

FONDAZIONE SISTEMA TOSCANA

PUBLIC NOTICE

To find qualified entities for the service of "Production and translation of editorial content with a Tuscany theme for the portals of Fondazione Sistema Toscana" Lot I English, Lot II German, Lot III Portuguese, Lot IV Russian, Lot V Mandarin Chinese.

CIG Lot I: 5616774488; CIG Lot II: 5616783BF3; CIG Lot III: 5616791290; CIG Lot IV: 56167955DC; CIG Lot V: 5616803C74

The President of Fondazione Sistema Toscana

Considering that

- on 28/02/2014, the activities pertaining to the Voglio Vivere Così campaign, promotion campaign "Voglio Vivere Così. In Toscana 2011-2013" came to an end – as part of the 5.5a activity line of intervention of POR "Regional Competitiveness and Occupation" FESR 2007-2013 and the Toscana Card App project;
- exiting from the VVC and Toscana Card management, said activities will become part of the routine management of the outsourcing of Fondazione Sistema Toscana (hereinafter FST) under the jurisdiction of the Purchasing Offices;
- to outsource tasks for amounts equal to or higher than 20,000.00€ plus VAT, the Purchasing Office deems it necessary to act in accordance with legal provisions (Italian Legislative Decree 163/06 – Contract Code);

Thus it is deemed to carry out, in accordance with art. 125, comma 11, of D.Lgs 163/2006, market research, by means of receipt of curricula and proposals, to identify qualified entities in possession of the technical and operational requisites necessary to fulfil the service in question, which will then be called upon for the subsequent presentation of economic and technical methodological and operational bids;

CALLS

economic operators in accordance with art. 34 D. Lgs 163/2006, with:

Lot I English

- Proven experience in the production of editorial content in English with a particular focus on the use of language and jargon in tourism marketing, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;

- Proven experience in the translation of content from Italian into English with a particular focus on the use of language and jargon for tourism, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the production and management of content on at least two of the most commonly used social networks present in the reference market;
- Proven experience in content management using online editorial systems;
- The editors and translators must be native English speakers;
- Overall turnover in the last 3 years no less than triple the amount stated in the tender and turnover specific to assimilable services, also in the last 3 years, no less than those stated in the tender;

Lot II German

- Proven experience in the production of editorial content in German with a particular focus on the use of language and jargon in tourism marketing, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the translation of content from Italian into German with a particular focus on the use of language and jargon for tourism, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the production and management of content on at least two of the most commonly used social networks present in the reference market;
- Proven experience in content management using online editorial systems;
- The editors and translators must be native German speakers;
- Overall turnover in the last 3 years no less than triple the amount stated in the tender and turnover specific to assimilable services, also in the last 3 years, no less than those stated in the tender;

Lot III Portuguese

- Proven experience in the production of editorial content in Portuguese with a particular focus on the use of language and jargon in tourism marketing, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the translation of content from Italian into Portuguese with a particular focus on the use of language and jargon for tourism, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the production and management of content on at least two of the most commonly used social networks present in the reference market;
- Proven experience in content management using online editorial systems;
- The editors and translators must be native Portuguese speakers;
- Overall turnover in the last 3 years no less than triple the amount stated in the tender and turnover specific to assimilable services, also in the last 3 years, no less than those stated in the tender;

Lot IV Russian

- Proven experience in the production of editorial content in Russian with a particular focus on the use of language and jargon in tourism marketing, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the translation of content from Italian into Russian with a particular focus on the use of language and jargon for tourism, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the production and management of content on at least two of the most commonly used social networks present in the reference market;
- Proven experience in content management using online editorial systems;
- The editors and translators must be native Russian speakers;
- Overall turnover in the last 3 years no less than triple the amount stated in the tender and turnover specific to assimilable services, also in the last 3 years, no less than those stated in the tender;

Lot V Mandarin Chinese

- Proven experience in the production of editorial content in Mandarin Chinese with a particular focus on the use of language and jargon in tourism marketing, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the translation of content from Italian into Mandarin Chinese with a particular focus on the use of language and jargon for tourism, a culture and advanced understanding of subjects and in-depth linguistic knowledge related to Tuscany, also linked to Tuscan place names;
- Proven experience in the production and management of content on at least two of the most commonly used social networks present in the reference market;
- Proven experience in content management using online editorial systems, including knowledge of SEO;
- The editors and translators must be native Mandarin Chinese speakers;
- Overall turnover in the last 3 years no less than triple the amount stated in the tender and turnover specific to assimilable services, also in the last 3 years, no less than those stated in the tender;

to present an application to tender in the present notice, drawn up in compliance with Model A in enclosure, in order to identify qualified entities for subsequent outsourcing of the provision stated herein and, more precisely, the "Production and translation of editorial content with a Tuscany theme for the portals of Fondazione Sistema Toscana":

Lot I English

1. Access to the OpenCMS editorial management system of said sites;
2. Production and translation of editorial content for the Fondazione Sistema Toscana portals and direct input on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload): production of 600 articles/records (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);

3. Daily verification of the availability of Italian content ready for translation;
4. Translation of content from Italian into English, beginning with content available on the CMS from the Fondazione Sistema Toscana web network (including www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org);
5. Translation of content directly on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload:
 - a. 300 articles/records to be translated from the beginning (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*),
 - b. 1,200 editorials on events to be translated from the beginning (title + subtitle + description, in total 1,000/1,200 characters) (*see Enclosure 2*);
6. Revision of 200 contents produced by the in-house Social Media Team of Fondazione Sistema Toscana for blog posts (title + subtitle (where present) + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 3*);
7. Updating pages and content as coordinated and supervised by the FST editorial office: as an indication, this means positioning and arranging using content that has already been produced or producing launches (title + a few lines of text) for the home page of www.turismo.intoscana.it and www.toscanaevents.it as well as the home pages of the channels and the themed sections of www.turismo.intoscana.it;
8. Input of multimedia contributions on the CMS, translating the textual components (title, descriptions, tags...);
9. Coordination meeting with the Fondazione Sistema Toscana editorial team (meetings in person or via a digital communication platform): minimum number 1 per week;
10. All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana editorial office and communication department;
11. Monthly reports on the activities conducted;
12. Valuation criteria of the bids will comply with the most economically advantageous bid with a particular focus on the following aspects:
 - a. The profiles of the editors for the production and translation of content;
 - b. The number of native speakers involved in the production and translation activities;
 - c. Knowledge of the reference tourism markets preferred;
 - d. Organization of the service based on response and uploading times;
 - e. Working model and relations with FST;
 - f. The number of contents and input conducted every month.

Lot II German

1. Access to the OpenCMS editorial management system of said sites;
2. Production of editorial content for the Fondazione Sistema Toscana portals and direct input on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload):
 - a. 150 articles/records (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);

- b. production of 150 posts for the social networks of the reference markets, complete with images or other multimedia content (title + text amounting to 300 characters including spaces) (*see Enclosure 4*);
3. Daily verification of the availability of Italian content ready for translation;
4. Translation of content from Italian into German, beginning with content available on the CMS from the Fondazione Sistema Toscana web network (including www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org);
5. Translation of content directly on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload: 100 articles/records to be translated from the beginning (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);
6. Input of multimedia contributions on the CMS, translating the textual components (title, descriptions, tags...);
7. Coordination meeting with the Fondazione Sistema Toscana editorial team (meetings in person or via a digital communication platform): minimum number 1 per week;
8. All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana editorial office and communication department;
9. Monthly reports on the activities conducted;
10. Valuation criteria of the bids will comply with the most economically advantageous bid with a particular focus on the following aspects:
 - a. The profiles of the editors for the production and translation of content;
 - b. The number of native speakers involved in the production and translation activities;
 - c. Knowledge of the reference tourism markets preferred;
 - d. Organization of the service based on response and uploading times;
 - e. Working model and relations with FST;
 - f. The number of contents and input conducted every month.

Lot III Portuguese

1. Access to the OpenCMS editorial management system of said sites;
2. Production of editorial content for the Fondazione Sistema Toscana portals and direct input on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload):
 - a. 150 articles/records (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);
 - b. production of 150 posts for the social networks of the reference markets, complete with images or other multimedia content (title + text amounting to 300 characters including spaces) (*see Enclosure 4*);
3. Daily verification of the availability of Italian content ready for translation;
4. Translation of content from Italian into Portuguese, beginning with content available on the CMS from the Fondazione Sistema Toscana web network (including www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org);

5. Translation of content directly on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload: 100 articles/records to be translated from the beginning (title + subtitle + text amounting to 1,500/2,500 characters) (*see Enclosure 1*);
6. Input of multimedia contributions on the CMS, translating the textual components (title, descriptions, tags...);
7. Coordination meeting with the Fondazione Sistema Toscana editorial team (meetings in person or via a digital communication platform): minimum number 1 per week;
8. All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana editorial office and communication department;
9. Monthly reports on the activities conducted;
10. Valuation criteria of the bids will comply with the most economically advantageous bid with a particular focus on the following aspects:
 - a. The profiles of the editors for the production and translation of content;
 - b. The number of native speakers involved in the production and translation activities;
 - c. Knowledge of the reference tourism markets preferred;
 - d. Organization of the service based on response and uploading times;
 - e. Working model and relations with FST;
 - f. The number of contents and input conducted every month.

Lot IV Russian

1. Access to the OpenCMS editorial management system of said sites;
2. Production of editorial content for the Fondazione Sistema Toscana portals and direct input on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload):
 - a. 150 articles/records (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);
 - b. production of 150 posts for the social networks of the reference markets, complete with images or other multimedia content (title + text amounting to 300 characters including spaces) (*see Enclosure 4*);
3. Daily verification of the availability of Italian content ready for translation;
4. Translation of content from Italian into Russian, beginning with content available on the CMS from the Fondazione Sistema Toscana web network (including www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org);
5. Translation of content directly on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload: 100 articles/records to be translated from the beginning (title + subtitle + text amounting to 1,500/2,500 characters) (*see Enclosure 1*);
6. Input of multimedia contributions on the CMS, translating the textual components (title, descriptions, tags...);

7. Coordination meeting with the Fondazione Sistema Toscana editorial team (meetings in person or via a digital communication platform): minimum number 1 per week;
8. All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana editorial office and communication department;
9. Monthly reports on the activities conducted;
10. Valuation criteria of the bids will comply with the most economically advantageous bid with a particular focus on the following aspects:
 - a. The profiles of the editors for the production and translation of content;
 - b. The number of native speakers involved in the production and translation activities;
 - c. Knowledge of the reference tourism markets preferred;
 - d. Organization of the service based on response and uploading times;
 - e. Working model and relations with FST;
 - f. The number of contents and input conducted every month.

Lot V Mandarin Chinese

1. Access to the OpenCMS editorial management system of said sites;
2. Production of editorial content for the Fondazione Sistema Toscana portals and direct input on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload):
 - a. 150 articles/records (title + subtitle + text amounting to 1,500/2,500 characters, including spaces) (*see Enclosure 1*);
 - b. production of 150 posts for the social networks of the reference markets, complete with images or other multimedia content (title + text amounting to 300 characters including spaces) (*see Enclosure 4*);
3. Daily verification of the availability of Italian content ready for translation;
4. Translation of content from Italian into Mandarin Chinese, beginning with content available on the CMS from the Fondazione Sistema Toscana web network (including www.intoscana.it, www.turismo.intoscana.it, www.toscanaevents.it, www.toscaninelmondo.org);
5. Translation of content directly on the CMS of said sites and their publication online. More specifically, (indicative numbers to be regarded as a minimum workload: 100 articles/records to be translated from the beginning (title + subtitle + text amounting to 1,500/2,500 characters) (*see Enclosure 1*);
6. Input of multimedia contributions on the CMS, translating the textual components (title, descriptions, tags...);
7. Coordination meeting with the Fondazione Sistema Toscana editorial team (meetings in person or via a digital communication platform): minimum number 1 per week;
8. All activity must be carried out under the constant supervision of the Fondazione Sistema Toscana editorial office and communication department;
9. Monthly reports on the activities conducted;
10. Valuation criteria of the bids will comply with the most economically advantageous bid with a particular focus on the following aspects:

- a. The profiles of the editors for the production and translation of content;
- b. The number of native speakers involved in the production and translation activities;
- c. Knowledge of the reference tourism markets preferred;
- d. Organization of the service based on response and uploading times;
- e. Working model and relations with FST;
- f. The number of contents and input conducted every month.

The **remuneration** for the service provided shall amount to:

Lot I: 38,400.00 € plus VAT

Lot II: 26,400.00 € plus VAT

Lot III: 26,400.00 € plus VAT

Lot IV: 26,400.00 € plus VAT

Lot V: 26,400.00 € plus VAT

The present procedure is subject to verification of the resources in actual fact made available to Fondazione Sistema Toscana by the planning of its activities as well as regional activities. Thus, Fondazione Sistema Toscana shall not be held responsible in case of any cancellation.

The services will be provided from April 2014 to April 2015, and shall be commissioned through subsequent contracts. Thus, where qualified operators are present, FST will apply the framework contract model and will create a list of suppliers with no fewer than three suppliers and no more than five suppliers to which, as needs arise, the FST will send requests for specific bids, according to the conditions presented in the technical and economic bid.

If fewer than three operators are deemed qualified, FST will contract with one operator only, with which the content shall be specified as needs arise.

The Special Specifications are published on the website at the same time as this notice.

The end date for this service is 30/04/2015.

How to present applications and curricula:

- a) The application to tender, drawn up in accordance with model A in enclosure, must reach Fondazione Sistema Toscana, Via Duca d'Aosta, 9 – 50129 Firenze, upon penalty of exclusion, by Poste Italiane S.p.A. or by an authorized delivery firm, by the cut-off date of **11/04/2014 at 12.30**, in a sealed envelope, clearly stating the sender and their details (including fax number), with a stamp and signature on the seal of the envelope stating the following: "**Production and translation of editorial content with a Tuscany theme for the portals of Fondazione Sistema Toscana**" – **DO NOT OPEN** and stating the lot/lots for which you intend to apply.
- b) You may also deliver envelopes by hand or by means of third parties, by the cut-off date, to the Fondazione Sistema Toscana offices (same address as stated above), which will issue a receipt. If you are sending your application by postal service or by other delivery service, it is not the date of the outward post office stamp data that is used, but instead the protocol provided at the time of delivery.
- c) Upon penalty of exclusion, the following must be included in the application:
 - a. copy of a form of identification of the person who has signed the application;
 - b. a curriculum of the services provided since January 1, 2011, with particular focus on services similar to those stated in this notice and which are deemed useful to assess the entity's experience, the composition of the working group and the turnover for the last three years; a CD or other brief documentation may be included in the documentation in order to make possible a full evaluation of the entity's experience;
 - c. self-certification, as described in Model A in enclosure with this notice.
- d) In the case of a temporary group, or ordinary consortium or EEIG, already formed or to be formed, the following documentation must be presented:
 - a. application to tender presented by the head of group;
 - b. specific declaration stating the individuals taking part in the temporary group, signed by each individual forming the group with enclosed ID of each of the undersigned;
 - c. pledge to form the group if awarded the procedure;
 - d. curriculum of every individual taking part in the group;
 - e. self-certification, as described in Model A, for every individual in the group.

How suitable entities to provide the service are identified

The FST will communicate via fax to the entities that have shown interest their admissibility to take part in the procedure and the request for an economic bid as well as a methodological and technical bid to be awarded with the service, according to the Special Specifications published at the same time on the website.

If more than five entities show interest in taking part, the awarding administration will identify the entities that will not be called upon, based on experience.

Data processing

All data provided will be processed in accordance with the provisions in force and used for the sole purposes of this notice. Sending the application implies explicit authorization to process data and full acceptance of the previous provisions.

Publication

This notice is published on the webpages www.fondazionesistematoscana.it.

Procedure manager

Cecilia Gennai is the procedure manager.

Information

For further information about this notice, please contact the Tendering Office, Fondazione Sistema Toscana, specifically Maurizio Mazza, Via Duca d'Aosta, 9 - 50129 Firenze, e-mail: m.mazza@fondazionesistematoscana.it.