



MINISTERO DEI BENI E DELLE ATTIVITÀ CULTURALI E DEL TURISMO

Direzione Generale Cinema

CALL FOR EXPRESSIONS OF INTEREST FOR THE SELECTION OF AN OPERATOR TO PROVIDE TECHNICAL SUPPORT TO THE DIRECTORATE GENERAL FOR CINEMA IN ASSESSING THE ECONOMIC, INDUSTRIAL AND EMPLOYMENT IMPACT OF THE MEASURES PROVIDED FOR BY LAW No. 220 OF 14 NOVEMBER 2016

1. Background information

The Directorate General for Cinema (DG Cinema) of the Ministry of Cultural Heritage and Activities and Tourism (MiBACT) intends to select an operator to draw up a methodological plan to assess the economic, industrial, employment, artistic and cultural impact of the public investments in the film and audiovisual sector referred to in law no. 220/2016. The assessment must also take into account the data and information made available by the DG Cinema.

This assignment is one the special projects described in article 5(3) of the Decree of the Minister of Cultural Heritage and Activities and Tourism no. 341 of 31 July 2017, containing "Implementation provisions relating to the contributions to film and audiovisual promotion activities and initiatives referred to in Article 27 of Law no. 220 of 14 November 2016".

2. Relevant legislation

The legislative framework consists essentially of the following:

- a) article 10(1)(m) of law no. 220 of 14 November 2016 "Regulations for the film and audiovisual sector", which entrusts MiBACT with the task of carrying out studies and analyses of the film and audiovisual sector, as well as impact assessments of the public policies enacted by MiBACT itself;
- b) article 12(6) of law no. 220 of 14 November 2016, which requires MiBACT to draw up and send to both houses of parliament, by 30 September of each year, an annual report on the state of implementation of the actions referred to in the law, with particular reference to the economic, industrial and employment impact and effectiveness of the tax breaks provided for therein, including an assessment of the policies implemented to support the film and audiovisual sector through tax incentives;





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- c) article 27(1)(h) of law no. 220 of 14 November 2016, which provides for MiBACT to draw on the Fund for the Film and Audiovisual Sector, to make or grant contributions, inter alia for the purpose of conducting surveys, studies, research and assessments of the economic, industrial and employment impact of the measures contained in this law, or to support public policies in the film and audiovisual sector;
- d) article 5 of Ministerial Decree no. 341 of 31 July 2017 relating to the “development of film and audiovisual culture and promotion of internationalisation”.

3. Purpose of the assignment

- a) The operator will be required to draw up a project proposal aimed at determining the causal relationships between the public policies being implemented, the instruments adopted and the related effects and results expected, in relation to the purposes, principles and objectives set forth in articles 1, 3 and 12(3) of law no. 220 of 2016. The project proposal must contain:
 - 1. an adequate and appropriate system of indicators,
 - 2. the methods and tools to be used to gather and process the data, including economic and financial data,
 - 3. the respective work plan.
- b) The operator selected on the basis of the best project proposal presented (in technical and financial terms) will subsequently be required to compile a dossier intended to make an assessment of the impact of public policies in the film and audiovisual sector and of any strategies or actions for improvement. The dossier must be supplied to the DG Cinema by 15 September 2018. The content of the dossier is agreed with the DG Cinema following the selection of the operator and it must include but not be limited to:
 - 1. a technical document accompanied by:
 - a. properly collected data, organized in a database, and a quantification of the indicators for 2016 and 2017
 - b. quantitative, economic, financial and qualitative data and analysis;
 - c. a description and analysis of the performance of the Italian film and audiovisual sector, at national and regional level, on the



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supply and demand side, as well as of the economic, social and employment aspects;

- d. a comparison with the main countries comparable to Italy in terms of the geographical, economic and industrial size of the film and audiovisual sector;
2. the state of implementation of the measures provided for by law 220/2016;
3. a presentation to be used during public initiatives, and viewable online on different devices;
4. an executive summary;
5. the report referred to in article 12 of Law 220/2016 and one or more interim reports; the structure of the main report and interim reports will be agreed with DG Cinema.

4. Duration and value of the assignment

The assignment will start on the date of publication of the Director General's decree approving the special project, when the respective assignment specifications are signed, which will state the methods and terms for performance of the assignment.

The assignment will be deemed to have been completed with:

- a) delivery by the operator of the dossier referred to in point 3 above;
- b) verification of compliance of the dossier with the terms of the specifications.

The dossier must be delivered by 15 September 2018, subject to any extensions agreed and granted by DG Cinema.

The maximum value of this assignment is estimated to be € 140,000.00 plus VAT at the legal rate.

5. Method of performance of the assignment

The operator must organise and set up, for the duration of the assignment, a Working Group made up of suitable professionals who will be in charge of managing and implementing the programme assigned. All the activities of the Working Group must be discussed and agreed with DG Cinema. It is envisaged that one or more members of the Working Group will be available for periodic monitoring meetings at the headquarters of DG Cinema, to provide operational support for activities that need to be carried out in close coordination with the contracting organisation.

The coordination and exchange of information with DG Cinema may take place in a variety of different ways, including meetings, telephone contacts, video calls, email



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correspondence, exchange of materials and documents through online sharing systems.

6. Staff and Working Group

The operator must provide the services entrusted to it using staff who fulfil the professional and technical requirements for the task. The Working Group must take a flexible operational approach in responding to the requirements that may arise during the course of the activities. In particular, the dedicated Working Group staff must possess a range of skills in the following areas:

- a) economics of the film and audiovisual sector;
- b) economic analysis;
- c) impact assessment
- d) statistics;
- e) accounting and financial statements;
- f) public economics;
- g) project management;
- h) communication;
- i) graphics;
- j) events.

7. Participation requirements

Participation in this procedure is restricted to the following operators established in Italy or in other Member States of the European Economic Area:

- a) individual entrepreneurs and companies, including cooperatives;
- b) temporary groupings of companies and consortia;
- c) universities and research centres.

All the admission requirements must be fulfilled as of the date on which the application to take part is submitted and the documentation requested must be attached to the application form, under penalty of exclusion from the application.

Due to the specific nature of the service requested, the operator must have completed, in the three years prior to the expiry date of this procedure, at least one study or publication or analysis related to the film, audiovisual or cultural and creative industries, or to an impact assessment of public policies.



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8. Reasons for exclusion

Operators will be banned from taking part if they are in a position of control and/or connection pursuant to article 2359 of the Italian Civil Code or in any relationship, even de facto, if the control position or relationship means that the offers submitted are attributable to the same decision-making centre.

No offers will be considered that are partial or do not specifically refer to the subject of the assignment.

9. Content of the technical proposal

The operators who will participate in the procedure must submit a project proposal containing:

- a) methodology and tools proposed for the realisation of the dossier referred to in point 3, as well as the related work plan and relative time schedule;
- b) the curriculum of the operator with particular reference to previous activities referred to in point 7 above;
- c) the curriculum of the members of the work team.

10. Evaluation of the offers received and the choice of the operator

The evaluation of the offers received will be carried out based on the score given:

- a) evaluating the criteria set out in table 1, for a maximum of 70 points;
- b) applying the mathematical formula related to the economic offer, for a maximum of 30 points.

On the basis of the scores assigned to the bids, the final ranking will be drawn up and the winning bidder identified.

In the presence of only one valid offer, DG Cinema will have the right to proceed with the assignment or not to do so.

In case of equal scores being obtained, the task will be assigned to the operator which scored the highest in the technical proposal.



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10.1 Qualitative criteria for evaluating offers

ELEMENT OF RATING	CRITERION	POINTS MAX
STRATEGY OVERALL AND QUALITY OF THE PROPOSAL, METHODOLOGI CAL APPROACH AND WORKPLAN Max 70 points	Adequacy of the proposal in terms of consistency with engagement objectives and consistency of the timing of realisation	10
	Previous study and analysis experiences publications relating to the cinematographic, audiovisual or cultural and creative industries or to the impact assessment of public policies	10
	Professional qualities of the work group proposed in terms of competence on the basis of the experience laid out in the CVs attached to the proposed technical offer	15
	Quality of the proposed impact assessment system assessed on the basis of: <ul style="list-style-type: none">- adequacy and effectiveness of the methodological framework and of the tools aimed at the acquisition and processing of data, including economic and financial data,- adequacy and effectiveness of the indicator system,- effectiveness of the work plan, in particular with reference to control mechanisms for monitoring the correct economic and financial execution of the project and respecting the time schedule.	35

10.2 Score for the economic offer

The Economic Offer will be evaluated as follows:

- a) 30 points for the offer with the lowest price;
- b) 0 points for the bid equal to the estimated value of the assignment (€ 140,000.00);
- c) points for the other offers will be assigned according to the following mathematical formula: offer points X = [lowest bid (monetary value) / bid X (monetary value)] x30.
- d) (monetary value) x30.
- e) bids will not be accepted for an amount exceeding € 140,000.00 or more
- f) VAT.



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11. How to compile the application

The operators interested in participating in this procedure must, under penalty of exclusion, send all the necessary documentation, no later than the peremptory deadline of 12.00 of the day 16 July 2018, to the following address: MIBACT - Directorate General for Cinema Piazza Santa Croce in Gerusalemme 9/a - 00187 Rome.

The envelope must be perfectly closed and sealed and countersigned by the legal representative on the closing flaps and must carry the name of the sender, the address of the registered office, the telephone number as well as the e-mail address, and the following wording: "*Expression of interest in the search for an operator for the purpose of carrying out the assessment of the economic, industrial and employment impact of the measures provided for by the law of the 14th of November 2016 no. 220*".

The mode of transmission of the application package and/or the choice of the carrier is the sole responsibility of the operator. The timely delivery of the envelope remains at the sole risk of the sender where, for whatever reason, the same does not reach its destination in time. The package can also be delivered by hand.

Under penalty of exclusion, the envelope must contain the application form completed and signed by the Legal Representative and the two envelopes, each in turn perfectly closed, with the words "A - technical proposal" and "B - Economic offer" on the outside.

Envelope A) Technical proposal:

- methodology and tools proposed for the implementation of the dossier referred to in point 3, as well as the related work plan and relative time schedule;
- the operator's curriculum with particular reference to previous activities referred to in point 7 above;
- curriculum of the members of the work team;

Envelope B) Economic offer: total price offered for the execution of the assignment.

Within each envelope (A and B), in addition to the documentation listed above in paper format, digital supporting documentation (e.g. CD or USB key) must be included in which paper documentation referring to each individual envelope must be reproduced in electronic format that can not be edited.

The outcome of the procedure will be published on the website of the Directorate General for Cinema: www.cinema.beniculturali.it.



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12. Charges for the operator

They are to be paid by the operator:

- a) performance of the services required in this selection, in agreement and collaboration with DG Cinema and full and unconditional acceptance of the contents of this notice and of the specification of appointment;
- b) compliance with any indication contained in this notice and in the specification of appointment, even if not specifically referred to in this article, of rules and regulations in force both at national and community level, as well as those that may be issued during the execution of the duties;
- c) the operator undertakes to carry out with the utmost diligence all the services and activities declared in the technical and economic offer.

Charges, expenses, costs, etc., are also borne by the operator and are included in the contractual amount without exclusion along with any activity related to the performance of the assignment, such as, but not limited to:

- a) the finding, organisation, direction and coordination of personnel with professional knowledge and specific preparation for the perfect execution of the requested services;
- b) the means of work and consumables necessary for the performance of the entrusted activity.

13. Property and use rights. Confidentiality clause

The rights of ownership and/or use and economic exploitation of the project drawn up by the operator and all of its parts, including the dossier, will remain the exclusive property of DG Cinema, which may, without any restrictions, publish, disseminate, use, or duplication same. These rights, pursuant to Law n. 633/41 "Protection of copyright and other rights granted in its exercise" and subsequent amendments and additions, must be considered transferred, acquired and granted in a perpetual, unlimited and irrevocable manner.

The operator identified under this procedure undertakes to deliver all documents in an open and modifiable format and expressly undertakes to provide DG Cinema with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to subscribe all documents necessary for the possible transcription of these rights in favour of DG Cinema in any public registers or lists.



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The operator is obliged to keep strictly private and confidential and not to disclose all the information and data of which they become aware during the execution of the assignment to subjects that are not expressly authorised by DG Cinema. This information, data and knowledge must be used to the extent and by means strictly necessary for the purpose of this procedure and the subsequent disciplinary of appointment and in ways that do not compromise in any way the character of confidentiality or otherwise cause damage. The information, data and knowledge marked as secret and/or confidential cannot be copied or reproduced in whole or in part except for operational needs strictly not related to the performance of the activities envisaged by this procedure nor the subsequent disciplinary of appointment. In any case, the operator undertakes to adopt all the precautions and security measures necessary to protect the information, data and secrets and/or confidential knowledge and to ensure that the character of their confidentiality and secrecy is not compromised in any way.

The operator undertakes to comply with the current regulations regarding the collection and processing of personal data and the protection of databases.

Roma, 15/06/2018

Il Direttore Generale
dott. Nicola Borrelli