

PUBLIC NOTICE OF SEARCH FOR SPONSORSHIPS IN SUPPORT OF THE ACTIVITIES OF EXPLORA S.P.A. FOR ENHANCEMENT AND PROMOTION OF TOURISM ON THE DIGITAL TOURISM ECOSYSTEM – INTEROPERABILITY OF TOURISM SERVICES FOR AGGREGATING ENTITIES – CIG 9724961EF

HAVING REGARD to art. 19 of Legislative decree no. 50 of 18 April 2016;

HAVING REGARD to the Company's "*Sponsorships regulation*";

WHEREAS Explora S.p.A. is a Single-member company subject to direction and coordination of Regione Lombardia having amongst its declared purposes that of promoting tourism in the Lombardy region and the appeal of same, as well as that of enhancing the region's appeal in Italy and abroad (hereinafter also "**Explora**");

WHEREAS for this purpose Explora has developed an integrated IT system through the creation of a digital platform (the so-called "Digital Tourism Ecosystem" or "D.T.E."), accessible to all stakeholders (Region, Municipalities, Operators in the tourism chain etc.) comprising a dedicated website: www.in-lombardia.it,

IT IS HEREBY STATED

- that Explora intends to proceed with the search for and selection of one or more mixed sponsorships for the provision of tourism services in support of activities enhancing and promoting Lombardy tourism within the framework of the Ecosystem;
- that the present notice is directed at entities which aggregate the tourism offering, since individual Lombard operators already have the ability to publish their offerings free of charge in a dedicated section on the portal in-lombardia.it after accreditation at the Digital Tourism Ecosystem;
- that this notice, which in no manner binds Explora, is to be understood as intended to attract proposals of sponsorship from potentially interested economic operators in keeping with the principles of free competition, non-discrimination, transparency, proportionality and public access to information.

1. Description of project

In the context of the fulfilment of its institutional purposes Explora has developed the Digital Tourism Ecosystem, a technological infrastructure capable of allowing demand and supply in tourism in the Lombardy region to interact through the website www.in-lombardia.it

In order to feed the Ecosystem Explora intends to select one or more sponsors ("**Sponsors**") which will make available for publication on the website www.in-lombardia.it their own databases containing a Lombardy tourism offering and, in particular, services auxiliary and complementary to the accommodation services such as, by way of mere example, ticketing, excursions, guided visits, day tours, experiential tours, tickets for cultural, sporting and entertainment events etc., car hire, left luggage, personal driver, fine food and wine experiences, transport, travel insurance as defined in the technical specifications (Annex 1).

The Sponsor, for its part, will enjoy visibility, assured by the Ecosystem and by the website www.in-lombardia.it, via the ability to advertise its name, logo or brand, as well as by said site's directing of users to that of the Sponsor where they may book services offered and conclude the related transactions. Upon conclusion of a certain number of transactions (i.e. services availed of by a user), the Sponsor will pay Explora a sum that the latter will reinvest in order to cover the Ecosystem's maintenance and management expenses.

The offerings of tourism services that can be searched for and viewed on the website www.in-lombardia.it will be managed by Explora, and the Sponsor will not act in exclusive capacity within the same. The individual operators in tourism, as well as any regional public entities that aggregate offerings in the Lombardy region, have, indeed, the ability to propose individually their own offerings on the website www.in-lombardia.it. Consequently, users will be able to view in the Ecosystem both the offering conveyed by the Sponsor and that advertised by the individual tourism operator or by the aggregating regional public entity, and make an autonomous final choice. It is hereby specified that the offerings appearing on the site www.in-lombardia.it will be made viewable there in such manner as to give priority to those directly bookable and advertised by the individual operator or by the aggregating regional public entity, without however impairing the visibility of the Sponsor or of its offer on the ecosystem.

2. Promoting entity - Sponsee

2.1 Explora S.p.A., via Fabio Filzi 22 (29th floor) – 20124 Milan (MI), tel. 027262841, fax 027262842, assumes the role of sponsee (hereafter also “Sponsee”).

3. Addressee entities - Sponsors

3.1 Expression of interest may be presented by all entities referred to in art. 45 of Legislative decree 50/2016 that offer a booking service for tourism Services via an online intermediation platform, intend to promote their image through collaboration with the Sponsee contributing to the conduct of the activities as per Annex 1 and meet the general requirements pursuant to art. 80, Leg. dec. 50/2016.

3.2 Entities, whether individual or associated, which intend to present an expression of interest must:

- (i) meet the general requirements as per art. 80, Leg. dec. no. 50/2016;
- (ii) be enrolled in the Register of the Chamber of Commerce, Industry, Handicraft and Agriculture (C.C.I.A.A.). Entities not having their registered office in Italy must be enrolled in the commercial registers as per annex XVI of Leg. dec. 50/2016, pursuant to art. 83, paragraph 3;
- (iii) have a minimum of 50 Tourism services present in Lombardy and directly bookable online via their website;
- (iv) be cognisant of and accept Explora's Code of Ethics viewable at <http://explora.in-lombardia.it/societa-trasparente/disposizioni-general/atti-general/>;
- (v) be cognisant of and accept the Pact of Integrity regarding regional public contracts viewable at http://explora.in-lombardia.it/wp-content/uploads/2017/01/patto-di-integrit%C3%A0_dgr_1299_30.01.2014.pdf

Satisfaction of the aforementioned requirements must be declared in the manner stated in D.p.r. no. 445 of 28 December 2000 as amended, according to the form in Annex 3.

4. Purpose of sponsorship

4.1 Sponsorship offers shall have as their purpose the activities described in Annex 1.

4.2 Sponsorship offers shall be of mixed nature and must therefore specify, as prescribed in the facsimile of the framework sponsorship proposal in Annex 5:

a) technical sponsorship

The proponent must describe the nature of the services offered and the modes of provision thereof, according to the activities requested and identified in the technical specifications (Annex 1).

The market value (net of VAT) of the technical sponsorship, or the market value of the contents to be shared on the website www.in-lombardia.it, which cannot exceed €5,000.00, must also be specified.

b) financial sponsorship

The Sponsor shall make payment to Explora of an amount anchored in transactions completed insofar as these shall have been conveyed via the Ecosystem. Therefore the proponent shall indicate the overall percentage offered for each such transaction.

4.3 By law Explora may not exceed a percentage of activities involving non-associates equal to 20% of its annual turnover; should such exceedance occur the Sponsor shall be exempt from payment of further financial sponsorship fees for the current year.

4.4 The relations between Sponsee and Sponsor shall be governed by a separate contract made on the basis of applicable legislation.

4.5 The framework contract (Annex 2) is published together with the present notice and forms an integral part hereof. Other elements not prescribed by the framework contract may be negotiated and determined by Sponsor and Sponsee.

5. Characteristics of expressions of interest in sponsorship

5.1 Expressions of interest must have the following characteristics:

- a) consistency with the purposes of promotion of tourism in the Lombardy region and of its excellence;
- b) presentation without harm or damage to the Sponsee's image or to that of its initiatives/projects and/or its promoters and/or the associate;
- c) they must concern sponsorships of a mixed nature.

5.2 Explora, should it deem it appropriate, may allow the presence of two or more Sponsors, assuring the concomitant presence of their respective logos, brands and messages on promotional material. No cases of commercial and/or product exclusivity are contemplated.

6. Exclusions

6.1 Sponsorships having as their purpose forms of advertising prohibited, even indirectly, by current legislation are excluded. Also excluded are any proposals of sponsorships regarding:

- a) publicity of a political, trade union and/or religious nature, or of dubious morality;
- b) publicity related to the production of tobacco, pornographic material or weapons;
- c) offensive messages, including expressions of fanaticism, racism, hatred or threat, or in any case offensive to human dignity;
- d) matters which, in Explora's absolute discretion, are not in line with the purposes and activities of the Sponsee.

6.2 Should Explora, for reasons pursuant to the provisions of the foregoing clause, decide to reject a sponsorship proposal, even if previously accepted, the proponent shall have no claim to indemnity or compensation.

7. Undertakings of Sponsee

7.1 Explora guarantees to the entity identified as Sponsor, in general manner and taking into account the scale of the sponsorship:

- visibility, recognition and presence in the ecosystem and on the website www.in-lombardia.it;
- image return through the ability to convey the Sponsor's logo/brand/company name in Explora's official communications for the publicising of the Ecosystem;
- ability, with Explora's consent, to use the status of Sponsor in publicity campaigns.

8. Undertakings of Sponsor

8.1 The entity identified as Sponsor has as its principal obligation that of making available on the website www.in-lombardia.it, under its own responsibility and at its expense, the database of the Tourism Services, along with payment of the fee offered for completed transactions, in the form of financial sponsorship.

8.2 Any communication materials of the Sponsor are to be disseminated, after approval by Explora, under its own responsibility and at its expense.

9. Modes of presentation and content of expressions of interest

9.1 Expressions of interest in sponsorship must be submitted no later than **6.00 pm on 23rd November 2021** via certified e-mail message sent to the address acquistiexplora@legalmail.it bearing the subject line "*SPONSORSHIP PROPOSAL – DIGITAL TOURISM ECOSYSTEM – INTEROPERABILITY OF TOURISM SERVICES*".

Documents must be submitted either in electronic format signed digitally or in PDF unmodifiable subsequent to scan of the signed paper documents.

9.2 Each expression of interest must contain the following elements:

- (i) participation request form and declaration made pursuant to art. 47, d.p.r. 445/2000 certifying satisfaction of the requirements as per clause 3.2 hereof (Annex 3);
- (ii) photocopy of a valid identity document of the legal representative or of another person duly authorised, the undersigned of same (in such case the related authorisation must also be attached);
- (iii) business profile from Chamber of Commerce register;
- (iv) presentation of the Sponsor in which a brief illustration of its business, economic dimension and marketing policies is provided;
- (v) single European tender document (ESPD – Annex 4);
- (vi) sponsorship proposal as indicated in cl. 4.2 and by the sponsorship proposal facsimile;
- (vii) PASSOE in accordance with cl. 10.6. Explora reserves the right to request, on the basis of its own needs, changes to the contents offered, with no obligation for the Sponsor.

10. Evaluation of expressions of interest

10.1 Following receipt of an expression of interest within the term indicated in cl. 9.1, Explora will ascertain and assess the admissibility of same and its consistency with the conditions stated herein.

10.2 The evaluation of sponsorship proposals will be made by a Commission consisting of three members established for the purpose on the basis of the following criteria:

Evaluation factors	Maximum score
1. Volume of the offerings of tourism services for the Lombardy region present and bookable in the proposed database	45
2. Completeness and amplitude of the contents, including their translation into other languages besides English	15
3. Quality of the Customer assistance service, including as regards multilingualism	10
4. Amount of the percentage offered as financial sponsorship for each transaction concluded	30

10.3 The sum of the score of each factor for each individual offer provides the overall score ascribed to the economic operator, and a provisional ranking will be formulated on the basis of said sum.

10.4 Sponsorship proposals having attained a score lower than 50 points will not be deemed admissible for the subsequent phase of contractualisation.

10.5 Upon completion of its evaluation of the expressions of interest received Explora, in keeping with the principles of impartiality and equal treatment, will, in accordance with the order in the ranking, negotiate the modes, times and conditions of the sponsorship and will conclude a specific contract with each of the first 5 (five) entities in the ranking. Explora reserves the right to expand the contractualisation to include the entities ranked sixth and seventh.

10.6 Sponsorship proposals are not to be considered binding for the Sponsee for purposes of concluding the sponsorship contract. The conclusion of the contract shall in any case be subject to ascertainment of satisfaction of the requirements as per cl. 3.2. hereof, which will be made through the AVCPASS system. Should ascertainment through the AVCPASS system not be possible it will be conducted by means of a request addressed by Explora to the economic operator for supply of the relevant documentation.

10.7 The economic operator intending to respond to the present notice must, therefore, register with the AVCPASS system in accordance with the operational instructions for registration and with the terms and the technical rules for acquisition, updating and consultation of the data present on the site www.anticorruzione.it. The economic operator having effected the aforesaid registration at the AVCPASS service and identified the procedure in which it intends to participate obtains from the system the “PASSOE”, which must be attached to the participation request form as prescribed by cl. 9.2, point (vii).

10.8 The Sponsee reserves the right, at its sole discretion, to suspend, interrupt or revoke the present notice, or not to proceed with the selection of a Sponsor; in such case potential Sponsors shall have no rights or claims deriving from the submission of a proposal.

11. Duration of relations of sponsorship

11.1 The relations of sponsorship shall be of a duration of 24 (twenty-four) months from the conclusion of the contract. However, subsequent to negotiation with the Sponsor, contractual terms such as those for either total or partial renewal of the sponsorship or for

extension of the contract for a maximum of a further 12 (twelve) months may be prescribed.

12. Official language and currency

12.1 The official language of the present procedure is Italian. The monetary amounts declared by companies established in other member States of the European Union, if expressed in another currency, must be converted into euro amounts by the economic operator.

13. Processing of personal data

13.1 The data supplied will be gathered and processed, pursuant to art. 13 of Regulation (EU) 2016/679, exclusively for purposes in connection with the conduct of the procedure concerned, as well as for possible conclusion of subsequent contracts and/or for the discharge of obligations prescribed by applicable legislation.

13.2 The Data Controller is Explora.

13.3 The presentation of expression of an interest in sponsorship implies the awareness and acceptance, on the proponent's part, of the aforementioned modes of processing, gathering and communication.

14. Other information

14.1 The present notice is published on the Explora website in the dedicated "*Transparent Company*" section.

14.2 The sole person responsible for the procedure is Dr Paolo Ildo Arialdo Baccolo.

14.3 Requests for further information and/or clarifications concerning this notice may be made via message to the email address purchasexplora@legalmail.it

Annexes:

1. Technical specifications;
2. Framework contract;
3. Participation request form and declarations on related requirements;
4. ESPD;
5. Facsimile of framework sponsorship proposal.

Milan, 9 November 2021

THE MANAGING DIRECTOR
Dr Paolo Ildo Arialdo Baccolo