

FONDAZIONE SISTEMA TOSCANA

PUBLIC NOTICE

Seeking qualified entities for a service of "Production and translation in English of published content on Tuscany for Fondazione Sistema Toscana portals"

CIG (Contract Reference Number): ZCB17039FF

The Chairman of Fondazione Sistema Toscana

Given that:

- Fondazione Sistema Toscana intends to use a service of "Production and translation in English of published content on Tuscany for Fondazione Sistema Toscana portals";
- the Procurement Department deems it necessary to act pursuant to provisions of the Law regarding public contracts for contracting assignments whose value is equal to or exceeds € 20,000.00 plus VAT (Legislative Decree 163/06 – Public Procurement Code);
- Paragraph 8 of the Regulations for purchases of Fondazione Sistema Toscana, for purchasing goods and services whose value is less than € 40,000.00 plus VAT allows for the Sole Project Manager to evaluate the opportunity to proceed to direct assignments each time pursuant to the principles of transparency, rotation and equal treatment regulating in Article 125 of Legislative Decree 163/06 – Public Procurement Code,

Has therefore deemed to carry out market research, pursuant to Article 125, Paragraph 11 of the Legislative Decree 163/2006, for one functional lot acquired through the collection of résumés and proposals for the purpose of identifying qualified entities in possession of the economic, technical and operational requirements needed to carry out the service in question as well as to draw upon for the following presentation of economic, technical, operational and methodological offers.

INVITES

Professionals in possession of the following minimal requirements of admission, on penalty of exclusion:

- Native speaker (English);
- Fluent knowledge of both written and spoken English and Italian;
- No legal proceedings pending and /or no past verdicts having legal force;
- Use of civil and political rights;
- Psycho-physical suitability to complete requested assignments;
- Liberal Arts Graduate degree or Diploma in the Liberal Arts, preferably with a specialisation in Communications;

- Proven experience in the production and translation of editorial content in English with a particular focus on the use of language and jargon in tourism marketing (in the field of digital communication). In addition to advanced ability to understand subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names and typical products;
- Proven experience in content management using online editorial systems, with a particular focus on SEO (Search Engine Optimization) skills;
- Authenticated experience in the production and management of content published on at least two of the most popular social networks present on the market of reference;
- Experience in the Travel, Marketing or Communications sectors;
- Facebook and/or Twitter account that has been active for at least 3 years (authenticated by the date indicated on the social network).

and **business organizations, pursuant to Article 34 of the Legislative Decree 163/2006**, with:

- Proven experience in the production and translation of editorial content in English with a particular focus on the use of language and jargon in tourism marketing (in the field of digital communication). In addition to advanced ability to understand subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names and typical products;
- Proven experience in content management using online editorial systems, with a particular focus on SEO (Search Engine Optimization) skills;
- Authenticated experience in the production and management of content published on at least two of the most popular social networks present on the market of reference;
- Authors and translators must be native English speakers;
- Overall turnover of the past 3 years not inferior to three times the amount accessible for the tender as well as a specific turnover of the past 3 years in services that can be assimilated and is not inferior to those in question for this tender.

to present their application to participate in this notice with format pursuant to attached Model A for the purpose of identifying qualified entities for the subsequent assignment of the services in question and, more specifically, for the "Production and translation of published content on Tuscany for Fondazione Sistema Toscana portals" through the following activities:

- a) Placement of content production and translation activities within guidelines and the shared editorial plan;
- b) Access to publishing and management system (CMS) of these websites;
- c) Production of published content for Fondazione Sistema Toscana portals and direct insertion on these website's CMS and online publication. Detailed description (approximate quantities to be considered as a minimum workload): 300 articles/files/post to be produced (title + subtitle + text: 1,500/2,500/1,500 characters, spaces included) (*see Attached file 1*);
- d) Verification on a daily basis of the availability of contents in Italian ready for translation: the Editorial Staff of the Fondazione will make this possible by sending out one e-mail per week with a list of new content in Italian to translate along with a direct reference to the CMS or by attaching documents in question in text format.

- e) Translation of content from Italian to English starting with content available on the CMS from Fondazione Sistema Toscana network web (including: www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org) and/or indicated by the Fondazione Editorial Staff. By translation we do not mean the mere transcription from Italian to English, but the interpretation of meaning and subsequent creation of effective and engaging texts in English, which aim to preserve the emotional/evocative and/or promotional dimension of the original words.
- f) Translation of aforementioned texts directly on the CMS of said websites and their online publication. Detailed description (approximate quantities to be considered as a minimum workload):
 - i. 300 articles/files to translate *ex novo* (title + subtitle + text: 1,500 - 2,500 characters) (*see Attached file 1*),
 - ii. 1,200 editorial pieces on events to translate *ex novo* (title + subtitle + description for a total of 1,000 - 1,200 characters) (*see Attached file 2*);
- g) Revision of 200 contents produced by the Social Media Team of the Fondazione Sistema Toscana for blogs (title + possible subtitle + text: 1,500 -2,500 characters, spaces included) (*see Attached file 3*);
- h) Updates of pages and position of content coordinated and under the supervision of the FST Editorial Staff: essentially, this regards positioning and composition of previously produced content or to be produced (title + a few lines of text) on the home pages of: www.turismo.intoscana.it and www.toscanaevents.it as well as the home pages of channels and theme-related sections of www.turismo.intoscana.it;
- i) Insertion of multimedia content (photos and videos) in the CMS, translating the textual components (title, description, tags, etc.) and providing SEO tags aimed at reinforcing the content production;
- j) Management, organization and editing (title and subtitle) of pre-existing content on website pages in English under the supervision of the Fondazione Editorial Staff;
- k) Coordination meetings with the Fondazione Sistema Toscana Editorial Staff (in person or via digital platform): no less than 1 every two weeks;
- l) All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana Editorial Staff and Communications Department;
- m) Monthly reports of activities carried out.

Following the evaluation and the selection of candidates, based also upon terms indicated in the Special Specification to be posted at <http://www.fondazionesistematoscana.it/fondazione/gare-e-capitolati>, these applicants will be requested to make an easily formulated technical offer, with replies to the technical-organizational questions provided, and a monetary offer within 25 consecutive calendar days.

The criteria of evaluation of the offers for each lot, which will be scored in the Special Specification, will be in compliance with the most advantageous offer as indicated in Article 83 of the Legislative Decree n. 163/2006 and with particular attention to the following factors:

- Work model, organization of provided service and contacts with FST;
- Proposal of editorial plan (guidelines, timescales, topics, formats and purposes), which should be no longer than two (2) pages long;
- Minimum number of articles produced and insertions published each month;

- Maximum number of articles produced and insertions published each month;
- Minimum number of articles translated and insertions published each month;
- Minimum number of articles translated and insertions published each month;
- Profiles of the authors producing and translating written content;
- Company profile with evidence of activities similar to those stated in the service described in the notice;
- Familiarity with the tourist markets of reference.

The starting price for aforementioned services is equivalent to **€ 38,400.00 € plus VAT**

The scheduled term of the service is twelve calendar months effective from the provisional appointment of the contract. Fondazione Sistema Toscana reserves the right to award the contractor integration and additional services pursuant to Article 57 Paragraphs 2 and 5 for improving and carrying out further activities and service connected to the assignment. This additional appointment shall be covered by an additional agreement whose effective and expiration dates may differ from those provided for by the previous and main assignment and the value thereof shall not exceed 50% of this assignment.

Modes of presentation of applications and résumés:

- Applications drawn up in compliance with attached Model A must be delivered to Fondazione Sistema Toscana, Via Duca d'Aosta, 9 – 50129 Florence, on penalty of exclusion, by way of the Italian Postal Service Poste Italiane S. p. A. or authorized delivery courier by the **peremptory deadline of 02/12/2015 at 12.30 p.m.**, in a sealed envelope with the name, address, fax number and other contacts clearly visible. Stamp and signature must be on the seal flap along with the following annotations: **“Production and translation om English of published content on Tuscany for Fondazione Sistema Toscana portals” – DO NOT OPEN.**
- Envelopes can also be hand-delivered personally or by third parties, by the same peremptory terms, to the Offices of Fondazione Sistema Toscana (at the same address listed above). A receipt will be made out to sender. Should envelopes be delivered by the postal service or other services, the postal departure date is not certifiable. The protocol upon receipt is used for authentication.

Documentation to present with application

Professionals must supply the following documentation:

- a copy of the applicant's ID document;
- a résumé in European format with authorization for data processing of personal information (pursuant to Legislative Decree 196/2003) of professional activities carried out since 1 January 2012, with specific attention to activities similar to the ones requested in this notice, and deemed appropriate for evaluating the experience of the entity and the turnover of the past three years; a CD or other synthetic documentation can be attached to documentation, making it possible to fully assess the experiences listed;
- self-certification as described in Model A attached to this notice;
- a copy of this notice initialed on every page and duly signed for acceptance.

Business organizations, pursuant to Article 34 of the Legislative Decree 163/2006 must supply the following documentation:

- a) copy of the applicant's ID document;
- b) a résumé of professional activities carried out since 1 January 2012, with specific attention to activities similar to the ones requested in this notice, and deemed appropriate for evaluating the experience of the entity and the turnover of the past three years; a CD or other synthetic documentation can be attached to documentation, making it possible to fully assess the experiences listed;
- c) self-certification as described in Model A attached to this notice;
- d) a copy of this notice initialed on every page and duly signed for acceptance.

In the case of **temporary grouping or consortium or EEIG – established or to be established** - , the following documentation must be supplied:

- a) the application to participate presented by group leader/ coordinator;
- b) a copy of the ID document of the individual signing the application;
- c) a specific statement listing the participating entities of the temporary grouping signed by each member of said grouping with attached ID document of signatory members;
- d) the commitment to establishing said grouping in case of assignment of the procedure;
- e) a résumé of each of the entities participating in the grouping with professional activities carried out since 1 January 2012, with specific attention to activities similar to the ones requested in this notice, and deemed appropriate for evaluating the experience of the entity and the turnover of the past three years; a CD or other synthetic documentation can be attached to documentation, making it possible to fully assess the experiences listed;
- f) self-certification (compliant to Model A) for each entity participating in said grouping;
- g) a copy of this notice initialed on every page and duly signed for acceptance.

Modes of identifying entities with the requirements needed to provide requested services

Fondazione Sistema Toscana will notify via fax all entities that have expressed interest in the project of their eligibility for participation in the procedure. Economic, technical and methodological proposals for the appointment of solicited services will be requested, based upon the content indicated in the Special Specification to be published shortly on the www.fondazionesistematoscana.it website.

In case the entities who have expressed interest are more than five, the Appointment Administration will select the entities not to be invited based upon their experience.

Data processing

Provided information will be processed pursuant to provisions in force and used for the sole purpose of this notice. The submittal of applications presumes the explicit authorisation to data processing and full acceptance of aforementioned regulations.

Publishing

This notice is published on the pages of the www.fondazionesistematoscana.it website.

Party responsible for the proceedings

The party responsible for the proceedings is Davide De Crescenzo.

Information

For further information regarding this notice, please contact Fondazione Sistema Toscana Tenders Office Manager Dr. Cecilia Gennai at Via Duca d'Aosta, 9 - 50129 Florence, by e-mail: c.gennai@fondazionesistematoscana.it or fax: (+39) 055 489308.