contract - to transmit to the Agency all the **final communication deliverables** after due delivery of signed contract, and within 7 days before the event start, for **the necessary and mandatory prior approval**. The lack of Agency's prior approval of Communications Deliverables is a non-conformity and non-compliance issue as to the general supply, and consequently authorizes a suspension of payments.

11.2. Under particular circumstances and in case of contingencies that limit production and execution times, ARET has the right to authorize the early execution of the approved services.

11.3. With reference to art. 11.2, if the contractor does not comply with provisions of this Notice (see art. 1) and ARET instructions on brand representation and the graphic and visual production - performing services without necessary authorizations/approvals or making changes not previously communicated and authorized - ARET will proceed with claims on the execution and may terminate the contract, foreseeing further requests to restore the status quo ante and to ask compensations for economic and image damages.

11.4. Changes on the contractor's initiative are admitted only and exclusively if: a) they are not substantial, b) they are communicated in advance by mail (and PEC certified mail for Italian subjects) c) they are adequately motivated by the contractor and authorized by ARET before the event, ensuring same communication effectiveness, for the same amount already approved.

11.5. The online publication of offered communication services is under total responsibility of



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proposing subjects who will take care of representing the Puglia brand and the institutional logos provided by ARET.

**11.6. In order to ascertain the achievement of objectives referred to in art. 1, the contractor is required to monitor the progress of activities during the event by means of a questionnaire provided by Pugliapromozione, also with reference to user satisfaction. The upload of collected data on the platform provided by ARET is under responsibility of the supplier.**

## **Art. 12**

### **Assessment of service compliance and reporting methods**

12.1. Each assignee of services is required to carry out communication services as approved by ARET under penalty of forfeiture or termination of contract, or reduction of price - in compliance with expected procedures and fulfilling the obligations of suitable representation of the Puglia brand and correct use of institutional logos, in compliance with the original color scheme and proportions. For this purpose, please refer to the Guidelines "Logos and Videos" which form an integral and substantial part of this Notice. The produced audiovisual and photographic material, including shot footage and videos, is considered as disclosed and free of rights for institutional purposes and uses.

12.2. Logos will be provided to the recipients following the proposal's approval, and must be affixed so as to be clearly visible on all deliverables.

12.3. The assignee undertakes to provide, prior to the issue of electronic invoicing, all useful documentation, including: paper format, audio, video and photo material, upon Agency issuance of the Certificate of Verification of Service Compliance, pursuant to Article 102, paragraph 2 of Italian Legislative Decree D.LGS. n. 50/2016.

12.4. **To this purpose, the assignee is required to provide, at the end of the activity, the below documents:**

- **A summary note of transmission of all required documentation;**
- **A final and general activity report, digitally signed except for foreign subjects, containing a**



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**description of performed services and the results achieved in quantitative and/or qualitative terms, also with reference to additional activities carried out with regard to social networks;**

- **A monitoring document regarding the flow of participants and feedback on the event to be carried out, to be submitted during the event, via distribution of a *customer satisfaction* questionnaire, through an i-pad device or in paper format, as furnished by ARET;**
- **A sample copy of completed communication deliverables;**
- **A photographic report or phot book including communication deliverables, relevant to acquired spaces, set up as per original project, including banners, screenshots and various online materials, produced and published;**
- **Edited videos and raw footage, in case such service has been approved;**
- **A pro-forma invoice or other accounting document, to be sent in advance.**

12.5. The Pugliapromozione Agency has the right to request additional documentation, also after payment.

12.6. Following the transmission of the Certificate of Compliance Verification by the Agency, the **proposing subject shall issue and transmit a single accounting document** (showing the Project Unified Code (CUP) and Tender Identity Code (CIG), including the mandatory statement "Accounting document based on the ERDF ESF OP Puglia 2014-2020 - Axis VI - Action 6.8" and the specification of "VAT - Split Payments".

12.7. **The payment of the amount stated in the invoice issued by the proposer will be made within 60 days of receipt, after prior verification and approval of the transmitted documentation, of received assignee's company checks, as well as the formal regularity of the issued invoice.**

12.8. In case of non-compliance with European, national and regional regulations during the control phase, even if not criminally relevant, ARET will declare termination of contract and proceed to the recovery of any sums as already paid, with the right to claim compensation for damages and any further legal action. Ineligible costs are to be borne by the assignee.

12.9. The reporting documentation relevant to approved proposals must be sent via PEC Italian certified email to the address [direzioneamministrpp@pec.it](mailto:direzioneamministrpp@pec.it) and, in CC, to the email



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**Puglia**  
**PROMOZIONE**  
Agenzia Regionale del Turismo

**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourism destinations**  
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[comunicazione@viaggiareinpuglia.it](mailto:comunicazione@viaggiareinpuglia.it) (this latter address is to be used by foreign companies) **within 20 days from the ending date of the event and/or activity**, under penalty of termination of the existing contract.

### **Art. 13**

#### **Publication of the events program**

13.1. The co-branding program of events, approved and funded by means of this notice, will be published in the Transparent Administration - Notices and Contracts section of the Agency's website at [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) and in the DMS-Destination Management System.

### **Art.14**

#### **Workplace safety legal requirements**

14.1. Each event's assignee bears all obligations required by existing laws regarding the safety of workplaces, and holds the Pugliapromozione Agency unaccountable of any charge as per Italian Legislative Decree D.Lgs. of April 9, 2008, n. 81 (*Implementation of Article 1, Law 3 August 2007, No. 123, on the safeguard of health and safety in the workplace*) and of Interministerial Decree of 22 July 2014, the so-called "Stands and Fairs".

14.2. The assignee must appoint a person or coordinator in charge of workplace safety where the event will take place.

### **Art. 15**

#### **Final provisions and publication of this Notice**

15.1. This notice is published - also in English - on the website [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) - Transparent Administration section - **Tenders and Contracts**, on the **Official Bulletin of the Puglia Region**, on the **Official Gazette of the Italian Republic** and on the **Official Journal of the European Union**.





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15.2. As for all communications relevant to this Notice, only those published on the Agency's portal will be effective.

## Art. 16

### Information on personal data non-disclosure and confidentiality

16.1. Pursuant to the data protection legislation (EU Regulation 2016/679), the Data Controller relevant to participation in this Notice is the Regional Tourism Agency Pugliapromozione. Acquired personal data will be used for activities related to the participation of this comparative procedure, in compliance with legal obligations and in execution of contractual or pre-contractual measures and to fulfill legal obligations (**Appendix 3**).

16.2. In particular, in carrying out the comparative procedure, transmitted data (including any data relating to criminal convictions or crimes) will be examined by the Commission to assess admissibility of offers and participation requirements; at the end of the procedure, data will be stored at the Pugliapromozione Regional Tourism Agency archives (according to specific sector legislation governing the storage of administrative documents) and access will be allowed according to relevant law provisions. Without prejudice to compliance with right of access legislation, personal data will not be disclosed to third parties except on the basis of a legal obligation or in relation to assessing the truthfulness of what declared upon submitting the offer.

16.3 Participants are granted the rights of Articles 15-22 of EU Regulation 2016/679, and in particular the right to access their personal data, to request their correction, updating and cancellation, if incomplete, erroneous or collected in violation of the law, as well as to oppose their processing for legitimate reasons by sending requests to the Data Protection Officer at: [dpo@aret.regione.puglia.it](mailto:dpo@aret.regione.puglia.it) . For more information on data processing, please refer to the specific attached document, pursuant to art. 13 of EU Regulation 2016/679.

16.4 Each assignee is required to ensure confidentiality of information, documents and administrative deeds, during participation in the procedure and, subsequently, during the possible execution of the service, undertaking to strictly comply with all the rules relating to



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application of Regulation (EU) 2016/679 of the European Parliament and of the Council and of the provisions of Legislative Decree 196/2003 which may be applicable.

16.5 In performing all activities that may involve the processing of personal data, each assignee is required to act in accordance with the current legislation on the protection of personal data (in particular, with EU Regulation 2016/679, the so-called "GDPR"), taking adequate organizational and technical measures, as suitable to guarantee the security of information in terms of the confidentiality, availability and confidentiality of processed personal data, aimed at preventing risks of destruction, loss or alteration, even accidental, of data and documents.

16.6 Each assignee is required to confirm and demonstrate to have taken adequate security measures to protect personal data, including technical and organizational measures to ensure protection from any unauthorized or illegal processing, as well as from loss, destruction or accidental damage of personal data.

16.7 Through separate deed, each assignee is appointed as data controller pursuant to art. 28 of EU Regulation 2016/679; in this regard, the assignee must pay thorough attention the instructions contained in the relative act of appointment.

#### **Art. 17**

#### **Procedure Officer in Charge and Contract Execution director**

#### **Further information and clarifications. Judiciary Court**

17.1. The Procedure Officer in Charge is Attorney **Miriam Giorgio**, in charge of execution procedures for the Regional Tourism Strategic Plan, tel. +39 080/5821412, e-mail [direzioneamministrativapp@pec.it](mailto:direzioneamministrativapp@pec.it) and [comunicazione@aret.regione.puglia.it](mailto:comunicazione@aret.regione.puglia.it) for foreign subjects.

17.2. The Execution Officer in Charge is **Claudia Nicolamarino** at ARET Communication Office, tel. +39 080.5821416, e-mail [direzionemministrativapp@pec.it](mailto:direzionemministrativapp@pec.it) and [comunicazione@aret.regione.puglia.it](mailto:comunicazione@aret.regione.puglia.it) for foreign subjects.

17.3. Any information or clarifications on this Notice shall be addressed to the above contacts.



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17.4. Each and any dispute that might arise regarding this Public Notice shall be ruled by the Regional Administrative Court for Puglia, Bari Section.

Bari, February 17, 2020

**The Interim Director General**

Matteo Minchillo