



FSC 2014-2020 – Patto per la Puglia- Axis IV
ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY –
THE MUSIC SYSTEM
CALL FOR EXPRESSION OF INTEREST for the submission of projects aiming at defining the
PROGRAMMING OF
PUGLIA SOUNDS PRODUCERS 2020/2021

1 - PREAMBLE

In order to lay down its own cultural development strategy and related actions intended to enhance, innovate and promote its entire cultural system through well-established action priorities, Regione Puglia (the Regional Government of Puglia) has started the development of a strategic plan of culture for Puglia 2017-2025, PIIL – *prodotto, identità, innovazione, impresa, lavoro* (product, identity, innovation, enterprise, work).

Now, in line with the content of the above strategic plan, Regione Puglia and TPP (Consorzio Teatro Pubblico Pugliese) have subscribed to a collaboration agreement in a view to enhancing, revamping and promoting the system of cultural events/activities and live shows with a special focus on the Puglia music system by providing music operators with the right tools to expand and qualify cultural demand while upgrading their own offer by improving their artistic and professional capacities, as well as their position and competitiveness on both the national and the international music scene. This set of activities is intended to promote the “cultural system” and hence the tangible and intangible heritage of Puglia.

These actions, which aim to “enhance territorial culture and creativity”, are funded by the FSC 2014-2020 – Patto per la Puglia- Axis IV “Actions for the protection and enhancement of cultural heritage and for the promotion of the intangible heritage”.

Following the "Declaration of the State of Emergency arising from the health threat related to the onset of conditions caused by transmissible viral agents" issued by the Italian Council of Ministers and published on 31.01.2020, the Puglia Region has adopted a series of urgent measures to deal with the COVID-19 epidemiological emergency, including a Special Support Plan for Culture, called "CUSTODIAMO LA CULTURA IN PUGLIA". This Plan is specifically targeted to the following sectors:

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tourism, cultural and creative industries (CCIs), entertainment companies, filmmaking and audiovisual industries;

- "CUSTODIAMO LA CULTURA IN PUGLIA" (Cultural Heritage Stewardship,) which is the result of a co-planning effort shared by the "Department of Tourism, Economy of Culture and Territorial Development" of the Puglia Region, Teatro Pubblico Pugliese (TPP) and the Apulia Film Commission Foundation (AFC), has included, among other things, the implementation of a series of specific actions by the two partners (TPP and AFC) of the Department of Tourism that share the objective of supporting the cultural and entertainment businesses and operators of Puglia (publishing houses and audiovisual companies included), as well as the businesses that operate in the sector of travelling shows and, more generally speaking, the entire Cultural and Entertainment System of Puglia, including the businesses having community development and enhancement as their mission. Within the Puglia Sounds program, the program of the Puglia Region for the development of the regional music system, a set of actions have been defined, including the line of action Puglia Sounds Plus, which are aimed at continuing the actions to support the growth, the consolidation and the distribution of the music offer, as well as to support the growth of music business providing these latter with all a series of tools, including economic instruments, management procedures, know-hows, relationships and experiences that are fundamental to strengthen the capacity of the "Sistema Musicale Puglia" to operate in domestic and foreign markets, as well as to consolidate its competitiveness, even at this time of global crisis of the system as a whole.

2 – SCOPE AND OBJECTIVES

By the present Call, Puglia Sounds–TPP, in line with what specified above, intend to carry out a **survey of original projects of musical, multimedia and multidisciplinary productions and co-productions (national and international)**, with music as the main artistic language, in order to define its own streaming programming and to promote the digital distribution of the same projects to boost a new model of production and access to the Puglia music system.

Puglia Sounds-TPP intends to encourage creative work aimed at the production of original contents by promoting collaborations among artists both on a local and international scale.

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The technological tools currently available allow to work out and develop projects that can be implemented and promoted on a digital scale. These projects can be used to launch an effort to redesign the system of production and access to cultural products in our region. Through the qualification of the cultural offer, the qualification of music shows and multidisciplinary events with live music as their main artistic language, as well as the through strategic distribution of cultural products on digital platforms, multicultural dialogue, skill and experience sharing, and optimization of resources and results, Puglia Sounds-TPP intends to promote online presence of Puglia music heritage with the dual objective of supporting Puglia attractiveness as a tourist destination and enhancing the development of the entire music system of the region.

The projects submitted and assessed as eligible under the present Call will be included in the "parco progetti" ("folder of artistic-cultural music projects"), on which an *ad hoc* appointed Jury of experts will draw to plan the "Puglia Sounds Producers 2020/2021", to be broadcast in live streaming and/or on online content distribution platforms in the period between 1 September 2020 and 15 May 2021.

3 - ELIGIBILITY OF PROJECTS

Proposals of either original projects of (national or international) music productions or coproductions, or multidisciplinary, multimedia productions or coproductions with music as their main artistic language are eligible under the present Call, provided that they fulfil the following requirements:

- must promote the music system of Puglia;
- must have a minimum duration of 20 minutes, to be programmed over a maximum of 3 consecutive days;
- they must be unpublished in full offline or online;
- they can include a maximum of 2 songs or 10 minutes already published by the artist/ band, (covers are not allowed).
- must contemplate streaming broadcasting and/or distribution on a digital platform of the production or co-production project, in the period between September 1 and May 15, 2021.

Each Applicant is allowed to submit, for each one of the deadlines indicated below (Section 5), one only project proposal related to a given artist/band. Should more than one proposal related to the

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same artist/band be submitted (even by different Applicants) for the same deadline, only the first, on a first-come, first-served basis, will be admitted to the present selection process.

The artists included in project proposals assessed as ineligible may be included in project proposals to be submitted for other deadlines.

4 - ELIGIBILITY OF APPLICANTS

Applicants operating in the production and/or coproduction distribution and/or organization of live shows of an artistic nature, and record labels based in Italy or abroad and established in any legal form are eligible to submit original projects of live music productions or coproductions, or multidisciplinary, multimedia productions or coproductions with live music as their main artistic language, provided that they fulfil the following requirements:

1. holding a VAT number, ATECO code 90.01.09 o 90.02.09 or 59.2;
2. complying with current labour legislation and collective labour contracts in force in the country of origin of the Applicant;
3. having no arrears in the payment of social security contributions to National Social Security;
4. not having pending disputes with social security and welfare institutions and/or executive measures or actions pending before the Judicial Authority and/or administrative proceedings connected with revocations for charges of embezzlement.

Failure to meet just one of these requirements will result in exclusion of the project from the selection process.

Applicants with registered offices abroad must provide evidence of:

- having a tax code position equivalent to that of VAT number holders;
- holding an ATECO code (NACE Code) 90.02.09 , 90.04.00, or, for non-European applicants, to operate as producers and/or distributors and/or organizers of artistic live performances or as record labels.

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5 - PROJECT PROPOSAL SUBMISSION TERMS AND CONDITIONS

The Applicants specified in Section 4 shall submit their project proposals by sending them **only and exclusively** from a certified e-mail account (PEC in Italian) to the address pugliasounds.live@pec.it with " **ISTANZA DI PARTECIPAZIONE Puglia Sounds Live - and indication of the deadline and of the name the Applicant**" in the Subject line, by the following deadlines:

- by 13:00 on Monday 27 July 2020 for live streaming broadcasting and/or online distribution on digital platforms period from 1 September 2020 to 15 May 2021;
- by 13:00 on Thursday 26 November 2020 for live streaming broadcasting and/or online distribution on digital platforms period from 2 January 2021 to 15 May 2021;
- by 13:00 on Thursday 25 February 2021 for flive streaming broadcasting and/or online distribution on digital platforms period from 1 April 2021 to 15 May 2021;

The Project Proposal:

- must be submitted by exclusively completing the attached form in all of their sections, complying with the number of characters indicated and in any case without attaching any extra documents when not expressly requested. Forms must be sent in PDF format;
- in order not to be excluded from the selection process, it must be signed in all of its parts the Legal Representative of the Applicant;

Moreover, in order not to be excluded from the selection process, the Project Proposal must also contain the following:

- a) **self-certification (non attested affidavit) in place of an attested affidavit**, attesting to possession of the eligibility requirements as described in section 4 "Eligibility of Applicants" of the present Call;
- b) **official certificate of VAT registered details of the Applicant and/or an updated copy of the Chamber of Commerce company registration report** including the Applicants ATECO Code 90.01.09 or 90.02.09 or 59.2;

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- c) **copy of a currently valid identity document** of the Legal Representative of the Applicant;
- d) the project drawn up completing all the sections of the attached Form: the project must contain: CV of the Applicant with a 1,000-character limit, in case of co-production - CV of the co-producer with a 1,000-character limit, CV of the band/artist with a 1,000-character limit, a synopsis of the the project with a 800-character limit, online programming project and distribution project, photos of the band/artist), 2 high-resolution 300 dpi photos, one vertical and one horizontal photo, social contacts - facebook, instagram, youtube, etc.);
- e. in case of co-production, **a copy of the agreement signed by both parties must be sent**;
- f. file containing at least **2 tracks (mp3 format) or at least 10 minutes (mp4 format)** of the proposed music or multidisciplinary project having music as its main artistic language;
- g. **communication and promotion plan.**

Please note that for Italian Applicants TPP/Puglia Sounds shall proceed to direct checks of compliance with payment of social security contributions.

Each Applicant may submit, for each deadline, a maximum of 2 separate project proposals, each referring to one original project of music, multimedia or multidisciplinary production or coproduction (national or international) having music as its main artistic language.

Puglia Sounds-TPP reserves the right to request the original documents attesting to the truthfulness of data and information contained in the Project Proposal, and also to discontinue examination of the application until expiry of the time allowed to the Applicant for presentation of the original documents requested. If the documents are not presented before this deadline, the Project Proposal will be automatically excluded from the selection process. Puglia Sounds-TPP reserve the right to carry out verification, including test-checks, in order to ascertain the truthfulness of the statements signed by the Applicants.

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6 – AVAILABLE RESOURCES

Within the resources made available for the implementation of the action “VALORIZZAZIONE DELLA CULTURA E DELLA CREATIVITA' TERRITORIALE- IL SISTEMA DELLA MUSICA” a total budget of € 131,000 (VAT included) has been allocated to implement “Puglia Sounds Producers 2020/2021”. The present Call aims to provide for online programming and/or distribution on digital platforms of a total of at least 8 co-productions (national and international) and 15 productions promoting the regional music system.

Now, in light of the resources available, Applicants are invited to submit project proposals for national and international co-productions promoting the regional music system with a maximum indicative value of €7,000.00 (VAT included) each, and project proposals for productions promoting the regional music system with an indicative value of ng the regional music system

Puglia Sounds - TPP reserve the right to change the number of productions and coproductions to be implemented on the basis of the projects submitted.

By the same token, TPP reserve the right to supplement the budget made available under the present Call for programming "Puglia Sounds Producers 2020/2021" with other funds, should further resources become available.

Should the same artistic project be submitted, also by different Applicants, to more than one Call among Puglia Sounds Producers, Puglia Sounds Record and Puglia Sounds tour Italia, TPP- Puglia Sounds shall pay a total consideration -for the creation, promotion, record production, distribution and programming of the project in question- of a maximum of € 20,000 VAT included.

7 –ELIGIBILITY CHECK

The eligibility of proposals shall be checked verifying the following:

- compliance with legal and formal requirements;
- compliance with the deadlines for submission;
- compliance with the requirements set out in the Call in relation to the Applicant and the proposed project;
- completeness of the required documentation.

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Eligible projects will be included in the on. the Call in re“Parco Progetti Puglia Sounds Producers”. 2020/2021et It remains understood that the inclusion of a project in the ation to the Applicant and the proposed project;opponenti differenti, agli avvisi Puglia Sounds Producers, Puglia Sounds Record e Pu

8 – ASSESSMENT AND DEFINITION OF THE “PUGLIA SOUNDS PRODUCERS 2020/2021” PROGRAMMING

A Jury appointed by Puglia Sounds-TPP will be tasked with making a selection of the Project Proposals included in the “*Puglia Sounds Producers 2020/2021*” Program on the basis of the evaluation criteria listed below. It remains understood that only projects with a score of at least 12 points for each of the following criteria shall be admitted:

- 1) **QUALITY OF THE ACTIVITIES CARRIED OUT IN THE TWO-YEAR PERIOD 2018-2019 BY APPLICANT** and in case of coproduction, by the coproducer;
- 2) **QUALITY OF THE ACTIVITIES CARRIED OUT IN THE TWO-YEAR PERIOD 2018-2019 BY THE ARTIST/BAND AND OF THE PROJECT PROPOSED**;
- 3) **ARTISTIC QUALITY OF THE MUSIC PROJECT OR MULTIMEDIA, MULTIDISCIPLINARY PROJECT-WITH MUSIC AS ITS MAIN ARTISTIC LANGUAGE- PROJECT PROPOSED TO BE PROGRAMMED AND/OR DIGITALLY DISTRIBUTED** (the artistic quality of the project will also result from the innovative nature of the proposal, the complexity of the project, the amount of collaboration foreseen for the realization of the project itself, the platforms used for programming and/or distribution);
- 4) **QUALITY OF THE COMMUNICATION AND PROMOTION PLAN OF THE PROJECT**

Each one of these criteria will be given a 0-to-20 score.

The score shall be attributed in terms of compliance with the following parameters on the basis of a qualitative judgement indisputably expressed by the Jury with specific reference to the level of fulfilment of the objectives hereunder. The “non-evaluable” score will be given to the Projects Proposals that are in no way in line with the objectives hereunder:

20 excellent



18 very good
16 good
14 fairly good
12 sufficient
6 insufficient
0 non-evaluabile

Any assessments made by other Commissions appointed by TPP/Puglia Sounds for other calls and/or public notices published previously will have no impact on the evaluation process of the present Call.

9 - CARRYING OUT “PUGLIA SOUNDS PRODUCERS 2020/2021” PROGRAMMING

The Applicants, whose Project Proposals will be included, also in part, in the programming of artistic-cultural music operations of Puglia Sounds-TPP, shall be invited to subscribe to a contract whereby they undertake:

- 1) **to carry out online programming and/or distribution on a digital platform** of the production/coproduction proposed in the period between 1 September 2020 and 15 May 2021;
- 2) to send to certified email address **pugliasounds.producers@pec.it**, 15 days before the launch of the discographic product, the Final Communication and Promotion Project which must be drawn up on the basis of the form provided by Puglia Sounds - TPP and must be consistent with the one included in the Project Proposal (Project #4) and be implemented in all its parts. Any variations proposed will be subject to a qualitative and quantitative assessment by Puglia Sounds – TPP. Puglia Sounds – TPP is hereby allowed to either reduce the established amount of money or terminate the contract if the variation in question results in a lower quality of the project compared to the one proposed in the project;
- 3) to communicate in writing **in advance or at least in a timely manner any situation or obstacle likely to hinder the artistic-cultural music shows agreed with Puglia Sounds - TPP;**

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such written communication shall be sent by a date preceding that of the programming in question via email to: **pugliasounds.producers@pec.it**;

- 4) setting up of a press office and/or social media management and/or Digital Strategy services, aimed at providing maximum visibility and promotion, on the media and social networks, of the project hereunder;
- 5) include in both **online and offline media communications and promotion materials** of the project proposed, the wording "Programmazione Puglia Sounds Producers 2020/2021" **and print on these materials the obligatory symbols and labels** of the Action mentioned in the "PREAMBLE" EAMBLE Action mentioned in the "g" "social media management and/or Digital Strategy services, aimed at providing maximum visibility and promotion, on the media and social networks, of the prod in the prRegional Ministry of Tourist and Cultural Industry, Teatro Pubblico Pugliese, "CUSTODIAMO LA CULTURA IN PUGLIA") accompanied by the wording **REGIONE PUGLIA the A IN PUGLIA") Industry, Teatro Pubblico Pugliese, gital Strateg;**
- 6) **the communication material produced (dee itemized list below) must be shared with the Puglia Sounds Communication Office at paola.troia@pugliasounds.it, 15 days before the date of the streaming broadcasting and/or launch on digital distribution platforms, so as to provide adequate visibility of the production or coproduction on the Puglia Sounds channels:**
 - a. a statement containing the following information relevant to the promotion effort:
 - launch date of the project,
 - social networks,
 - website,
 - platform on which the project will be distributed (please attach the contract if subscribed to),
 - period of online / distribution,
 - final Communication Plan for Pogramming/Distribution.
 - b. Communication Materials Produced
- 7) use the hashtags #WeAreinPuglia, #PugliaSoundsPlus, in the communication on the social media related to project proposed tilizzare gli hashtag #WeAreinPuglia, #PugliaSoundsPlus;

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- 8) include in the media communications and press releases (press, radio, television and web) regarding the project proposed, the wording "Programmazione Puglia Sounds Producers 2020/2021" accompanied by "**REGIONE PUGLIA - FSC 2014/2020 - Patto per la Puglia - Investiamo nel vostro futuro**"; in order to **give adequate visibility through the Puglia Sounds - TPP channels, before being sent to the media, these communications and materials must be agreed upon with the Puglia Sounds Press Office** and then be sent to the e-mail address luciano.rutigliano@pugliasounds.it;

Partial or complete failure by the Applicant to fulfill one or more of the obligations indicated above will at any time result in either a reduction in the amount of consideration or termination of the contract subscribed to with Puglia Sounds-TPP.

Total failure to fulfil the obligations of the applicant under this contract will result in the termination of the contract and the obligation of the applicant to return any advance payment received. This obligation to return any advancepayment shall also apply in case of partial failure to fulfil contract obligations should the final payment be lower than the advance payment received, following the evaluation by TPP/Puglia Sounds of the obligations actually fulfilled.

Puglia Sounds-TPP reserve the right take action and at any time carry out checks, even test-checks, regarding **i) the authenticity of the documents presented, ii) the truthfulness of the statements submitted by the Applicant and/or iii) the actual carrying out of online programming and/or distribution on a digital platform of the production/coproduction covered by the contract subscribed to with the Applicant, by asking to be submitted additional documents and/or original documents attesting to the truthfulness of the statements submitted.** Puglia Sounds – TPP undertake to communicate in writing the deadline for submission of any additional documents.

11 – PAYMENT MODALITIES

The consideration established in the contract will be paid as follows:

- 1) 40% as an advance payment, within 15 days from the subscription to the contract, following a successful online verification with **DURC** (single insurance contribution payment certificate), and

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Equitalia, where applicable, and after sending the following documentation to pugliasounds.producers@pec.it:

- a) **self-certification (non attested affidavit) in place of an attested affidavit (Form 1)**
- b) Traceability of Payments Form (Form 2)
- c) Copy of a currently valid identity document of the Legal Representative.
- d) electronic invoice (or paper invoice for applicants exempt from electronic invoicing), **issued to Teatro Pubblico Pugliese - Consorzio per le Arti e la Cultura - Via Imbriani n. 67 - 70121 Bari - C.F. and P.I. 01071540726 with the wording "Programmazione PUGLIA SOUNDS PRODUCERS 2020/2021 - Acconto/Advance Payment"** followed by the indication of the Project programmed. The following Recipient code M5UXCR1 and certified mail address pugliasounds.producers@pec.it must be used for the issuing of the electronic invoice.

2) Final settlement, within 30 days from the date of delivery of the relevant electronic invoice (or paper invoice for applicants exempt from electronic invoicing), to **Teatro Pubblico Pugliese - Consorzio per le Arti e la Cultura - Via Imbriani n. 67 - 70121 Bari - C.F. and P.I. 01071540726** with the wording **"Programmazione PUGLIA SOUNDS PRODUCERS 2020/2021–Saldo/Final Settlement"** followed by the indication of the Project programmed.

Please note that the final settlement will be paid upon the successful outcome of the online checks with DURC (single insurance contribution payment certificate), and Equitalia (where applicable).

Please note that the invoice must be submitted only upon completion of the activities related to the project proposed, and after TPP/Puglia Sounds have checked the completeness, correctness and regularity of the submission, by sending, within and not later than 15 days from the end of the programming of the tour covered by the Contract in question, the following documentation to pugliasounds.producers@pec.it

- a) Demand for Payment Form;
- b) self-certification (non attested affidavit) in place of an attested affidavit (Form 1)
- c) Traceability of Payments Form (Form 2)

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Applicants are also required to send within the deadlines specified above, to the Puglia Sounds Headquarters, via Matteo Imbriani, 67 - 70121 Bari, the following material in digital format:

- the communication material produced, screenshots to plan online communication campaign via social media, a copy of the press review and/or documents certifying social media management activities and/or Digital Strategy
- a file containing a footage of the programming (MP4 format).

For programming and/or distributions that will take place in December, the demands for payments must be received by and no later than 20 December 2020.

Puglia Sounds – TPP reserves the right to suspend the payment and to carry out verifications, including test-checks, to ascertain:

- the authenticity of the documents presented,
- the truthfulness of the statements submitted by the Applicant;

Pursuant to Article 17-ter of Presidential Decree no. 633/1972, as amended by Article 3 of Decree-Law no. 148 of October 16, 2017, which became law with amendments on December 4, 2017, no. 172, TPP is one of the entities under the " **split payment** " regime and will therefore retain the amounts due by way of VAT as indicated on the invoice and pay them to the National Revenue Office in the manner and terms provided for by current legislation.

In the case of exemption from split payment, the **special tax regime** should be mentioned in the invoice.

It should be noted that for Italian entities, TPP-Puglia Sounds will proceed with direct checks on the regularity of contributions by via online DURC service.

Should the necessary conditions exist, before making the payment, Puglia Sounds – TPP, pursuant to art. 48 (2) of DPR n. 602/73 and of Ministerial Decree 40/2008, shall carry out checks to verify the regularity of payments due to the Public Administration, by forwarding an official request to Equitalia Servizi SpA.

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In compliance with Art. 13 of Italian Law 196/2003, Applicants hereby accept that, in order to fulfill legal requirements, the personal data collected hereunder can be transmitted to third parties, but only to be used for the purposes of the present procedure.

Applicants hereby declare to be aware of the provisions of Legislative Decree No. 231, dated 8 June 2001 and any subsequent *modifications* and/or additions thereto as well as of the rules contained in the Code of Ethics and Form 231 adopted by TEATRO PUBBLICO PUGLIESE and published in the official TPP website www.teatropubblicopugliese.it (Administration Accountability Section). In view of this Applicants undertake to behave in line with the provisions (where applicable) of the above Code of Ethics and Form 231 and not to expose TPP to the risk of penalties under Legislative Decree No. 231, dated 8 June 2001.

Failure to fulfill these duties shall result in a breach of contract on the part of the Applicants and in the immediate termination of the same by CONSORZIO TEATRO PUBBLICO PUGLIESE under Art. 1456 of the Italian Civil Code, without prejudice to compensation.

12 – TRACEABILITY OF PAYMENTS

All amounts due shall be paid in compliance with the provisions of “Traceability of Payments”, former art. 3 of Law 136/2010 and subsequent amendments and additions thereto that is understood to be applicable in its entirety herein. The due amounts shall be paid by bank transfer or another payment system which guarantees the traceability of the cash flow. Failure to comply with the above-mentioned regulations will result in the termination of the contract. The use of cash is not allowed unless otherwise provided for the laws in force that are understood to be applicable in their entirety herein. The CUP code of the present Call is B39H18000560001. Puglia Sound-TPP undertake to disclose the CIG code to winning Applicants.

INFO SERVICE

Puglia Sounds-TPP will make their own general coordination staff available to help the Applicants achieve the best results. Queries and/or requests for appointments to receive information about the

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present Rules and Regulations may be sent to the following email:
alessandra.bisconti@pugliasounds.it – 080.8494700.

Bari,30/06/2020 – Prot.761/PROJECTS

OFFICER IN CHARGE OF THE CALL

Director and Officer in charge of the Call: Sante Levante

<p>Project manager of the Services entrusted directly from Regional Government of Puglia to Teatro Pubblico Pugliese <i><u>Claudia Sergio</u></i></p>	<p>Director and Officer in charge of the Call <u>Sante Levante</u></p>
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ATTACHMENTS: Forms

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