



UNIONE EUROPEA



REGIONE PUGLIA

Il futuro alla portata di tutti
Asse VI - Azione 6.8Puglia
PROMOZIONE
Agenzia Regionale del Turismo

"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

CUP B39D20002200009

PUBLIC CALL FOR TENDERS

Expressions of interest for the acquisition of proposals for the provision of exclusive advertising services, pursuant to art. 63, paragraph 2, letter b), no. 3, of Italian Legislative Decree no. 50/2016 as amended for the International Communication Plan of Destination Puglia.

As part of the Regional Operational Program 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 "Digital communication and Brand identity of Destination Puglia", approved by Tourism Executive Decision No. 99 of 6.04.2023, the following are the criteria for bidding for ON and OFF line communication spaces for the international communication campaign of Destination Puglia. Please note that this Call is closely related to the document (Brief) that dictates the communication guidelines in terms of strategy and content of the Communication Plan for the Destination or Tourism Product.

The public call is aimed at creating open participation for communication operators, holders of exclusive rights on the spaces, ensuring that all exclusive operators can put themselves forward in the Puglia Communication Plan, which is by its nature "multi-sourcing."

1. VALIDITY OF THE CALL AND BUDGET ALLOCATION

This Call is valid from the day of its publication on the A.RE.T. website (www.aret.regione.puglia.it) until **12/31/2023**.

The budget for this call is **€1,500,000.00**, which may be increased depending on the development of the communication plan with particular regard to the quality of the proposals submitted and the interest expressed by the operators targeted by this Call.

ARET has the right to revoke, modify or extend this Call, in agreement with the Tourism and Internationalization Section of the Puglia Region, even before the budget is exhausted.

2. SUBJECTIVE REQUIREMENTS

Entities holding exclusive rights to advertising space are eligible to submit proposals. Examples include:

ARET PUGLIAPROMOZIONE
Direzione Generale

agenziapugliapromozione.it
direzione.generale@aret.regione.puglia.it

Fiera del Levante, PAD. 172
Lungomare Starita, 70122 Bari

Tel. +39 080 5821411
Fax +39 080 5821429

Uffici Amministrativi

Piazza Aldo Moro 33/A, 70122 Bari
Tel/fax +39 080 5242361

C.F. 93402500727



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publishers, exclusive concessionaires, and event holders.

However, intermediaries (example: media centers and communication agencies) are not eligible to submit proposals.

3. OBJECT OF THE PROPOSALS. COMMUNICATION PLAN (BRIEF). COMMUNICATION TOOLS.

Proposals must be formulated according to the guidance contained in the Communication Brief, to which you are referred, defined according to the strategic guidelines expressly indicated by A.RE.T. and published alongside this Call on the website: www.aret.regione.puglia.it.

Proposals must contain communication services in ON and OFF line media according to the criteria set forth in the aforementioned Brief, outlining the strategy, the specific prioritization of media and channels, and the campaign for both the destination and the tourism product (Food and Wine, Sports Nature and Wellness, Arts and Culture, Wedding destination).

Any special and/or integrated projects in other more specific media and that identify a more targeted audience, including influencers, will be evaluated.

4. PROCEDURES FOR SUBMITTING PROPOSALS

Entities holding exclusive rights to advertising space are eligible to submit proposals. Examples include: publishers, exclusive concessionaires, and event holders. However, intermediaries (example: media centers and communication agencies) are not eligible to submit proposals.

Proposals will be evaluated and contracts will be signed in order to commence activities in line with the communication campaign schedule, consistent with the implementation period, unless this Call is extended.

Technical-economic proposals/bids must be duly signed by the applicants (in digital form only if based in Italy) and sent to:

media@aret.regione.puglia.it for foreign applicants

comunicazionepp@pec.it for Italian applicants

indicating in the subject line "International Media Plan - Brief 2023."



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Free written proposals must include all of the following points, without which the evaluation cannot take place:

1. Description of the proposal:

1.a) Complete description of the project with evidence of consistency with the Communication Plan and presentation of the proposed media (maximum 4 pages). It is also necessary to indicate the updated data relating to the diffusion, distribution and target of the media.

1.b) Visibility period with possible dates (subject to any changes and prior written authorization by ARET);

1.c) Brief description of the expected direct and indirect results from the proposal in line with the Communication Plan, also indicating an estimate on the number of potential targets that can be reached in terms of dissemination/distribution;

1.d) Technical specifications relating to the proposed communication services: specify the values/measures for each single format of the proposed media mix. At the same time, attaching to the proposal a graphic example of the proposed spaces;

2. Financial offer:

2.a) Total financial offer of the services and any discounts;

2.b) Detailed costs for each format/medium and indication of the cost-per-contact for each proposed medium;

3. Administrative documents

3.a.) Copy of an identity document belonging to the Legal Representative or his/her proxy;

3.b) Declaration of exclusivity for the management of advertising spaces, signed by the Legal Representative or his/her proxy;

3.c) Up-to-date Chamber of Commerce Certificate of Incorporation or Articles of Incorporation, showing in which country the applicant's registered office is located, or other similar document valid in the country of incorporation;

3.d) Notification of activation/existence of current account dedicated to public tenders/contracts pursuant to Article 3, paragraph 7 of Italian Law No. 136/2010;

3.e) company CV / infosheet;

Please also note that, if the proposal is accepted, the following documents shall be required:



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- a) On-line completion of the European Single Procurement Document (ESPD), for applicants with registered offices in Italy or another European country.
- b) Statement of moral, financial and technical suitability requirements (see template) for applicants with registered offices outside Europe;
- c) Registration to the ANAC IT platform, for the issuance of the "PassOE" (Economic Operator Pass) for the purpose of verification of general requirements through the ANAC-FVOE platform;
- d) Traceability of financial flows or substitute declaration (as per the template provided at the negotiation stage);
- e) Anti-mafia declaration (as per the template provided at the negotiation stage), in the event that the amount awarded exceeds €150,000.00;

During the assignment period, the assignee is required to promptly notify ARET of any corporate changes and any other communications pertaining to the corporate structure itself.

5. EVALUATION AND APPROVAL OF PROPOSALS

Proposals are evaluated by the Communication Office, after formal review by the Sole Procedure Manager, with reference to the approved Communication Plan.

For communication services, even if the proposal is deemed suitable, the Communication Office may request for it to be adjusted in both content and cost to match the objectives of the Communication Plan.

When proposals are tied, the Administration will evaluate consistency with the objectives set forth in the Communication Plan in relation to strategic direction, type of media proposed, relevance to the tourism, travel, cultural heritage and events sectors, and price.

Under no circumstances can appointments be arranged, unless explicitly requested by Pugliapromozione. Please note that the planning is carried out directly by Pugliapromozione, which provides guidelines for execution consistent with the destination's promotion strategies. Proposals will be evaluated and contracts will be signed in order to commence the activities, according to the schedule of the communication campaign, consistent with the implementation period and the holding of events in the regional territory, unless this Call is extended.



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6. VERIFICATION OF LEGAL-FORMAL REQUIREMENTS. PROPOSAL APPRAISAL BODY

Proposals will be verified for legal-formal requirements by the Sole Procedure Manager (or his/her proxy), subject to supplementation at the request of the Sole Procedure Manager. The legal-formal verification will conclude with the assessment of eligibility for the technical suitability verification step.

Verification of technical-economic suitability will be carried out by an appraisal body, appointed by the Director General, on the recommendation of the Sole Procedure Manager, after the publication of this Call. The body will take office permanently, for the duration of the Call, and may be supplemented by members from other Areas of A.RE.T., depending on the formulation of the proposal.

During the technical-economic suitability verification session, the following will be examined:

- a) the correspondence of the proposal to the objectives of the communication brief;
- b) the validity - in technical and strategic terms - of the proposed spaces.

During the technical session, it may be agreed to ask the applicant to make technical and/or economic adjustments to the bid, within reasonable limits: that is, without altering its content (with particular reference to the type of spaces offered).

The outcome of the evaluation will determine the eligibility or ineligibility of each proposal, for admission into the International Communication Plan. This outcome will be disclosed to interested parties within 5 days of the order approving the evaluation report. The evaluation report is promptly published on the A.RE.T. website, Transparency Section. An appeal against the decision of non-admission to the Communication Plan may be lodged with the Regional Administrative Court (T.A.R.), Bari branch, within the terms of the law.

7. PROCUREMENT OF SERVICES

Exclusive services will be awarded in accordance with Article 63, paragraph 2, letter B, point 3 of Italian Legislative Decree No. 50/2016 as amended. The consideration for the proposal is equal to the price offered as approved in the evaluation.

The consideration, authorized by the Sole Procedure Manager, is paid subject to prior verification of the compliance of the services rendered, pursuant to and in accordance with Art. 102, paragraph 2 of Italian Legislative Decree No. 50/2016.



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The payment bond must be transmitted by digital invoice via SDI (*Sistema di Interscambio* - only for entities with registered office in Italy). In addition, pursuant to Article 25 of Italian Decree Law No. 66/2014, in order to ensure the effective traceability of payments by public administrations, invoices issued to the public administration must state:

Entity Name: Agenzia Regionale del Turismo – Pugliapromozione;

Department Code: 8ZH8VO;

Department name: Communication Office;

The invoice must also contain:

The Tender Identification Code (CIG), which will be communicated upon acceptance of the bids;

The Unified Project Code (CUP): **B39D20002200009**;

The full wording "Accounting document financed under the OP ERDF ESF Puglia 2014-2020 - Axis VI - Action 6.8"

8. DISPUTES

For any dispute arising from this Call the Judicial Authority of the Court of Bari has jurisdiction.

9. PROCESSING OF PERSONAL DATA

According to Articles 13 and 14 of the G.D.P.R. -EU General Data Protection Regulation 2016/679, personal data will be processed by A.RE.T., as the data controller, for the purposes of managing the assignment, application of contractual and pre-contractual measures, as well as to fulfill legal obligations governed by Italian Legislative Decree No. 50/2016.

10. FOR INFORMATION AND CORRESPONDENCE

The Sole Procedure Manager, appointed Service

Dr. Olga Buono, OP Officer at A.RE.T., e-mail: o.buono@aret.regione.puglia.it

The Head of Destination Puglia Communications Project

Dr. Alessandra Campanile, OP. Officer at A.RE.T., e-mail: a.campanile@aret.regione.puglia.it



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Bari, 19.04.2023

**General Director
Dr. Luca Scandale**