



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

PUBLIC NOTICE FOR EXPRESSIONS OF INTEREST

Expressions of interest for the procurement of proposals aimed at advertising communication services on exclusive basis - pursuant to art. 63, par. 2, sub. b), no. 3, of Italian Legislative Decree D. Lgs. no. 50/2016 and further amendments - for the

International Communication Campaign of the Puglia Destination

Within the framework of the PUGLIA 2014-2020 POC-Supplementary Operative Plan "Culture, nature and tourism attractors", Axis VI - Environmental protection, promotion of natural and cultural resources - Action 6.8 Measures for competitive repositioning of tourist destinations, and as an implementation of the project "*Digital communication and Brand identity of the Puglia destination*", the following criteria for submitting offers of Online and Offline communication spaces for the international communication campaign of the Puglia destination are specified. Please note that this Notice is strictly related to the attached document (Communication Brief) that establishes the communication guidelines in terms of strategy and contents of the Destination or Tourism Product Communication Plan.

This public notice is aimed at communication operators and companies, as holders of exclusive rights on communication channels and online/offline spaces, granted that the procedure may be also undertaken "without public call for tenders". In order to be more specific, this type of public notice is chosen to proceed with multiple assignments, ensuring that all exclusive assignees are able to deliver their proposals as to the Puglia Communication Plan, which typically is a "multi-sourcing" format.

1. NOTICE EXPIRATION AND FINANCIAL ALLOCATION

This Public Notice is open from the day of publication until December 31, 2021.

The financial endowment of this notice is € 1,000,000.00 and covers both this Notice and the National and Regional Media Plan Call, with the right to increase the financial allocation according to the communication plan development and with particular regard to the quality of submitted proposals, as well as the interest of the operators to whom this notice is addressed.

ARET Pugliapromozione has the right to withdraw, modify or extend this Notice, in agreement with the Tourism Department of the Puglia Region, also before the depletion of its financial endowment.



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

2. PREREQUISITES OF SUBMITTING SUBJECTS

Only subjects bearing exclusive rights to advertising spaces are eligible to submit proposals. For instance: publishers, exclusive concessionaires of advertising spaces, or event owners. Please note that intermediaries/brokers are not allowed to submit proposals (e.g.: media centers and communication agencies).

3. SUBJECT OF PROPOSALS. COMMUNICATION PLAN (as reference). COMMUNICATION MEANS.

Proposals must be submitted according to the specifications contained in the Communication Brief, attached here as a reference, and defined on the basis of the strategic guidelines specified by ARET Pugliapromozione and published, along with this Notice, on: www.agenziapugliapromozione.it.

Proposals must include the Online and Offline media communication services according to the criteria specified in the aforementioned Brief, which explains the strategy, the specific priority of the involved media and channels, as well as the campaign both for the destination and for the tourism product (food & wine, MICE & wedding destinations, sport, nature & wellness, art & culture).

Any special and/or integrated project on other and more specific communication channels identifying a particular target will be evaluated, also with the help of influencers.

4. TERMS AND CONDITIONS TO SUBMIT PROPOSALS

Eligible subjects allowed to submit proposals are those possessing exclusive rights with regard to advertising spaces. For instance: publishers, exclusive concessionaires of advertising spaces, or event owners. Please note that intermediaries/brokers are not allowed to submit proposals (e.g.: media centers and communication agencies).

Proposals shall be evaluated and contracts shall be undersigned in order to start activities, according to the planning of the communication campaign, and in line with the set period of execution, except in case of possible extensions of this Notice.

Submitted offers, undersigned by the legal representative of the bidder or by a legal proxy, must be addressed to the Strategic Tourism Plan Sole Execution Manager (RUP), and exclusively delivered



UNIONE EUROPEA



REGIONE PUGLIA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

by e-mail to the following address: media@aret.regione.puglia.it, clearly stating “International Media Plan (Brief)” in the email subject line.

Proposals, written in free format, must include all the following items, in the absence of which there will be no evaluation:

1. Description of Proposal:

- 1.a) A thorough description of the project, highlighting its consistency with the Communication Plan and a detailed presentation of the proposed media (maximum 4 pages). It is also necessary to specify the updated data and figures with regard to the circulation, distribution and target of the proposed media.
- 1.b) Visibility time period with a calendar/time schedule proposal (subject to possible changes, upon written authorization by ARET Pugliapromozione);
- 1.c) A brief description of expected proposal results, with direct and indirect outcomes, consistent with the Communication Plan, also specifying an estimate on the numerical data of the potential target that can be reached in terms of circulation/distribution;
- 1.d) Technical specs relating to offered communication services: please specify the values/figures for each single format of the proposed media mix, also attaching a draft sample of the planned advertising spaces as per submitted proposal;

2. Financial Offer:

- 2.a) Complete financial offer on proposed services, including special discount agreements;
- 2.b) Cost details for each format/media, specifying the cost/contact for each proposed media;

3. Administrative Documents

- 3.a.) Copy of a valid ID of the Legal representative or a proxy;
- 3.b) A declaration of exclusivity with regard to the management of advertising spaces, signed by the Legal representative or a proxy;
- 3.c) Updated Chamber of Commerce registration or corporate bylaws;
- 3.d) Communication of activation/existence of a bank account dedicated to public tenders/contracts,



UNIONE EUROPEA



REGIONE PUGLIA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

pursuant to art. 3, par. 7 of Italian Law no. 136/2010;

Please note that in case of approval, the following documents are required:

- a) Online registration and filling out of the European Single Procurement Document (ESPD);
- b) Registration at the ANAC - Italian Anti Corruption Authority on line portal:
<https://www.anticorruzione.it/>;
- c) Traceability of financial flows, or a self-declaration (as per relevant document furnished during the negotiating phase);
- d) Anti-corruption self-declaration (as per relevant document furnished during the negotiating phase);
- e) Environmental compliance self-declaration (as per relevant document furnished during the negotiating phase);

During the assignment phases, the assignee is required to promptly notify ARET Pugliapromozione of any company/corporate changes and any other communication relating to the company/corporate organization itself.

5. EVALUATION AND APPROVAL OF PROPOSALS

Proposals are evaluated by the Communication Office, subject to official assessment by the Sole Execution Manager in charge (RUP), with reference to the approved Communication Plan.

With regard to communication services, also in the case of a positive evaluation of the proposal, the latter may be subject to changes by the Communication Office, both in terms of content and costs, so as to adapt it to the targets of the aforementioned Communication Plan.

In case of equivalent proposals, this Administration will assess their consistency with the purposes referred to in the Communication Plan with regard to: strategic target; the type of proposed media; relevance to the tourism, travel, cultural heritage and events sectors; price.

In no case may meetings be set and agreed, unless upon written request by Pugliapromozione. Please note that the campaign programming is directly carried out by Pugliapromozione, who provides for the preliminary guidelines as to the execution of services, in line with the destination's promotion strategies. Proposals will be evaluated and contracts will be drawn up in order to start activities according to the communication campaign plan, and consistent with the period of realization and the unfolding of events



UNIONE EUROPEA



REGIONE PUGLIA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

throughout the regional territory, except in case of any extension of this Notice.

6. VALIDATION OF LEGAL-FORMAL REQUIREMENTS. PROPOSAL EVALUATION BODY.

Proposals shall be subject to validation of their legal-formal requirements by the RUP- Sole Execution Manager in charge (or its delegate). The validation meeting will be called via a special notice, published in the Transparency Section of the ARET Pugliapromozione website, at least 3 days before the set date. During the administrative assessment session, further documentation may be requested and, when allowed, the procedure for remedying insufficiencies will be applied. The legal-formal validation will be completed with the approval of the offer's technical suitability.

The assessment of technical suitability shall be carried out by the validation body, appointed upon RUP's proposal after the publication of this Notice. The validation body shall be established for the entire duration of this Notice, and may include other Pugliapromozione resources from different Areas, according to the proposal's specific features.

During the validation sessions, the following technical suitability items shall be examined:

- a) The proposal's adherence with the targets set out in the communication brief;
- b) Effectiveness – in strategic and technical terms – of proposed spaces.

During the technical session, proposals may be required to be changed as to technical and/or financial figures, within reasonable parameters; e.g. without misrepresenting its content (with particular reference to the nature of offered spaces).

The evaluation outcome will be motivated considering the suitability or non-suitability of each proposal, so as to be included in the International Communication Plan. The result will be communicated to the interested parties within 5 days from the approved assessment and validation report. The assessment report and validation is promptly published on the ARET Pugliapromozione website in its Transparency section. Proponents may appeal as to non-admission to the Communication Plan at the Regional Administrative Court (T.A.R.) based in Bari, within the terms of the law.



UNIONE EUROPEA



REGIONE PUGLIA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

7. ASSIGMENT OF SERVICES

The assignment of services is carried out pursuant to art. 63, par. 2, letter B, no. 3 of Legislative Decree n.50/2016 and further amendments. The financial amount of the proposal is equal to the offered price as approved in the evaluation phase.

Any payment must be authorized by the Sole Execution Manager in charge (RUP), and is processed after the evaluation of the services' compliance, pursuant to and for the purposes of art. 102, par. 2, of Legislative Decree n. 50/2016.

Any payment request document must be sent via digital invoice via SDI (Invoice Exchange System - only for subjects with registered office in Italy). Furthermore, pursuant to art. 25 of Italian Decree D.L. n. 66/2014, in order to ensure the effective traceability of payments by Public Administrations, invoices issued to the latter must include:

- Agency name: ARET - Pugliapromozione – The Puglia Regional Tourism Board;
- Unified Office Code: 8ZH8VO;
- Department: Communications Office ;

Furthermore, the invoice must contain:

- The Tender Identification Code (CIG), which will be issued and communicated upon acceptance of proposals;
- The Unified Project Code (CUP): **B39J21008340003**;
- The exact sentence "Accounting document funded through POC - Puglia Supplementary Operative Plan 2014-2020 - Axis VI - Action 6.8".

8. LITIGATIONS

The Judicial Authority of the Court of Bari has jurisdiction over any litigation arising from this notice.

9. PROCESSING OF PRIVACY AND PERSONAL DATA

Pursuant to the European data protection legislation (EU Regulation 2016/679), please note that the Data Controller of data released during operations relevant to this notice is ARET Pugliapromozione, legally represented by the Special Commissioner. Received personal and privacy data will be used for activities



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP B39J21008340003

connected to the participation of this notice, in compliance with legal obligations as well as upon execution of contractual or pre-contractual measures.

More in detail, for the purpose of executing tender procedures, transmitted data (including any data relating to criminal convictions or administrative crimes) will be submitted to the evaluation Commission in order to evaluate the submitted offers' admissibility and relevant pre-requisites for participation; upon conclusion of procedures, data will be stored in Commissioning Body's archives, (according to the specific Italian legislation regulating the storage of administrative documents), and access will be allowed according to the provisions in force. Without prejudice to compliance with the legislation on the right of access, 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 statements and data as communicated during tender procedures. For more information on data processing, please refer to the specific attached document, circulated pursuant to art. 13 of the EU Regulation 2016/679.

Participating Suppliers are required to guarantee the confidentiality of exchanged information, as well as documents and administrative deeds transmitted over the course of relevant procedures and, subsequently, during the execution of contracted services, thereby ensuring diligent compliance with all principles related to the application of Regulation (EU) 2016/679 of the European Parliament and the European Council, and of Italian provisions mandated by Legislative Decree D.Lgs. 196/2003, as applicable.

10. CLARIFICATION REQUESTS. SOLE EXECUTION MANAGER.

The Sole Execution Manager (RUP) is atty. Miriam Giorgio, in charge of implementation procedures of the Tourism Strategic Plan "Puglia365".

Clarification requests may be submitted to the RUP via email at miriam.giorgio@aret.regione.puglia.it with carbon copy to media@aret.regione.puglia.it.

Bari, July 26, 2021

**The Special Commissioner
Atty. Renato Grelle**