

TECHNICAL SPECIFICATIONS - PR&MR agency, communication and press office service for and in the German-speaking markets (DACH: Germany, Austria, Switzerland) 2025/2026

Context - General goals - Target

Given the current overview of political-economic instability at an international level, the first goal of the media relations and press office activities in the target market is to increase and support the *reputation* and *appeal* of Emilia-Romagna as a safe, short-haul and multi-interest holiday destination (seaside, experiential, artistic-cultural, food and wine, special interests, active, sustainable, well-being, etc.) both in the short and medium term, in order to strengthen tourist flows and the competitive positioning of the Region in the market.

The main goals of the Media Relations and Press Office service for the DACH markets are as follows:

- ⇒ Expanding proactively Emilia-Romagna's network of contacts with the German, Austrian and Swiss national consumer and trade media, as well as with German, Austrian and Swiss correspondents based in Italy;
- ⇒ Obtaining continuous, quality coverage in the most influential media in Germany, Austria and Switzerland through articles/contents/news, orienting the decisions of travelers and holidaymakers from Germany, Austria and Switzerland in a favorable and consistent way;
- ⇒ Increasing the "awareness" of the Emilia-Romagna destination, encouraging the incoming tourist flows to Emilia-Romagna from the DACH markets and acquiring a positioning on the market as a multi-interest holiday destination.
- ⇒ Enhancing and promoting tourist-oriented territories of the Emilia-Romagna Region and its "multi-interest" products (e.g. food & wine) to the final consumer on the DACH markets.

Marketing strategy of the Emilia-Romagna region in key points

Emilia-Romagna is promoted and valued in Germany, Austria and Switzerland as a tourist destination in Italy that offers a **multi-interest holiday**, a true experience of the *Italian Dolce Vita*, an authentic mix of seaside holiday, art, culture, good living, food and wine, art cities, wellness and wellbeing, slow and active tourism, "live like a local" experiences and countryside discovery.

The main target group of this offer is made up of families with children with a medium spending power - especially as the sun&beach holiday is concerned - and of adults with or without children, with a medium/high spending power that travel in small groups or FIT.

Further detailed target groups are:

- Families with children (Millennials and Generation X);
- Best Ageds and couples with grown-up children (Baby Boomers and Generation X);
- Foodies and Italian Lifestyle lovers;
- Active and sporty holidaymakers (e.g. cyclists, walkers);
- Groups with special interests (e.g. car and motorbike lovers)

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Emilia-Romagna's tourist products/items with the greatest appeal and identity for the DACH markets are in order:

- The **seaside holiday** on the Adriatic Coast of Romagna is particularly suitable for families with children due to the quality of services and the wide tourist offer, the safety of its beaches and bathing waters, the rich calendar of events for all ages, and no less than 11 amusement and theme parks. A complete multi-experiential holiday, set in an authentic Italian context.
- The **cities of art, villages, castles, landscapes and cultural events**, the Via Emilia with its artistic pearls and special anniversaries; the new seafronts along the Adriatic Coast, the sustainable tourism project, the ancient villages of the "Viaggio Italiano" project and the network of the castles of Emilia-Romagna.
- The **"Food Valley"**, the excellence of food and wine tourism in Italy, with 44 EU regulated quality products (PDO and PGI) including the ambassadors of Italian Food in the world such as Parmigiano Reggiano, Parma ham, traditional balsamic vinegar, culinary journeys of taste (museums, tastings, visits to production sites), cooking classes, markets, restaurants (from Michelin-starred cuisine to traditional *osterias* and *trattorias*), etc.
- The **"Motor Valley"**, with factory tours and test drive experiences on the circuits and with focus on its main event, the **"Motor Valley Fest"**, held each year in May;
- **Wellness, sport and outdoor activities**: slow tourism, walking and hiking experiences on the spiritual/religious paths, active and sports holidays, walking and cycling routes, spa holidays, natural parks, apennine mountains.

Service Description

The service must provide and include:

- ⇒ **Study, Research and Training**: analysis of the market and media scenarios, customer visioning (expectations, goals, identity, strengths, weaknesses), identification and reporting of current issues, communication trends, definition and proactive recommendation of the best timing for reaching the media, organisation of one training session per year on outgoing tourism market trends from German-speaking countries, as well as communication and media trends for Apt Servizi staff.
- ⇒ **Communication strategy and media relations - Plan of activities**: Concept, elaboration, development and implementation of the general MR and communication strategy of the Emilia-Romagna Region in the tourism field for the DACH markets (goals, concepts, tactics, targets, most effective media, etc.), drafting of the plan of operations for brand awareness and communication, both relating to the global brand – Emilia Romagna destination – and to multi-interest products such as food & wine.
- ⇒ **Press office**: definition of the annual editorial plan for key news; drafting and sending of texts, content editing, ghostwriting, press releases, news, information notes, semi-processed articles in German (also to be processed on the basis of texts and press releases made available by Apt Servizi); language revisions - weekly and last-minute - of texts in

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German and press releases; writing of press releases/newsletter and updating of the general press kits in German.

- ⇒ **Press review:** collection, selection and real-time forwarding in PDF/mp4 format to APT Servizi of articles and reports published by the German, Austrian and Swiss online and offline media concerning Emilia-Romagna, collected through media monitoring and clipping service, both resulting from media relations actions and activities carried out (press trips, journalists' requests, media events, newsletters, press releases, syndicated features) and spontaneous publications. Each article/report must be classified with the following data: name of the newspaper/magazine, etc., date, circulation/uvpm and advertising value (AVE); for online media, data on views and page impressions are required; for social media content, data on views, interactions, comments and shares are required.
- ⇒ **Support for participation in trade shows or media events:** press office activities, organisation of one-to-one meetings and/or stand interviews with institutional representatives of the Emilia-Romagna region at tourist trade shows or media events in Germany, Austria and Switzerland in which Apt Servizi participates;
- ⇒ **Advertising campaign support (print, TV, radio, online, social media, OOH):** advice and support for defining content and advertising message, editorial assistance for headline, payoff and body copy.
- ⇒ **Press trips:** individual press trips (min. 5 approximately) and for small groups (approximately max. 2 groups per year, one of which for special events such as, for example, the Motor Valley Fest); definition of the annual press trip plan and the key topics of the press trips; selection of participants per press trip; accompaniment of small group press trips, where possible and within budget limits;
- ⇒ **Activity reporting:** updates - preferably monthly - on the activities carried out and detailed activity reports. In particular, in December the activity must also be in the form of online and/or in-person training in the Apt Servizi office, open to Apt Servizi employees and collaborators. In addition to presenting the complete annual activity report with results achieved and redemption data, etc., the seminar must also include a training session on media and communication in German-speaking countries and a focus on monitoring and trends in the German, Austrian and Swiss outbound tourism market (see "Training session" in the first point). The production of an e-book of the best articles on Emilia Romagna published during the year with overall redemption is also requested.
- ⇒ **Crisis management:** analysis of vulnerability and possible crisis scenarios, preparation of crisis prevention and management plans, real-time media monitoring (online, offline and social media), crisis response.

* The offer must include the fee and all the activities/services/options listed in the Service Description, plus stationery, photocopying, trips and transfers to Germany, Austria and Switzerland, small hospitality costs on the occasion of meetings with journalists in Germany, Austria and Switzerland and whatever else is necessary for the performance of the service, as well as the clipping service.

Apt Servizi will bear the costs for press conferences and media events (venue, catering, hostesses/stewards, interpreters, etc.), press trips (travel, accommodation and meals for the

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participants and the agency employee accompanying the media, if confirmed). These services, if required, can be paid by the contracting authority (APT Servizi) as a service option.

To enable a proper evaluation, the offer submitted must be clear, detailed and accurate.

Minimum Environmental Criteria (if relevant)

In accordance with the provisions of Art. 57 of Legislative Decree No. 36/2023, in order to achieve the environmental objectives of GPP (green public procurement), the service must be performed in compliance with the minimum environmental criteria - CAM adopted by decree of the Ministry of Ecological Transition/Ministry of the Environment and Energy Security, taking into account any updates, with specific reference to those in the field of competence.

Responsibilities and Obligations of the Contractor

The successful tenderer is directly and exclusively liable for any damage caused by its personnel to persons or property, whether of the administration or of third parties, as a result of omissions or negligence in the performance of the service. In any case, the successful tenderer undertakes to comply with the relevant safety and accident prevention regulations in force, in the performance of the contractual services, with all current legislative provisions, social insurance regulations and any other provisions that may be issued on the matter.

It also undertakes to:

- comply with all obligations towards its employees under the applicable labour and social insurance laws and regulations and assume the related obligations;
- implement for its employees, in charge of the services covered by this procedure, regulatory and salary conditions not lower than those resulting from the collective labour agreements applicable to the category and in the countries/areas in which they perform the services.

Apt Servizi is absolutely extraneous to the working relationship established between the company and its employees assigned to the service and can never be involved in any dispute that may arise, as no working relationship will be understood as established between the company's employees and the customer Apt Servizi s.r.l.

Provisions on safety in the workplace

In order to guarantee safety in the workplace, the successful tenderer is obliged to strictly comply with the provisions of the legislation on improving the safety of workers in force in their own country.

Final guarantee deposit

A final guarantee is required for the signing of the contract as indicated in Article 117 of Legislative Decree No. 36/2023, except in the case of exemption provided for in Article 53, paragraph 4 of the aforementioned decree. The aforesaid guarantee shall be equal to 5 per cent of the contractual amount and may be in the form of a deposit or surety bond, according to the contractor's choice.

Stamp duty

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Upon the conclusion of the contract, the contractor is required to pay a one-off stamp duty, the amount of which is determined in accordance with the table set forth in Annex I.4 to Legislative Decree No. 36/2023. The same table replaces the methods for calculating and paying the stamp duty set forth in Presidential Decree No. 642 of 26 October 1972 on public contracts disciplined by the Code.

Compliance verification ex Art. 116 Legislative Decree No. 36/2023

Throughout the performance of the service, the successful tenderer must allow the administration to carry out checks and controls on the proper performance of the service and on the compliance with the terms and conditions laid down in the contract.

In order to verify the compliance and the proper performance of the contract, the successful tenderer is obliged to produce a monthly and annual qualitative and quantitative final report (as indicated in the “Activity Reporting” section of the “Service Description” paragraph).

Penalties

In the event of imperfect, partial performance or non-performance of the services provided for in the contract and in the tender documents signed by the successful tenderer, Apt Servizi may apply, after contesting the non-compliance and evaluating the justifications provided, an unquestionable penalty of € 500.00 plus VAT in due for each violation ascertained, which will be deducted directly from the amount due; the penalty will be applied in particular in the event of a service that differs in quality and/or quantity.

In case of repetition of the violations, the amount of the penalty will be doubled.

After the application of a total of 5 (five) penalties, the contract shall be considered terminated by law. The application of the aforementioned penalties does not preclude the right of the contracting authority to claim compensation for any greater damages suffered or additional costs incurred by the contracting authority as a result of delays or breaches of contract by the successful tenderer.

Pursuant to Article 126(1) of Legislative Decree No. 36/2023, the total amount of penalties applied shall in any case not exceed 10% of the contractual amount.

Express termination clause

The termination operates by law, pursuant to art. 1456 of the Italian Civil Code (express termination clause), in the following cases:

- failure to perform the service covered by the contract, meant as non-performance of the service
- if penalties exceed 5
- violation of Article 3, Law No. 136 of 13 August 2010 on the traceability of financial flows.

Termination pursuant to Art. 122 of Legislative Decree No. 36/2023

The contracting authority may terminate the contract during its term if one or more of the conditions prescribed in Article 122 of Legislative Decree 36/2023 occur.

Withdrawal ex Art. 123 Legislative Decree No. 36/2023

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Without prejudice to the provisions of Articles 88, para. 4-ter and 92, para. 4 of Legislative Decree No. 159 of 6 September 2011, the contracting authority may terminate the contract at any time, upon payment of the services and supplies already performed, as well as of the material in stock in the case of services or supplies, plus one-tenth of the amount of the works, services or supplies not performed.

For further specifications, please refer to Article 123 of Legislative Decree No. 36/2023.

Payment terms and conditions

Invoicing of the due amount will be carried on in equal parts, three times a year. Payments will be made, by bank transfer, upon receipt of the invoice within 30 days from the positive compliance verification and the report reception. The verification of the invoice will be carried out through the acquisition of the documentation referred to in the previous section "Compliance verification". Failure to send the reports will block the payment and will give rise to the application of the penalties referred to in the above section "Penalties".

Payment is in any case subject to the stipulation of the contract.

It is forbidden to proceed with any assignment of credit or any power of attorney for collection unless expressly authorized by APT Servizi.

Obligations on financial flow traceability

The successful tenderer expressly assumes, pursuant to Article 3 of Law 13/08/2010 no. 136 and subsequent amendments, the obligations of traceability of financial flows envisaged in this regulation, undertaking to provide Apt Servizi with a bank account dedicated to payments. Failure to comply with this clause entails the automatic termination of the contract by law pursuant to Article 1456 of the Civil Code.

Confidentiality

The successful tenderer undertakes to observe full confidentiality on any information, documents, knowledge or other elements that may be provided by Apt Servizi, public bodies and administrations and associations or other bodies involved in the project and/or any interested parties in the activities.

Place of jurisdiction

For any dispute arising between the Administration and the Contractor, the Court of Bologna shall have exclusive jurisdiction.

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