



ANNEX 1

To
ARET Pugliapromozione
REGIONE PUGLIA
Piazza Aldo Moro 33/a
70121 - Bari

DEVELOPMENT AND COHESION FUND (FSC) - PACT FOR PUGLIA – ACTION STATEMENT FOR THE ‘PUGLIA365’ STRATEGIC TOURISM PLAN - PROMOTION, PR, ENHANCEMENT, INNOVATION OF THE DESTINATION AND TOURISM OFFERING – EXPRESSION OF INTEREST FOR THE PROCUREMENT OF SERVICES OF COMMUNICATION AND PROMOTION OF THE PUGLIA BRAND IN THE AREA OF MARITIME TOURISM, WITH THE PURPOSE OF ESTABLISHING A LIST OF SUPPLIERS UNDER CONDITIONS OF EXCLUSIVITY, PURSUANT TO ART. 63, PARAGRAPH 2 B), 3, OF LEG. DECREE NO 50/2016 IN IMPLEMENTATION OF THE OPERATION TO ‘ENHANCE THE TOURISM OFFERING, INFORMATION AND RECEPTION AND GOVERNANCE’ CUP B39I22001220009

APPLICATION

I, the undersigned _____ born in _____ on _____
Tax/Vat Code _____ Identity Card no _____

As Legal Representative / Sole Director / Chair of

Registered office _____

Operational headquarters _____

Company Tax Code _____

Company VAT no _____

Phone _____

E-mail _____

Certified e-mail (PEC, if available)



Operational contact person for the requested service:

Name _____ Surname _____

Role _____

Hereby submit a technical and financial offer for the public call above

To this end, aware of the criminal liability in the event of submitting false declarations (Article 76 of Italian Pres. Decree No 445 of 28.12.2000) and of the additional related civil and administrative liability pursuant to Pres. Decree No 445 of 28.12. 2000,

HEREBY DECLARE

- that I meet the requirements referred to in Art. 3 of the Call for the purpose of submitting the bid;
- that the facts, conditions and qualities described in the following paragraphs are true;
- that I hereby attach to this application, on headed paper and digitally signed (if available) by the legal representative:

Technical offer developed and articulated according to Art. 8 of the Public Call including the following points:

1. Biography/presentation sheet of the applicant clearly illustrating experience in the *maritime tourism* sector;
2. communication and promotion plan envisaged with specific reference to the different markets and target groups and to the mix of tools deemed most effective for optimizing the result;
3. detailed list of the individual services offered, divided by type, with technical specifications and unit costs and duration and relative photographic documentation (renders);
4. performance indicators with forecasts of the number of contacts to be reached, the (estimated) number of passengers by route and destination port and the tools that will be adopted to measure the effectiveness of the initiatives (e.g. sentiment analysis, conversion rate, etc.);
5. presentation of full operations for the year 2023 in Puglia, which shows: 1) any existing agreements with the competent local authorities for berths/moorings, any confirmed allotments for the fly&cruise segment, or cruise only, etc.; 2) planned itineraries and landings, specifying the number and type of ships/boats involved and maximum number of passengers (capacity), port of departure, port of arrival and intermediate stops, schedule of landings in the individual ports in Puglia, duration of each layover/stop,



description of the different types of land excursions available during the layover/stop;

6. measures adopted in relation to environmental sustainability on board and on land.

Financial offer including:

- a) lump sum price with specific indication of both the amount including VAT and the amount net of VAT;
 - b) unit costs of services and of each format/medium/support with indication of the cost and any discount.
- that I hereby also attach to this application, on headed paper and digitally signed (if available) by the legal representative, the following administrative documents:
 1. Identity document and tax/Vat code of the legal representative;
 2. Chamber of Commerce Registration/Certificate/Association by-laws;
 3. Self-declaration on the fulfillment of the obligations established by Leg. Decree 81/2008 on safety in the workplace;
 4. Statement of possession of the requirements referred to in Art. 3 of the Call (use of ships/pleasure boats with a navigation license and safety certificate);
 5. Statement declaring the exclusive nature of management of advertising spaces, ourselves or licensed to third parties;
 6. Certificate of registration with the Italian Anti-Corruption Authority (ANAC);
 7. Cash flow statement (Traceability).

Information on personal data processing

Having read the Privacy Statement attached to the Public Call, I, the undersigned, acknowledge that the personal data collected will be processed, including with IT tools, exclusively for the purposes of the request and/or the administrative procedure for which this document is completed. The processing is necessary for ARET Pugliapromozione (Data Controller) to fulfill its legal obligation pursuant to Leg. Decree No 50/2016, and for the execution of a task of public interest (or in some cases of "significant public interest"). The data may be disclosed to other entities, public or private to whom disclosure is required or permitted by law or regulation (e.g. to other competitors who request access to the documents within the limits permitted by Law No 241/90) and shall be processed in accordance with the rules on the conservation of administrative documentation (in compliance with the agency's conservation and disposal plan). The provision of such data is mandatory for the purposes of completing the declaration and procedure in question. To exercise the rights referred to in Articles. 15-22 of Reg. (EU) 2016/679, you can contact the Data Protection Officer of ARET Pugliapromozione (dpo@aret.regione.puglia.it).

Place and date _____

The Legal Representative