

**E-mail**

To whom it may concern

Trento, 05/12/2018  
Prot. 17041

***Re: Call for bids for professional services relating to MEDIA and PR activities in the Czech Republic.***

***CIG (Tender identification code): ZDA25F3372***

***CUP (Single Project Code) C67J18000020003***

Trentino Marketing S.r.l., a special purpose company created by Trentino Sviluppo S.p.A., intends, after a competitive bid process, to outsource its Media and PR activities with the media in Czech Republic and, for this purpose, invites you to submit your best proposal on the basis of the conditions set out below.

This letter comprises only a call for bids and does not represent in any way a proposed contract. However, any bid you submit shall represent an irrevocable contract proposal valid for 90 (ninety) days from the date specified as the deadline for the submission of bids.

Should the Principal decide to accept a bid, the contract shall be stipulated according to the schedule set out in Annex B with the bidder whose proposal is deemed the best on the basis of the conditions set out in this call for bids.

Trentino Sviluppo wishes to point out that we shall not entrust the services referred to in this call for bids to any companies that are currently engaged in collaboration agreements with other tourist promotion organisations in Trentino, or with other Regions that may be viewed as competitors based on the tourist services they provide or their characteristics (i.e. Italian Alpine regions such as South Tyrol, Piedmont, Lombardy, Friuli V.G., France, Austria, Switzerland).

**Preface**

Trentino is an area of Italy located between the northern part of Lake Garda and the Dolomites, a mountain range on the Unesco World Heritage List. It has always been considered a bridge between the Central European and Mediterranean cultures. Although the area is rather small, it has a great wealth and variety of landscapes and biodiversity, including nearly 300 lakes, the most famous of which is Lake Garda, but also the lakes of Levico and Caldonazzo, Ledro and Molveno; the latter has received many awards, such as those by Legambiente and Touring Club Italiano, which recently confirmed it as the most beautiful lake in Italy.

One of the characteristic elements of Trentino is its Italian identity that distinguishes it from its direct competitors, reflected in its lifestyle, architecture and food and wine specialities; suffice it to mention the many local typical productions, such as the apples of Val di Non, the milk produced in the Alpine pastures, which is used to make a range of Protected Designation of Origin cheeses, and the production of wines such as Nosiola, Vino Santo, Marzemino, Teroldego and Müller Thurgau.

A further specificity of Trentino is its natural beauty: three nature parks (Adamello-Brenta Nature Park, Paneveggio - Pale di San Martino Nature Park, Stelvio National Park), a range of Protected Areas of Trentino (about 30% of the Autonomous Province has been designated a protected area) and four UNESCO sites.

A holiday in Trentino can certainly satisfy many passions: since ever an internationally renowned skiing destination, with two great ski carousels - Dolomiti Superski and Skirama Dolomiti - cutting edge skiing facilities and a programmed snow cover for its pistes. But besides skiing, Trentino offers a vast range of other sports facilities, from adrenaline-pumping adventure sports like rafting, climbing, mountain-biking and paragliding, to softer and more relaxing pursuits, such as low-altitude walking and cycling on eleven bike paths that run for over 400 kilometres. Culture also plays a prominent role, with a network of 88 museums, 200 castles and 80 forts from World War I. The challenge for the forthcoming years is to strive to expand tourism throughout the year, by means of projects and activities capable of attracting visitors in autumn and spring as well. The aim is also to enhance mountain tourism in the summer months and expand promotion of Trentino in all the different media channels (including TV). Our preferred target areas are Greater London and the South East.

For more information, visit our website at [www.visittrentino.info/en](http://www.visittrentino.info/en).

### 1) Services to be included in the bid

The agency will provide and coordinate promotional support and public relations support in Czech Rep. for TM and it will provide and coordinate press services, in order to promote Trentino as a tourist destination in Czech Rep., as specified hereafter. The press services will be coordinated with the objectives, desires and needs of TM. This agency must know Trentino as a tourist destination very well (features, tourist offer, resorts and products). Agency must also be expert in mountain, nature, tourist and sport subjects and know tourist and sport trends of the Czech Rep. market. Previous experience in and knowledge of Czech media panorama and tourism will be appreciated.

Trentino is promoting itself as a year-round destination, with a predominance of a summer and winter seasonal offer, but looking to expand autumn and spring breaks. The main focus is on unique landscapes (lakes and mountains), outdoor activities and the Italian lifestyle which can be experienced in Trentino. For further info, please view our media kit at <https://www.visittrentino.info/cs/tiskova> and visit our website [www.visittrentino.info](http://www.visittrentino.info).

Therefore, Trentino Marketing intends to entrust the Media and PR activities for 2019, in support of the Media PR Office, as set forth below:

- a) Development of an annual strategic PR plan according to the strategic plan of the company (including organization of individual/group press trip, within 30 January);
- b) Constant contact with the most influential medias (print, tv, web and radio) representing the media landscape of the tourist, outdoor, lifestyle/culture, sport events segments. Pr Media landscape presentation (one per year within end of March);
- c) proposal for a minimum of 6 individual press trips to Trentino (all year round and at least 2 TV) and subsequent invitations/organization prior to approval of TM (including post-project media coverage reports; TVs are welcome);
- d) proposal for 1 group summer press trip and 1 group winter press trip to Trentino and subsequent invitations/organization prior to approval of TM (including post-project media coverage reports);
- e) proposal for 2 PR events development/management (press conferences) in Czech Rep. (April and October) and subsequent invitations/organization prior to approval of TM (including post-project media coverage reports);

- f) Monthly press clipping reporting (within 15th of each month) and six-monthly quantitative detailed analysis (within 1<sup>st</sup> January and 31<sup>st</sup> December 2019);
- g) Constant update of the journalists' database (database will be forwarded twice per year: 30 May and 30 November);
- h) PR competitors overview, twice per year: 30 June (winter), 30 October (summer);
- i) Further assistance activities if needed (f.i. Recall...).

On the basis of the estimates of the Principal, the amount put out to tender has been set at **Euro 18,000.00 (eighteen thousand/00) per annum**, excluding VAT.

## 2) Execution period

Activities shall begin after stipulation of the contract (January 2019) and shall be carried out for 12 months. Trentino Marketing S.r.l. reserves the right to renew the contract for a further 12 months.

## 3) How to bid

Bids shall be accepted only from companies receiving this Call for Bids.  
All bidders must meet the following requirements:

- ***No reason for disqualification:***

There must be no reason to disqualify the bidder pursuant to section 24 of Provincial Law 2/2016, section 57 of Directive 2014/24/UE and section 80 of Legislative Decree 50/2016 (see the Bidder's Declaration Form, Annex A part III - Reasons for disqualification);

- ***Eligibility***

Registration with the Companies' Register or equivalent professional or commercial register in the country of permanent establishment for activities relevant to those of the Call for Bids (if registration is not required, the bidder must specify the reasons why and indicate any other documents legitimating it to carry out the activities included in the Call in for Bids) (see Bidder's Declaration Form, Annex A part IV "Selection criteria: Eligibility");

The administration shall examine any reasons for disqualification based on the provisions of section 24 of Provincial Law 2 dated 2016 together with section 80 of Legislative Decree 50 dated 2016.

In order to simplify and accelerate the bidder selection procedures, the administration shall assess:

- a) the measures taken/information provided with reference to the reasons for disqualification pursuant to section 24 paragraph 1 of Provincial Law 2 dated 2016 together with section 80 paragraphs 1 and 4 of Legislative Decree 50 dated 2016 (part III, subsections A and B of the Declaration under Annex A) in order to establish which bids are accepted for opening. For this purpose, the opening meeting may be adjourned;
- b) the measures taken/information provided with reference to the reasons for disqualification pursuant to section 24 paragraph 1 of Provincial Law 2 dated 2016 together with section 80 paragraphs 1 and 4 of Legislative Decree 50 dated 2016 (part III, subsection C of the Declaration under Annex A), during the phase for the examination of the bid requirements, as specified in the relevant paragraph of the Call for Bids.

## 4) Awarding the tender

The tender shall be awarded to the most economically advantageous bid pursuant to section 28, paragraph 2 letter a) of the current D.P.G.P. (Decree of the President of the Provincial Council) dated

22 May 1991, no. 10-40/Leg. and section 17 of Provincial Law 2/2016, where compatible, based on the following elements:

|                                           |            |
|-------------------------------------------|------------|
| A) QUALITATIVE ELEMENTS (TECHNICAL SCORE) | 80         |
| B) QUANTITATIVE ELEMENTS (ECONOMIC SCORE) | 20         |
| <b>TOTAL SCORE</b>                        | <b>100</b> |

The technical evaluation scores shall be assigned by the (technical) Tender Award Committee based on the contents of the bid in the technical section, as specified in paragraph 6.

The economic evaluation score shall be established according to the formula set out in paragraph 7 hereunder.

The award shall be to the bidder who submits the most economically advantageous bid, i.e. the bidder who obtains the highest overall score (the sum of the technical and economic scores), as illustrated in detail below.

If overall scores (the sum of the technical and economic scores) are level, the tender shall be awarded by drawing of lots in public.

Submitting a bid means the bidder fully accepts all the conditions set out in this Call for Bids and in its Annexes.

Bids which include exceptions and/or specify reservations of any kind concerning the conditions for the provision of the services set out in this Call for Bids, or which are subjected to any conditions, shall be excluded.

The Tender Authority may make no award where none of the bids received are deemed adequate or convenient for the Administration, and may make the award even if only one bid is received, if it is deemed technically and economically convenient for the Administration.

### 5) How to fill in and submit bids

Bids shall be submitted in a closed envelope as specified below and shall arrive – given the urgency of the service requirement – **no later than 12.00 noon on 19 December 2018**, by registered letter with advice of receipt, or in a envelope similar to a registered letter sent by express courier, or handed over, against delivery by the Principal of a receipt bearing the date and time of receipt at the headquarters of Trentino Sviluppo S.p.A. – Via F. Zeni 8 – 38068 Rovereto. Failing this, the bidder shall be excluded.

No envelopes received after the deadline or at a different address shall be accepted. Delivery of the envelope is at the exclusive risk of the bidder and no objections shall be raised for any reason whatsoever, including chance, force majeure or the fault of third parties, if the envelope fails to arrive by the deadline.

Bids that reach Trentino Sviluppo S.p.A. after the deadline, even if replacing or adding to previously submitted bids, shall not be accepted.

The **envelope shall be closed** as follows: sealed along the closing flap with sealing wax or an equivalent means guaranteeing the contents have not been tampered with, and bearing the name or stamp of the bidder.

Failing this, the Tender Committee may nevertheless accept a bid if it deems, based on concrete circumstances, that the contents of the envelope have not been divulged due to its not being sealed.

Where sealing wax has been used, sticky tape should be used to cover the seal and prevent the wax from detaching from the envelope, since damage may lead to disqualification of the bid. Where the

envelope is sealed only by glue, even if countersigned, sticky tape should also be used to guarantee that the envelope has not been opened and the contents tampered with, which could lead to exclusion of the bid.

It is also recommended not to use envelopes with pre-glued flaps, or, if this cannot be avoided, to further seal the fold with sealing wax or an equivalent means to ensure the contents have not been tampered with.

The outside of the envelope should bear the name of the bidder and the following wording: **“NON APRIRE - OFFERTA PER ATTIVITÀ DI PUBBLICHE RELAZIONI, COMUNICAZIONE E RAPPORTI CON I MEDIA DELLA REPUBBLICA CECA”**. [DO NOT OPEN – BID FOR PUBLIC RELATIONS, COMMUNICATION AND RELATIONS WITH THE CZECH MEDIA]

The envelope shall contain:

- A. Administrative documents:** closed in a dedicated envelope bearing the words **“DOCUMENTAZIONE AMMINISTRATIVA”** (ADMINISTRATIVE DOCUMENTS) - containing:
- a) **A declaration** by the bidder according to Annex A, duly filled in and signed by the legal representative of the bidding Company, with a copy of an identity document of the person signing the bid, **which must be accompanied by a certificate issued by the designated authorities in your State or by a sworn declaration, i.e. a solemn declaration made in front of a competent legal or administrative authority, or a notary.**

Pursuant to section 83 c. 9, D. Lgs. 50/2016, in the event of missing or incomplete documents, or any other significant irregularity regarding the elements and declarations required as set out in this paragraph, the Tender Committee shall adjourn the meeting and request the bidder, within no more than ten days, **UNDER PENALTY OF DISQUALIFICATION** from the tender, to present, complete or regularize the necessary declarations, specifying the relevant content and the entities that must render such declarations.

**The preliminary relief involves no penalty.**

**Preliminary relief, as specified above, applies in the following cases:**

1. failure to submit the declaration form in Annex A, or to sign it as required by the entities that must render such declaration;
2. incomplete declarations or declarations with misprints, such as to make it impossible to properly verify whether the requirements of the Call for Bids have been met, taking into consideration the entire documentation submitted by the bidder;
3. failure to include the payment receipt for the contribution;
4. a receipt with a CIG number different from the one identifying the procedure;
5. payment by means other than those specified in the Call for Bids.

Bidders shall be **DISQUALIFIED** where payment is shown to have been carried out after the deadline for submitting bids or for a sum lower than requested in the Call for Bids.

- B. Technical bid,** in a dedicated envelope bearing the words **“OFFERTA TECNICA”** (TECHNICAL BID) with the contents specified below.

The technical bid, drawn up in the English language, shall be signed by the bidder at least at the bottom of the first and last pages.

The technical bid shall include the following documents:

**1. ORGANIZATIONAL PLAN FOR THE SERVICE**

This document shall contain a strategic activity plan meant to improve visibility in the press, on the radio and TV and in the online media, also indicating any PR crisis actions. The plan shall include at least the activities set out in point 1) and shall specify all additional activities the bidder intends to carry out and which are included in the bid price.

**2. WORK TEAM**

Each working team member who will be employed in providing the contract services (comprising at least one senior figure), shall be presented, with the related CVs.

**3. PREVIOUS EXPERIENCE**

Experience over the previous two years regarding services similar to those specified in the tender shall be listed.

Failure to submit the documents specified in points 1) 2) and 3) shall lead to **DISQUALIFICATION OF THE BIDDER**.

When assessing the bids, the Technical Committee may ask bidders for written clarifications.

In no cases may documents that are missing be submitted at a later date.

Where the required documentation is incomplete or such that the Technical Committee cannot assess the enhancements for which a score is given, no score will be given to such enhancements. Bidders shall not claim fees or refunds for submitting bids or carrying out any actions required for submitting a bid, nor shall claim any damages for whatsoever reason. Conditional bids shall be deemed invalid and shall not be taken into consideration.

**The above documentation shall not include any economic data, and failing this, the bidder shall be DISQUALIFIED.**

**C. Economic bid**, in a dedicated envelope bearing the words “OFFERTA ECONOMICA” (ECONOMIC BID).

For the submission of the economic bid, the use of Annex C – Fac Simile Offerta Economica (Economic bid model form) is recommended.

The economic bid, to be drawn up in the English language, shall be signed by the bidder and, failing this, the bidder shall be **disqualified**.

Prices shall be given net of VAT and shall be valid for the entire period of service.

The bidder shall maintain the validity of the bid for 90 days after the submission deadline.

Should the Administration's contract be sent to the successful bidder after this date, the bidder may decline to sign the contract, without penalty, by simple written notification.

**6) Assessing the technical bids – scoring system**

The Technical Committee will give a maximum of 80 points to the technical bid, based on the following assessment criteria:

**Table 1**

|          | <b>ELEMENT ASSESSED</b> | <b>WEIGHTING</b> | <b>ASSESSMENT CRITERIA</b>                                                                  |
|----------|-------------------------|------------------|---------------------------------------------------------------------------------------------|
| <b>1</b> | <b>Activity Plan</b>    | <b>35</b>        | The plan will be assessed for effectiveness in relation to the aims set out in art. 1 above |

|          |                                                          |           |                                                                                                                                                               |
|----------|----------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2</b> | <b>CVs of the work team members</b>                      | <b>20</b> | The professional profile of the persons made available to provide the contract services will be assessed, with a special focus on their skills and experience |
| <b>3</b> | <b>Reliability in the sectors included in the tender</b> | <b>25</b> | Prior experience in activities similar to those contemplated by the tender will be assessed.                                                                  |

The Technical Commission will assess bids as follows:

For each bidder, in relation to the above criteria, each individual Committee member, including the Committee chairman, shall assess each element with a coefficient from 0 to 1, as follows:

- *excellent* = 1.0
- *very good* = 0.8
- *good* = 0.6
- *fair* = 0.4
- *passable* = 0.2
- *inadequate* = 0.0

To establish the score derived from the above calculation, only the first two decimal places will count, without rounding up or down.

Each member of the Committee gives a score with a brief motivation of the decision; and then the average score of the Committee members is calculated.

The average of the scores given by all Committee members is then transformed into definitive coefficients, attributing 1 as the highest average and allocating to each other bid a value calculated as a proportion of the average obtained (reparameterization). The reparameterized average is then applied to the coefficient allocated to the criterion in order to obtain the final score for the technical bid.

For the purposes of allocation and calculation of all scores/coefficients, only the first two decimal places will be considered, and the score will be rounded up to the next unit where the third decimal point is above 5.

**The Committee shall only open the economic bid of companies whose technical bid has achieved an overall score of at least 40 (forty) points.**

## 7) Assessing the economic bids – scoring system

The best (i.e. lowest) bid in Euros will receive the maximum score (20 points).

The other bidders will receive a strictly proportional score, based on the following formula:

$$PASS = PMAX * (VM / VO)$$

where:

PASS = score for the bid;

PMAX = maximum score for the bid (**20 points**);

VM = minimum bid;

VO = bid.

Each score will be to the second decimal point without rounding up or down.

Economic bids that include increases, or are partial, or with alternatives, or conditional, shall not be

accepted.

## 8) Opening of bids

Bids shall be opened after the passing of the deadline for the submission of bids.

The Tender Committee will open the documents submitted by the Bidders and specified in the “Administrative Annex”, and will check whether the documents are complete and formally without irregularities. Where the outcome is negative, it will **apply preliminary relief** as specified above, and adjourn the meeting to this purpose.

Subsequently (the same day or the day scheduled for a second session), the Tender Committee will open the envelopes containing the technical bids and will check that they are formally without irregularities, after which the meeting will be adjourned.

Then, in private meetings, the Assessment Committee appointed to assess the technical bids will allocate scores for the qualitative aspects of the bids, using the methods and criteria set out in this Call for Bids, and recording its deliberations in minutes. After this analysis, the Chairman of the Assessment Committee will transmit the minutes with technical scores for the bidders to the Tender Committee.

After the bidders passing this phase, the Tender Committee will open the documents presented and included in the “economic Annex” and will check the documents to ensure that they are complete and that there are no formal irregularities in relation to the requirements set out in this Call for Bids.

The Tender Committee will read out the prices offered, will allocate the score to each economic bid as set out above in paragraph 5 and subsequently draw up the ranking, identifying the bidder with the best overall bid.

The tender may be awarded even if only one bid is valid, provided it is deemed convenient or suitable in relation to the services tendered.

If there are two best bids, the tender will be awarded by drawing of lots.

After conclusion of the tender operations, the name of the winning bidder will be notified to all bidders pursuant to the current regulations.

The bid is binding on bidders for at least 90 days after the deadline for presentation of the bid, but is not binding on the Administration, which may not outsource the services, as it sees fit. In this case, the bidders have no right to any fees, indemnities, refunds, expenses or other forms of compensation.

## 9) Activating the service

Further details on the activities to be carried out and on other service peculiarities are set out in Annex B – Draft Contract, which is an integral and substantive part of this Call for Bids.

## 10) Warnings

Bids may not be modified or integrated after submission.

Bids may be withdrawn before the deadline set out in this Call for Bids.

After withdrawal, the bidder may submit a new bid before the deadline, in which case the registered date of receipt shall be deemed as the date of submission.

Submission of a bid involves the unconditional acceptance of the terms set out in this Call for Bids, without exception.

The Principal may not proceed with the tender or may extend the deadline for submission of the bids where there is good cause to do so, and bidders shall not make any claims in this regard.

The Principal may not make the award if no bid is deemed convenient or suitable in relation to the contract purpose.

The Principal may not make the award if it is not deemed in the public interest to do so.

Awarding the tender does not mean the bid has been accepted.

Until the contract has been stipulated, the award may be revoked if it has become superfluous or damaging to the Principal.

### 11) Verification

Before stipulating the contract, Trentino Marketing S.r.l. shall carry out all verifications that are necessary to ensure that the winning bidder genuinely meets the requirements declared when presenting its bid.

### 12) Information pursuant to Regulation (EU) 2016/679 (GDPR). "Processing of personal data"

Regulation (EU) 2016/679 (GDPR) guarantees that data processing is carried out in compliance with the rights, fundamental freedoms and dignity of the data subjects, with particular reference to confidentiality, personal identity and the protection of personal data. Data processing the Administration intends to carry out shall be lawful and fair, and safeguard the rights of the data subject and his/her privacy.

Pursuant to Regulation (EU) 2016/679 (GDPR) bidders are notified that:

1. data provided by bidders shall be processed solely in relation to the tender procedure for which the documentation was submitted;
2. processing shall be carried out via paper or electronic means;
3. supplying data is obligatory for the purposes of the awarding procedure for the services tendered;
4. the Data Controller is Trentino Sviluppo S.p.A.;
5. the Data Processor is the Director of the Procurement and Tender department of Trentino Sviluppo S.p.A.;
6. at any time a bidder may exercise its rights with the Data Controller, pursuant to Regulation (EU) 2016/679 (GDPR).

### 13) Person in charge of the tender: Maurizio Rossini

### 14) Annexes

The following annexes are an integral part of this call for bids:

ANNEX A – Bidder's Declaration Form

ANNEX B – Draft Contract

ANNEX C – Economic Bid Model Form

For any further information you might require, please write – answers shall be provided promptly - **by 12.00 noon on 12 December 2018**, even by email, to [acquisti@trentinosviluppo.it](mailto:acquisti@trentinosviluppo.it).

Best regards,

TRENTINO MARKETING S.R.L.  
The Legal Representative  
Maurizio Rossini

DO-PP/MR/AC/ft

