

SEARCH FOR MATERA 2019 PARTNERS AND SUPPLIERS

PUBLIC CALL FOR EXPRESSIONS OF INTEREST

With this Public Call for Expressions of Interest, approved by the Board of Directors on 12th April 2017, the Foundation initiates its search for Official Partners and Suppliers or of specific Events of the Matera 2019 Cultural Programme.

1. Introduction to Matera 2019

On 17th October 2014, at the end of the intense application period and following the evaluation made by the international panel of judges, Dario Franceschini, Minister of Cultural Heritage and Activities and of Tourism, proclaimed Matera the European Capital of Culture for 2019.

The party responsible for the implementation of the cultural projects outlined in the candidacy bid book (<http://www.matera-basilicata2019.it/en/mt2019/matera-2019-book.html>) is the "Matera-Basilicata 2019 Participatory Foundation", hereinafter also referred to as "Foundation", founded on 3rd September 2014. The Foundation will have a duration until 31st December 2022.

The Foundation seeks to consolidate the positioning acquired by Matera and Basilicata at European level in the field of creativity and to become a cultural platform for the South of Europe.

In order to implement the strategic outlines of the Matera European Capital of Culture 2019 bid book, the Foundation establishes and develops synergies and collaborations also with other private bodies that operate in the areas of interest of the Foundation or that share its approach and objectives.

Specifically, the Foundation implements the following activities functional to the strategic outlines of the bid book: it manages the intrinsic projects and subsequent activities; promotes and organizes events, related to and functional to the activities of the bid book; promotes the search for partnerships with both national and international public and private organizations to solicit and collect funding and sponsorships related to the actions included in the bid book; performs feasibility studies, research and analysis functional to the bid book; develops environmental and community resource initiatives in order to inform and raise awareness of promoted and carried out actions; carries out support and communication actions of carried out activities; stipulates and manages any type of contract or agreement with public and/or private entities that is deemed useful for the purpose of achieving the Foundation's objectives.

The key Matera 2019 objectives are:

- Create an open culture, in all its many declinations: open, as in “accessible to all”; open, as in “freely available and unrestricted”; open, as in “not concealing one’s thoughts or feelings”; open as in “still admitting of debate”. From an operational point of view, opening up means therefore comparing oneself with the cultural citizens of the rest of Italy and Europe; freeing up data and the sharing of knowledge, especially in the cultural sphere; guaranteeing full transparency in all public actions; welcoming unexpected cultural operations.
- Expand and qualify the public of culture by experimenting with new listening, sharing and production models, embracing the idea of a "cultural resident" who actively participates in co-creation and co-generation processes. Culture must become part of everyday life as a practice, connected with others, a creative expression, an exercise of new ways of learning and of feeling as citizens.
- Use an innovative methodology for the implementation of the cultural programme which foresees that each of the projects to be carried out must always have a threefold dimension of involvement and co-design: a local dimension with the cities of Matera, Potenza and the rest of Basilicata; a dimension that opens to all Southern Italy and Mediterranean cultural scenes; a more continental dimension, which intends to involve Pan-European and transnational cultural operators.

The Matera 2019 programme will include more than 50 original productions linked to the 5 themes of the bid book; and will be inaugurated with an opening ceremony on the 19th January 2019 and will end with a closing ceremony - or, better, a reopening ceremony – on the 20th December 2019. During this period of time we foresee the participation of 1,000,000 visitors.

Matera counts today with a growing number of tourist overnight stays, which totals to 410,000 a year, without considering the increasing number of hikers visiting the city. International tourism is also in constant growth and accounts for 30% of annual city visitors (the goal is to reach 50% after 2019). For 2020, we expect having 600,000 annual tourist visitors with overnight stays.

2. The Matera 2019 Themes

The Matera 2019 cultural programme is articulated in 5 key themes, that develop on a particular aspect of the theme through a series of large, medium and small scale initiatives:

- Ancient Future

Matera has maintained economic, social and cultural practices that are now the roots of a shared European development model, which recovers the modernity of ancient ecological practices and of a sharing-based agricultural economy: a neighbourhood community and co-

working; the rite of the Festival of the Madonna della Bruna and the Space Geodesy Centre; Matera has been inhabited for eight thousand years, and it is now time to think about the next thousand.

- Roots and Routes

Matera and Basilicata have been and still are lands of passage, exchange and transformation. From ancient paths and cyclical transhumance rites to Magna Grecia, Rome, Byzantine, Longobard, Arab, Norman, and Swabian influences. From immigration to the emigration of (young) Lucanians spread around the world, a minority elsewhere. Exit the false and constructed and enter the authentic "wild Basilicata".

- Reflections and Connections

Art, economy, living, the environment, they are all one. The Matera 2019 cultural programme is not only a programme of great events, but of cultural citizenship, which allows us to make amazing encounters on a daily basis and to imagine new models of life, culture and economy. For example, time, which in Matera flows more slowly, and the surrounding physical environment encourage us to rethink things *ab initio*, and to consider existential issues and fundamental values.

- Continuity and Disruptions

The exile from the Sassi in the 1950s and 1960s became the emblem of a break, a crisis, a collapse of the community, but also a symbol of the community's ability to resist and adapt and carry on with their lives even after sudden changes. The path to healing is not complete; we want to succeed together with Europe by offering the Sassi as a place to experiment with new technologies, economies and patterns of residence, making the city into a laboratory for the entire European creative community.

- Utopias and Dystopias

Matera intends to represent itself as a symbol of all the forgotten cultures, of all the Souths of the world, bearers of values that can challenge and question orthodox (and mostly ineffective) responses to the European crisis by developing projects that create both economic and ethical values, in order to produce a new model of cultural and social development. In short, Matera seeks to explore the most difficult themes of 21st century urban life and to give a concrete answer, made of good practices. An indispensable utopia.

3. The Partners sought by the Foundation for Matera 2019

Economic operators wishing to contribute to the Matera 2019 cultural programme with cash (*value in money*) or in kind (*value in kind*) contributions can become Partners or Suppliers of the Matera 2019 Foundation. Partners and Suppliers are economic operators whose activities and values are intrinsically linked to the *concept* and the fundamental principles of Matera

2019.

Economic operators wishing to make a contribution to the Matera 2019 programme alongside the Foundation will be able to use the following forms of participation:

| A. Official Partner (P.U.) | B. Official Supplier |
|---|--|
| <p>Official Partners provide content and funding, of which at least <u>80% cash</u>, for the implementation of the cultural programme described in the bid book, for a maximum number of 19 Matera 2019 Official Partners.</p> <p>The Foundation is looking for the following three types of Official Partner:</p> <p>N° 4 Gold Official Partners – GOP -, that contribute to the programme with <u>300,000 Euros</u> per year for three years;</p> <p>N° 5 Silver Official Partners – SOP -, that contribute to the programme with <u>150,000 Euros</u> per year for three years;</p> <p>N° 10 Bronze Official Partners – BOP -, that contribute to the programme with <u>50,000 Euros</u> per year for three years.</p> | <p>Official Suppliers provide key products/services and know-how, through contributions of at least <u>20% cash</u>, for the implementation of the cultural programme and operational management of the Matera 2019 flagship projects.</p> <p>The Foundation is looking for N° 19 Official Suppliers, articulated in the following three types of Official Suppliers:</p> <p>N° 4 Gold Official Suppliers – GOS -, that contribute to the programme with products or services of the value equivalent to <u>200,000 Euros</u> per year for three years;</p> <p>N° 5 Silver Official Suppliers– SOS -, that contribute to the programme with products or services of the value equivalent to <u>100,000 Euros</u> per year for three years;</p> <p>N° 10 Bronze Official Suppliers– BOS - that contribute to the programme with products or services of the value equivalent to <u>50,000 Euros</u> per year for three years.</p> |
| C. Partner of Events | D. Event Supplier |
| <p>Partners of events and/or projects provide content and funding for the implementation of one or more events of the cultural programme described in the bid book, both in the previous stages and during the year of completion of the bid book.</p> <p>Partners of Events are economic operators contributing to the single event for a minimum amount of <u>25,000 Euros of which at least 80% cash</u>.</p> | <p>Event Suppliers provide key products/services and know-how for the implementation of the cultural programme and operational management of the Matera 2019 flagship projects, both in the previous stages and during the year of completion of the bid book.</p> <p>Event Suppliers are economic operators contributing to the single event for a minimum amount of <u>10,000 Euros of which at least 20% cash</u>.</p> |

4. Why become a Partner or Supplier of Matera in 2019

The Matera Basilicata 2019 Foundation aims at implementing the intervention lines outlined in the candidacy bid book in order to consolidate its European positioning in the field of creativity and to become a cultural platform for the South.

For these reasons, the Foundation offers its Partners and Suppliers a European platform in which each of them can pursue its strategic goals and gain access to the benefits of increasing its visibility, supporting its competitive advantages and developing business opportunities. Each Partnership programme is defined in conjunction with the involved Partner or Supplier, in order to maximize return on investment through one or more of the following initiatives, including but not limited to:

- adding the Partner/Supplier to the list of Matera 2019 supporters, with the publication of the logo in every possible and relevant occasion, in proportion to the respective contribution;
- adding the Partner/Supplier's logo to our institutional website;
- activating the links to Partner/Supplier websites;
- adding the name/logo of the Partner/Supplier to printed materials regarding Matera 2019;
- adding the name/logo of the Partner/Supplier in opening and/or closing credits of Matera 2019 promotional videos made after the signing of the sponsorship agreement;
- possibility - to be defined and agreed with each single Partner/Supplier – of free entry tickets to the events of the bid book.

5. To whom is the Public Call addressed

The following economic operators may submit expressions of interest:

- individual entrepreneurs, including artisans, trading companies, cooperatives;
- consortia between cooperative of production and labour set up under the law of 25th June 1909, N° 422, and subsequent amendments, and the consortia between artisan enterprises referred to in Law 8th August 1985, N° 443;
- permanent consortia, also set up as consortium companies within the meaning of Article 2615-ter of the Italian Civil Code, between individual entrepreneurs, including artisans, trading companies, cooperatives of production and labour, in accordance with the provisions of Article 45, Paragraph 2, lett. C) of Legislative Decree 18th April 2016 N° 50;
- ordinary consortia of competitors of art. 2602 of the Italian Civil Code, set up among the subjects mentioned in the previous paragraphs, also in the form of companies pursuant to Article 2615-ter of the Italian Civil Code;

- economic operators established in other Member States, established in accordance with the legislation in their respective countries;
- other Economic Operators that do not fall within the above mentioned types of economic activity.

The following may also submit an expression of interest:

- private law foundations, private non-profit organizations, non-profit associations;
- stable companies and consortia of professional and engineering companies, even in mixed form;
- business networks, trade associations, temporary consortia/temporary association of companies.

Operators will also have to declare under Presidential Decree N° 445/2000, at the time of presentation of the Expression of Interest:

- to be registered, where required by law, in the Register of Companies at the relevant Chambers of Commerce, Agriculture and Crafts (C.C.I.A.A.) or specify the reasons for not registering;
- not to be in any of the exclusion conditions the procurement procedures set out in legislation on public procurement.

Interested partners or suppliers must also:

- a) be permanently operational in Italy, in the States participant to the European Union and in the countries which will allow commercial agreements to be made subject to reciprocity;
- b) have a profile consistent with the values, objectives and reputation of the Matera 2019 cultural programme and vision;
- c) be leaders in the innovation and development of production processes, services and products that are consistent with the themes of the candidacy bid book;
- d) guarantee an undisputed economic solidity and adequate financial capacity;
- e) have strategic motivations for their business in taking the role of Matera 2019 partner/supplier and strongly represent the excellence of *Made in Italy* in the themes pertinent to the cultural programme outlined in the application dossier;
- f) be able to carry out, in the prerogative of visibility, the *in kind* sponsorship activities, according to the quality and quantity levels that are specified by the Foundation on a

case-by-case basis.

Partners and suppliers sought by the Foundation operate in the following **areas**:

- Culture and tourism, Fashion & design, Media and communication, Food & beverage, Mobility and transport, Commerce;
- Administration and personnel management, Insurance, Credit and Finance, Research and innovation, Business Services and Advanced service industry, Sharing economy;
- Mechanics and Construction, Manufacturing and Handicrafts, Architecture and building, Health and personal services;
- Aerospace, Automotive, Bioeconomics, Energy, Cultural and creative industries, Digital Agenda and ICT.

The Foundation reserves the possibility to expand, with specific deliberations, the above mentioned types of sectors of interest.

6. The Partner/Supplier selection procedure

Economic operators who have responded to this Call of expression of interest will be sent an acknowledgement of receipt from the Foundation confirming that they have received the expression of interest and the eligibility of the same, according to the criteria and principles set out in this Call.

The selection of partners or suppliers will be carried out through an invitation to participate in a specific negotiation, inspired by the principles of objectivity and impartiality, addressed, in the order of receipt of the expressions of interest, to all operators whose expression has been assessed as eligible under this Call and suitable for achieving the goals of the Matera 2019 programme.

In the case of admission of several economic operators working in the same sector and therefore, competitors, the Foundation will invite them to a competitive dialogue with the Foundation aimed at identifying the most advantageous offer for the administration and defining the partnership/supply contract indicating duties and obligations for both partner/supplier and the Foundation.

By publishing regular updates on the institutional website, the Foundation will constantly keep potential partners/suppliers informed of the type of partners and suppliers with whom it has entered into a partnership/supply contract and on the sections and typologies that are no longer available for potentially interested economic operators.

The Foundation also undertakes to launch, in conjunction with the promotion activities of specific events envisaged in the Matera 2019 Cultural Programme, specific communication campaigns aimed at the search for Partners of Events and Event Suppliers.

7. How to submit an expression of interest

Economic operators that have the above mentioned requirements and operate in the above-mentioned sectors may send their expression of interest to the following addresses:

I. by regular mail to the following postal address:

Fondazione Matera Basilicata 2019 c/o Palazzotto del Casale, snc 75100 Matera

II. by email to the following email address bandi@matera-basilicata2019.it or

III. by certified mail to the following PEC certified email address fondazione@pec.matera-basilicata2019.it

The expression of interest must include all the information required by this public Call and, in particular, the following elements:

- A. Data relating to the proposer - name, company name, headquarters, business area and name of contact person with the relevant contacts details;
- B. Identification of the industry sector and the type of Partner/Provider profile for which you are applying;
- C. Brief explanation of the activity, its economic dimension and the enterprise and/or organization objectives, highlighting the relationship between them and the themes pertinent to the cultural programme outlined in the candidacy bid book;
- D. Short description of the relation between the reason for the expression of interest and the Event or the project of interest (only for expressions of interest to be partner/supplier of specific events).
- E. Self-declarations for certification and/or notoriety pursuant to art. 46 and 47 of Presidential Decree N°445/2000 attesting:
 - possession of the requirements set out in point 5 of this Call;
 - to be informed, pursuant to current legislation on the protection of personal data, that the personal data collected will be processed, even with IT tools, exclusively in the procedure for which this declaration is made.

8. Protection of personal data

Data provided by economic operators will be processed in accordance with current legislation and the principles of fairness, lawfulness and transparency and protection of confidentiality.

These data will be processed for preliminary purposes related to the management of this Call and any contracts that may be signed; such data may be presented, if necessary, before the competent authority for the settlement of any disputes. Data processing will be carried out by appropriate means to ensure security and confidentiality and can also be carried out by means of automated tools for storing and managing the data itself.

9. Final provisions

The present CALL has been published on the date shown below on the Foundation's website: www.matera-basilicata2019.it and, as an open Call, DOES NOT FORESEE A DEADLINE. The Foundation will publish on the institutional website the updated list of Partners and Suppliers with whom it has entered into a contract, containing the typology, sector and the basic elements of the contract.

Matera, 7th July 2017

The Director

Paolo Verri