

Rimini, 20/12/2024

NOTICE OF MARKET SURVEY WITH SUBMISSION OF TENDER FOR THE DIRECT AWARD OF PR&MR AGENCY, COMMUNICATION AND PRESS OFFICE SERVICES FOR THE POLISH MARKET

Notice is hereby given that Apt Servizi s.r.l., contracting authority with registered office in Bologna, Viale Aldo Moro n.62 and operational office in Rimini, Piazzale Federico Fellini n.3, P.I./C.F. 01886791209, website www.aptservizi.com; PEC bandi@pec.aptservizi.com, on the basis of the needs related to the planning of the "2025 Plan - Executive proposals for marketing and tourism promotion projects of prevailing interest for international markets", intends to carry out this market survey aimed at the acquisition of quotations for the direct awarding of the services referred to in the object, as better indicated below.

The awarding procedure will be carried out through the use of the telematic platform Telematic Purchasing (<https://aptservizi.acquistitelematici.it>), through which the phases of quotation presentation, verification and evaluation of the same, as well as awarding, will be managed, as well as the communications and exchanges of information, pursuant to Articles 25 and 26 of Legislative Decree 36/2023.

The purpose of this notice is exclusively to receive cost estimates to be evaluated for the purpose of a direct awarding to be implemented pursuant to Article 50, paragraph 1, letter b) of Legislative Decree No. 36/2023 (hereinafter the "Code"). The Administration reserves the right not to proceed with any entrusting in the event that no estimate satisfies the evaluation elements indicated in the following notice.

In fact, it is specified that this enquiry does not give rise to any legal position and/or negotiating obligation vis-à-vis APT Servizi, which, as indicated, reserves the right to suspend, amend or cancel, in whole or in part, the procedure initiated and not to proceed with the assignment in question, without the participants having any claim whatsoever.

In the event that only one quotation is submitted or only one quotation meets the evaluation criteria, the contract will be awarded and signed with only one economic operator.

Subject of the direct award:

PR, MR and press agency services on the Polish market.

The technical specifications and procedures of the service to be entrusted are detailed in the attachment here enclosed.

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Company set up by the Emilia Romagna Region, Unioncamere and C.C.I.A.A. of Emilia Romagna
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The service is unitary, not divided into lots in consideration of the homogeneity and close correlation of the services required, whose subdivision could lead to additional economic and organizational costs in the management of several economic operators.

Duration

The award will start from the moment the contract is signed for 12 months

The administration reserves the right to exercise 2 (two) annual renewal options for the years 2026 and 2027 at the same regulatory and economic conditions, subject to possible price revisions to be considered pursuant to Article 60 of the Code.

To calculating the change in prices, the indices referred to in Article 60(3) will be used.

Pursuant to Article 120(1)(a) of the Code, the Administration reserves the right to increase the quantity and number of services requested during the contractual term, up to a maximum amount of €15,000.00 (fifteen thousand/00). If the Administration intends to request an increase in the service, in whole or in part, within the indicated limit, the contractor shall be obliged to perform the service under the conditions set forth in its technical offer estimate, as requested by APT Servizi. In the event that the Administration does not intend to use all or part of the quantity covered by the option, the contractor shall have no claim against the Administration.

Contract value

The total value of the contract, calculated pursuant to Article 14, co. 4 of the Code, is EUR 135,000.00 (one hundred thirty-five thousand/00) plus VAT if due, including options. It is divided as follows:

Duration of the contract	Total annual value of the service (VAT EXCLUDED)
From stipulation 2025 for 12 Months	€ 40.000,00
Renewal option for the year 2026 For 12 months	€ 40.000,00
Renewal option for the year 2027 For 12 months	€ 40.000,00
Option under Art. 120(1)(a)	€ 15.000,00
Total contract	€ 135.000,00

Only downward bids not exceeding the estimated annual value net of options, i.e. € 40,000.00, are admitted to the procedure.

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The service will be performed mainly outside the premises of the contracting station and will be carried out exclusively by personnel of the successful tenderer, not employed by the contracting station. The amount of interference safety charges is therefore € 0.00 (zero).

The collective agreement applicable to its personnel by the economic operator entrusted with the services is the CCNL for employees of companies and cooperatives exercising activities in the field of. Marketing, promotion, communication, media relations.

In the event of a different collective agreement being applied, a declaration of equivalence of protections is required, to be attached to the telematic envelope "Estimate" (as indicated below, in the relevant section).

Award Criteria

Participation in the procedure is open to economic operators who can prove that they meet the following requirements:

General requirements and grounds for exclusion

- absence of grounds for exclusion under Articles 94 and 95 of the Code;
- non-existence of the conditions set out in Article 53, paragraph 16-ter of Legislative Decree 165/2001 or other grounds for refusal to contract with the public administration .

Requirement of Professional suitability

- to be registered at the Chamber of Commerce, Industry, Handicrafts and Agriculture for a relevant activity, even if it does not coincide with the subject matter of the contract, pursuant to Article 100(1)(a) and (3) of the Code.

Telematic Procurement Platform - Registration

The procedure under this notice is carried out by the Telematic Procurement platform (<https://aptservizi.acquistitelematici.it>).

The formats accepted for digitally signed documents to be uploaded are exclusively *.pdf, *.p7m and *.tsd, otherwise the document cannot be uploaded into the system. It is also possible to upload to the system a folder in *.zip format which must be digitally signed.

Each individual document to be uploaded onto the System may not exceed 100 MB in size. Simply uploading the bid documents onto the System does not imply sending the bid to the Contracting Authority. In order to transmit the documents, it is necessary to confirm the submission using the appropriate procedure. The tenderer is required to verify that he/she has completed all the steps required by the System in order to proceed with the submission of the offer.

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Modalities of participation

The economic operator registered in the Telematic Procurement platform shall submit its quotation

by 12 noon on 23rd January 2025

by uploading the documents below, following the offer upload wizard.

- **Self-declaration - Declaration of social security office and financial traceability (s. attachment)** signed digitally by the legal representative and containing, among other things, the indication of the participation requirements and the authorization or non-authorization, in the event of a request for access to the records by a participant in the procedure, to release a copy of all the documentation submitted, accompanied in the latter case by the following declaration of secrecy
- **Eventual Declaration of secrecy** containing an express indication of the parts which, according to a **reasoned and substantiated** declaration by the tenderer, constitute technical or commercial secrets and which therefore require, pursuant to Article 35 of the Code, adequate and punctual protection in the event of access to the documents by third parties; the declaration of secrecy must be accompanied by the **documents already obscured in the parts subject to secrecy**. In the event of access to the documents, the contracting authority shall assess the reasons contained in the declaration of secrecy at its sole discretion, balancing them with the reasons and motivations of the applicant, in order to militate against or allow full access to the requested documents. In the event of non-submission of the declaration of secrecy, the Administration will allow full access to the tender during access to documents
- **Technical proposal** digitally signed by the legal representative, containing a descriptive report of the services offered drafted according to the specifications and containing in particular
 - o Company profile complete with CVs of dedicated team members;
 - o Case history of a media relations campaign for a tourist destination on the Polish market;
 - o Communication plan including visioning Emilia-Romagna;
 - o Market (consumer) and media scenario analysis, objectives, targets, strategy and annual activity programme
- **Quote** digitally signed by the legal representative, containing the annual price offered for the performance of the service, net of options. The document must also indicate the collective agreement applied to its employees pursuant to art. 11, subsection 3, of the Code and, if it is different from the one indicated by the contracting station, the operator must submit a **declaration of equivalence of protections** pursuant to art. 11, subsection 4, of the Code.

PLEASE NOTE: only net offers with a discount not exceeding the estimated annual value of the service of €40,000.00 (forty thousand/00) net of VAT are accepted.

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The economic offer is understood as including the agency's fee and all activities listed in the proposed operational plan, media clipping, stationery and any other costs related to office activities, travel/accommodation/PR costs in Poland (referring to meetings with journalists, participation in press conferences, trade fairs, etc.).

It is understood that Apt Servizi will cover the organisational costs relating to press conferences/media events (venue, catering, hostesses/stewards, interpreters, technical equipment, set-ups, etc.) and press trips (travel, accommodation and food for participants and the agency employee accompanying them), hospitality in Emilia-Romagna for participation in briefing/programming meetings and for the annual end-of-year training (if not held by teleconference).

The price must be expressed in euros, exclusive of VAT.

All submissions must be clear, detailed and accurate to enable proper evaluation.

The Administration declines all responsibility for technical or other mishaps preventing the sending and receipt of estimates within the established deadline.

Award Criteria

The choice of the contractor will be made following an evaluation conducted based on the following negotiation elements, listed in descending order of importance:

1. Quality, coherence, originality, completeness of the technical proposal, customer visioning, objectives, targets, strategy, activity plan.
2. Team consisting of Polish English-speaking staff with essential assessment of the day-to-day business and relations with our offices by an attaché and knowledge of the Italian and regional tourism market; Continuity and guarantee of personal and staff during the cooperation ;
3. Experience and ability to manage communication projects and positioning of tourist destinations on the Polish market, knowledge of the home tourist market (tourist consumption trends, outbound tourism chains, market interests and trends, etc.) and the Polish media world;
4. Knowledge of b2c and b2b communication in Poland, ability to govern media logic, database of loyal contacts - traditional and new media (case histories, company profile, team CVs, strategy, etc. will be evaluated);
5. Overall cost-effectiveness of the offer.

Clarification

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It is possible to obtain clarifications on this procedure by submitting written queries via the *Send Query* function in the 'Details' section of the procedure, after registration.

It is possible to obtain **technical assistance regarding the use of the platform** by opening a ticket and in any case in the manner indicated in the appropriate section on the platform (after logging in).

An on-site inspection is not required for the formulation of the offer.

The Single Project Manager designated for this procedure is Ms. Simonetta Monti, who declares the non-existence of any conflict of interest with respect to the procedure in question pursuant to Article 6 bis of Law 241/90 and Measure MG of the current PTPCT 2024- 2026.

This notice is published:

on the Telematic Procurement Platform (<https://aptservizi.acquistitelematici.it>) and on the institutional website www.aptservizi.com in the section Tenders and Request for Offers.

INFORMATION ON THE PROCESSING OF PERSONAL DATA:

We inform you that the personal data processed as part of this procedure are carried out in compliance with national and European laws on the protection of personal data. The data controller is APT Servizi srl to which you may apply to exercise your rights by writing to privacy@aptservizi.com or contacting the Data Protection Officer (DPO) dpo@aptservizi.com.

Full information available at <https://www.aptservizi.com/azienda/privacy/>

The Single Project Manager
Simonetta Monti
digitally signed

Attached on Telematic Purchasing:

- Technical specifications;
- Self-certification model;

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