



UNIONE EUROPEA



Regional Operational Programme ERDF-ESF 2014-2020 " Cultural, natural and tourism attractions " Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
UNIQUE PROJECT CODE: B39I18000100009

PUBLIC NOTICE

Expression of interest to acquire tenders for communication services for the purpose of creating exclusive lists of suppliers, pursuant to art. 63, paragraph 2, letter b), no. 3, of Legislative Decree no. 50/2016 as part of the intervention " Puglia Travel Industry"

As part of the Regional Operational Programme ERDF-ESF 2014-2020 "*Cultural, natural and tourism attractions*", Axis VI - *Environmental protection and promotion of natural and cultural resources* - Action 6.8 Interventions for the competitive repositioning of tourist destinations, and in implementation of the project "*Promoting Puglia as a destination* " 2020, the objectives and strategy of the "**Puglia Travel Industry**" intervention are illustrated below.

The tourism crisis caused by the coronavirus pandemic is a change in the tourism industry that will revolutionise the coming years. The changes and risks that have affected the health security of citizens and tourists provide an important opportunity for change and innovation of tourism in Puglia.

Pugliapromozione's mission, as known, is to communicate and promote Puglia as a destination and the Puglia brand in Italy and worldwide, with important benefits for the region's economic development.

In the period 2014-2020 Pugliapromozione has drawn up and implemented a Strategic Tourism Plan for the Apulia Region, called "*Puglia365*" (approved by Decree of the Regional Government of 14 February 2017, n. 191), using ERDF funds Measure 6.8.

Pugliapromozione now has the task of planning new promotional actions following the impact of the COVID-19 pandemic on the regional tourism market. When making planning decisions it is necessary to take into account the immediate consequences of the pandemic, i.e.: the ban on air flights and trips to Puglia; the "standstill" of national and international incoming tourism; the crisis faced by sector companies, with particular reference to hotels and accommodation companies in the broad sense, due to the absence or cancellation of bookings.

For this reason, after evaluating the critical effects mentioned above, Pugliapromozione considers it appropriate and necessary to act with actions and interventions aimed at



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encouraging or participating, depending on the case, in the resumption of incoming tourism from the rest of Italy (domestic tourism) and from other countries around the world.

One of the interventions to be carried out is a partnership with *Aeroporti di Puglia*, to network with airlines and tour operators, which operate air connections to Puglia. In the current phase of the recovery, after a period in which flights were not permitted, it is intended to give an important and motivating boost to air travel to Puglia, to the benefit of the region and awareness of the Puglia brand, as well as the recovery of national and international tourist flows. This is because many actions to promote tourism at national level and in the so-called "target markets" depend on the resumption of direct flights.

Ultimately, in this phase, Pugliapromozione, which in 2017 signed a collaboration agreement with *Aeroporti di Puglia*, intends to plan and launch strategic interventions to support "recovery" and help reactivate air traffic to Puglia and, therefore, incoming tourism.

Therefore, we intend to follow up on a *special ad hoc programme* called "**PUGLIA OPEN. PUGLIA RESTARTS**", leveraging on the investment choices of air traffic stakeholders (airlines and tour operators) and of the tourism chain linked to national and international incoming tourism. The programme in question and, specifically, the intervention "Puglia Travel Industry", pursues the immediate objective of enhancing awareness of Puglia's visual identity (Puglia brand), increasing the dissemination of the region, its beauty and the attractiveness of the regional heritage, made up of natural and cultural attractions, through a coordinated communication campaign, conveyed through the channels (physical and digital spaces) of airlines and other operators who have entered into commercial agreements with *Aeroporti di Puglia*. The final objective is to help stimulate and encourage people to choose Puglia as a travel destination, so as to support the return of incoming tourism.

1. Target

FOREIGN MARKET AND ITALY. Marketing of Puglia as a destination is oriented towards the national and international traveller, through targeted campaigns and communication tools. For foreign markets, in particular, it is considered appropriate to link Puglia to the *Italy brand* as it is not yet known on all foreign markets. The goal of the campaign is to promote Puglia in Italy and abroad as an authentic and contemporary place. A new travel destination as an alternative to the Italian destinations best known around the world and to mass tourism.

The communication campaign is mainly addressed to an audience interested in the " journey of discovery" and the "cultural journey", used to travelling to destinations by plane, in groups or individually, in periods outside the seasonal peaks, mostly residing in the capitals, cities and



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REGIONE PUGLIA

ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE
DEI BENI CULTURALI



PUGLIA
PROMOZIONE
Agenzia Regionale del Turismo

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metropolitan areas of the target countries. The communication must be aimed at informing people about the geo-location of the destination and raising awareness of its tourism products.

2. Object of the Notice

This Notice is intended to acquire tenders for communication services of the Puglia brand and the regional territory by the subjects indicated in point 3. The purpose is to establish up to 2 lists of suppliers of on-/off-line media communication services and integrated communication services in the form of a media mix, to convey the Puglia brand in several directions at the same time and to several distinct targets per medium.

In addition, it will be possible to consider special events and projects conveyed by specific communication tools and media in order to identify a narrower target, also with the help of influencers.

The contents of the communication campaign (concept) for the Puglia Brand will be developed and provided by Pugliapromozione (coordinated communication), while media/tools are developed and designed by the proposers. Each intervention will be supported by the Pugliapromozione Press Office in order to strengthen the editorial part, as well as for collaboration on digital channels.

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The online reference channels are as follows:

Official portal for tourism in Puglia www.viaggiareinpuglia.it (for Italy)

Official portal for tourism in Puglia www.weareinpuglia.it (for abroad)

Facebook WeareinPuglia facebook.com/weareinpuglia

Facebook PugliaEvents facebook.com/pugliaevents;

Instagram WeareinPuglia instagram.com/weareinpuglia

Instagram PugliaEvents instagram.com/pugliaevents

Twitter WeareinPuglia twitter.com/weareinpuglia

Twitter ViaggiarePuglia twitter.com/viaggiarepuglia

YouTube ViaggiareinPuglia: youtube.com/viaggiareinpuglia

3. Subjects admitted to submit tenders

The subjects admitted to submit service tenders are the economic operators referred to in art. 3, paragraph 1, letter p) Legislative Decree no. 50/2016, also resident and/or established in other Member States, established in accordance with the legislation in force in Italy or in the



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respective countries, exclusive owners and/or agents of advertising space and communication services, who have confirmed a programme of air connections with *Aeroporti di Puglia*. They fall into one of the following categories:

1. Airlines with an operating licence issued by a Member State in accordance with Regulation (EC) No 2407/92, in OJ L. 240 of 24/8/92, and updated by Regulation (EC) No 1008/2008 and with an Air Operator's Certificate (AOC) or other similar certificate issued by the competent authorities of the country of origin and related companies granting advertising space and exclusive communication services;
2. tour operators (commercial risk to the TO), which organises charter chains.

4. Period of validity of the Notice and for submission of tenders

The public notice is open for 12 months from the date of publication.

Tenders can be submitted within the 30th day prior to the expiry date. The minimum time between the date of submission of the tender and the proposal for its execution must be 15 working days.

This notice is without prejudice to Pugliapromozione's right to amend, supplement or extend this notice before its expiration date by the same means of publication (BURP-GURI-GUUE).

5. Budget available and tender value

The financial coverage of this Notice is equal to € 300,000.00 (VAT included) in the start-up phase (June-July 2020). The financial coverage is likely to be implemented in the next phase, taking into account the size of the interest expressed by the parties that may submit tenders.

Each service tender may not exceed the maximum value of € 100,000.00 (VAT included) and remains subject to reduction or remodulation by Pugliapromozione during the evaluation (see point 8).

6. Eligible services and costs

The eligible costs - set out in detail in the economic offer - shall consist of the communication services needed to personalise the spaces and communication materials proposed by the entities referred to in point 3, for the conveyance of Pugliapromozione's communication campaigns.

The services shall be attributable, for example, (non-exhaustive list) to the following activities: -



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Social media marketing; - Advertising through the contractor's website; - Advertising on board aircraft (customisations on headrests, overhead lockers, other internal and external surfaces of the aircraft, videos, etc.); - In-flight magazines and other tools owned by the applicant; - Advertising on other channels and media.

7. Method for submission and composition of the tenders

Tenders shall be submitted to the address direzioneamministrativapp@pec.it (promozione@aret.regione.puglia.it for operators residing in other States.) and must be digitally signed by the legal representative or his/her delegate. In case of non-receipt of the certified electronic mail, the receipt of delivery/non-delivery to the destination address shall be considered as proof.

Certified electronic mail and digital signatures are required under penalty of ineligibility, with the exception of operators residing in other States.

The tenders shall consist of the following elements:

1. Communication plan to convey the Agency's communication campaigns, through spaces, tools and modular communication services offering different solutions. It is necessary to submit a list of services that can be evaluated by Pugliapromozione, with technical specifications and unit costs.
2. Description of the applicant's activities and communication actions for the promotion of the connection to Puglia.
3. Qualitative and quantitative data on traveller flows, to and from Puglia, if within the applicant's powers (within the limits allowed by current legislation on data confidentiality).
4. Indication of the number of free airline tickets made available for educational tours and press trips and other promotional initiatives.
5. Rotation plan for flights to/from Puglia.
6. Economic offer (ref. Point 1):
 - a) Fixed price
 - b) Unit costs of the services and of each format/medium with indication of the cost/contact and any discount

Administrative documents:

- a.) Copy of the identity document of the Legal representative or his/her delegate;
- b) Declaration of exclusivity for the management of advertising spaces, signed by the Legal



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Representative or his/her delegate;

We also inform you that the following documents will be requested if accepted:

a) Compilation of the European Single Procurement Document by logging in via SPID (European digital identity) or activating the service card:
<https://www.impresainungiorno.gov.it/sso/go>

For info <https://www.impresainungiorno.gov.it/web/l-impresa-e-la-pa-centrale/unioncamere-dgue>.

For technical assistance on Impresainungiorno's online ESPD contact the Call Center on (+39) 0664892717: from Monday to Friday, from 9:00 to 17:00.

- a.1) Once logged in, the economic operator will be required to upload an ESPD REQUEST. At this point it is necessary to use the pdf or xml file provided by the Contracting Authority or published with the public notice;
- a.2) Fill in the online ESPD in the required parts;
- a.3) Upload the completed ESPD in pdf format and sign it;
- a.4) Attach the completed and signed ESPD together with the required documentation.

In case of difficulties in loading the XML you can use this link to create the ESPD in electronic format and follow the instructions as an economic operator:
<http://www.base.gov.pt/deucp/filter?lang=it>

As an alternative, please return the following document, duly filled:

- Ethics, financial & technical compliance form

b) Proof of Registration copy at ANAC-Italian Anti-Corruption Agency platform:
<http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/RegistrazioneProfilazioneU>

Otherwise, please refer to the "Registration Guidelines" file.

c) Traceability of financial flows or substitute declaration indicating the existence of a current account dedicated to public tenders/contracts pursuant to art. 3, paragraph 7 of Law no. 136/2010 (as per the model provided by ARET);



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d) A valid ID of the legal representative (copy);

e) Criminal Record certificate relating to all shareholds;

As an alternative, please return the following document, duly filled:

- Affirmation of certification for foreign companies_antimafia (template)

f) Tax clearance certificate;

g) Company's certificate of incorporation or Chamber of Commerce membership;

8. Evaluation of tenders

The proposals are evaluated by Pugliapromozione, in collaboration with *Aeroporti di Puglia*, after the legal-formal verification of each tender.

To this end, an evaluation committee has been set up, composed of the Pugliapromozione Promotion Office Manager, a representative of *Aeroporti di Puglia*, the person responsible for the implementation procedures of the Pugliapromozione Strategic Tourism Plan (POM) or his/her delegate, and a secretary taking minutes.

During the technical-discretionary evaluation of the offers, account shall be taken of:

- the objectives pursued with the "Puglia Travel Industry" intervention
- the quality and adequacy of the services offered
- the suitability of the spaces/tools proposed with respect to the communication content/concepts
- the adequacy of the economic offer and the unit prices

The offers are subject to possible request for technical and/or economic remodulation in order to adapt them to Pugliapromozione's promotion and communication objectives and needs.

The offers are also subject to possible additions and the evaluation team has the right to request explanations or clarifications.

The evaluation of the offers ends with a proposal for the award and inclusion in the supplier list addressed to the General Manager of Pugliapromozione.



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9. Supplier list, assignment of services and stipulation of the contract

Up to 2 lists (year 202 - year 2021) of service providers that can be used also for occasional needs of Pugliapromozione will be established, after the expiry of the Notice.

The above-mentioned lists will be updated progressively and after each evaluation session that ends with the proposal of assignment addressed to the General Manager of Pugliapromozione (see point 8).

The services will be assigned in accordance with art. 63, paragraph 2, letter B, no. 3 of Legislative Decree no. 50/2016, once the applicant's ownership of the exclusive rights has been ascertained.

The service contract is stipulated electronically, by private treaty, pursuant to art. 32, paragraph 8 of the Code, within 60 days from the date of the contract, unless expressly agreed with the contractor.

Prior to the stipulation of the contract Pugliapromozione starts checks on the moral and professional requirements of the contractors. However, the self-declaration issued by the contractors that they meet the above requirements shall prevail for the conclusion of the contract. If, after the conclusion of the contract, false or misleading statements are ascertained or if the moral and professional requirements required by law are not met, the contract will be terminated to the detriment of the contract and the illegal facts will be reported to the competent authorities.

The contract obliges the contractors to perform the services according to loyalty and fairness towards the Principal and any other third parties with whom it comes into contact during the performance of the service and to submit a final report on the service performed and the delivery of outputs defined in the contract with Pugliapromozione.

The consideration for the offer is equal to the price tender as possibly remodelled during the evaluation and approved with a decision to contract.

Payment of the consideration, authorised by the POM, may be made subject to verification of the conformity of the services rendered, pursuant to and for the purposes of Article 102, paragraph 2, of Legislative Decree no. 50/2016.

The conformity check is carried out by the Execution Manager (D.E.C.).

Invoices issued to the Public Administration must show:

- **Organisation Name: Regional Tourism Agency - Pugliapromozione**
- **Unique Office Code:**



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- **Name of the Office: Promotion Office**
- **The tender identification code (TIC), which will be communicated upon acceptance of the tenders;**
- **The unique project code (UPC): B39I18000100009;**
- **The complete wording "Accounting document financed under the ERDF ESF OP Puglia 2014-2020 - Axis VI - Action 6.8"**

The payment of the consideration is subject to the outcome of the checks provided for pursuant to Article 80 of Legislative Decree no. 50/2016 and the regulations in force on the fight against the mafia (Legislative Decree no. 159/2011, the so-called Anti-Mafia Code). Should the contracting authority proceed pursuant to Articles 88, paragraph 4-bis and 92, paragraph 3 of Legislative Decree 159/2011, it shall withdraw from the contract if the circumstances referred to in Articles 88, paragraphs 4-bis and 4-ter and 92, paragraphs 3 and 4 of the aforementioned decree occur.

10. Disputes

For any disputes arising from this notice, the Judicial Authority of the Court of Bari has jurisdiction.

11. Processing of personal data

In accordance with the legislation on data protection (EU Regulation 2016/679), we inform that the

Data Controller of the data released for participation in this tender is ARET Pugliapromozione in the person of the interim General Manager, Matteo Minchillo. The personal data acquired will be used for activities related to the participation in this selection procedure, in compliance with legal obligations and in execution of contractual or pre-contractual measures.

In particular, in order to carry out the selection procedures, the data transmitted (including any data relating to criminal convictions or offences) will be submitted to the Tender Committee for examination in order to assess the admissibility of the tender submitted and the requirements for participation; at the end of the procedure, the data will be stored in the archives of the Contracting Authority (in accordance with the specific legislation governing the storage of administrative documents) and access will be allowed in accordance with the provisions in force. Subject to compliance with the regulations on the right of access, personal data will not be



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disclosed to third parties unless required by law or in relation to verification of the truthfulness of what was declared during the tender. For further information on the processing of data, please refer to the specific information attached, prepared pursuant to art. 13 of EU Regulation 2016/679.

The participating Supplier is required to ensure the confidentiality of the information, documents and administrative acts of which it becomes aware during participation in the procedures and, subsequently, during any performance of the service, committing itself to strictly comply with all rules relating to the application of Regulation (EU) 2016/679 of the European Parliament and the Council and the rules of Legislative Decree 196/2003 that may be applicable.

Bari, 15.06.2020

The project manager
"Promoting Puglia as a destination" (DEC)
Dr. Alfredo de Liguori

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The person in charge of the STP implementation procedures (POM)
Lawyer Miriam Giorgio

The General Manager
Dr. Matteo Minchillo