



FSC 2014-2020 – PATTO PER LA PUGLIA- AXIS IV
ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY – TURISM -
CALL FOR EXPRESSION OF INTEREST for the submission of projects aiming at defining the
PROGRAMMING OF PUGLIA SOUNDS EXPORT 2023 PROGRAMME

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 developed 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) collaborate 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.

The Puglia Sounds program, entirely focused on the development of the Puglia music system intends to design and deploy projects that involve the entire music chain (from artists/performers to music managers/publisher, to booking agencies, to publishers, to labels, to distribution, to communication, and music consumption) through the action “Programming TOUR ITALIA 2023” a which is intended to support and promote the sector of live shows throughout Italy, including Puglia, by promoting a qualified and sustainable, green and accessible music offer.

These actions are funded by FSC 2014-2020-PATTO PER LA PUGLIA- AXIS IV-ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY – TURISM 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-how, 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.

The Puglia Sounds project , entirely focused on the development of the Puglia music system intends to design and deploy projects that involve the entire music chain (from artists/performers to music managers/publisher, to booking agencies, to publishers, to labels, to distribution, to communication, and music consumption) through the axis “Puglia Sounds Export” whose actions are intended to promote the presence of the Puglia music market on the International market.

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2 – SCOPE AND OBJECTIVES

By the present Call, Puglia Sounds–TPP, in line with what specified above, intends to gain information **on the music artistic-cultural projects** as well as **on the multidisciplinary artistic-cultural projects** where live music plays a major role to be programmed abroad from the 10th January to the 30th June 2023 in order to draw up an international programme and create a new development paradigm for the whole music scene of Puglia.

Through an accurately selected cultural offer and selected multidisciplinary artistic-cultural projects (where live music plays a major role), through strategic distribution of these latter abroad, through intercultural dialogue and capacity and experience sharing, and through the optimization of resources, our objective is to favour the presence of Puglia's musical heritage in festivals and cultural events abroad, so as to attract tourists and boost the development of the Puglia music system.

Please note that this Call does not require Applicants to perform unreleased repertoire.

It should also be noted that the scheduling of a mini-live show within the framework of Music Awards events cannot be considered as a date of the same tour.

The projects selected will be included in the "Parco Progetti" ("folder of artistic-cultural music projects"), on which a specifically appointed Commission of experts will draw to organize the programme "Puglia Sounds Export 2023", to be run abroad in the period between the 10th January to the 30th June 2023.

3 – ELIGIBILITY OF PROJECTS

The eligible proposals to be submitted to the selection process must be related to **music artistic-cultural projects as well as to multidisciplinary artistic-cultural projects (where live music plays a major role) to be programmed abroad with the objective of promoting the whole music scene of Puglia.**

The proposals will be defined "YOUNG" proposals if the artist/band in question has a history of a maximum of 30 performances/concerts in Italy and abroad in the four-year period 2019-2022, whereas the proposals submitted by artists/bands with a history of more than 30 performances/concerts in the four-year period 2019-2022 will be defined "SENIOR" proposals.

"YOUNG" project proposals must include music artistic-cultural projects as well as to multidisciplinary artistic-cultural projects (where live music plays a major role) to be programmed **abroad** by the same artist/band for a minimum of **2 days and a total of 2 concerts in 5 different venues, in one or more foreign countries, in the period between the 10th January to the 30th June 2023.**

It should be noted that the artist / group does not mean the proponent, but the artist / group involved in the programming.

If the artist of the "XX" project is Mario Rossi, the dates made by Mario Rossi in the period between 2019 and 2022 must be considered, regardless of the formation involved.

Similarly, if the group of the "YY" project is orchestra A, the dates made by orchestra A in the period between 2019 and 2022 must be considered, regardless of the formation involved.

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The "YOUNG" project proposals must include a program abroad of the same artist / group of musical performances or multidisciplinary shows, with music as the main element, to be carried out for a minimum number of **2 days and a total of at least 2 concerts in n. 2 different venues, in one or more foreign countries, in the period between the 10th January and 30th June 2023.**

"SENIOR" project proposals must include music artistic-cultural projects as well as to multidisciplinary artistic-cultural projects (where live music plays a major role) to be programmed **abroad** by the same artist/band for a minimum of **5 days and a total of 5 concerts in 5 different venues, in in at least two different foreign countries, in the period between the 10th January to the 30th June 2023. These proposals will be referred to as SENIOR**

An artist/band is allowed to submit one only proposal for the present call. Should more than one proposal related to the same artist/band be submitted (even by different applicants) for the same deadline, only the first will be admitted to the selection procedure (date and hour of arrival and registration at the TPP-based Office of Puglia Sounds serving as proof).

The concerts taking place abroad within events or initiatives for which specific promotional and/or joint organization agreements have been subscribed to by Puglia Sounds-TPP and the organizers of the events or the initiatives in question, can be part of the project proposals submitted under the present Call.

4 – ELIGIBILITY OF APPLICANTS

Music artistic-cultural projects as well a multidisciplinary artistic-cultural projects (where live music plays a major role) to be programmed abroad can be submitted by Italian or international entities with any kind of legal status operating in the field of production and/or distribution and/or organization of live shows, provided that they meet the following requirements:

1. hold a VAT number with ATECO Code/NACE Code 90.01 or 90.02; applicants without ATECO Code must include in their statement of objects one of the following items: "Artistic Performance" or "Activities to support Artistic Performance";
2. comply with the current labour laws and collective labour contracts in force in the country of origin of the Applicant;
3. have no arrears in the payment of social security contributions to National Social Security Agencies;

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

5 –PROJECT PROPOSAL SUBMISSION TERMS AND CONDITIONS

As specified in Section 4 hereinbefore Applicants shall submit their project proposals filling by the 13:00 on Friday December the 9th the form published on the page dedicated to the call on Puglia Sounds website..

Applicants are required to attach the following documentation:

self-certification (non attested affidavit) in place of an attested affidavit, submitted by completing Form 1

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hereto;

- 1) official certificate of VAT registered details of the Applicant and/or an updated copy of the Chamber of Commerce company registration report including the Applicant's Codice ATECO 90.01 or 90.02 for Italian Applicants; European Applicants must provide evidence of holding a NACE Code 90.02.09, 90.04.00 or, for non-European Applicants, to operate as producers and/or distributors and/or organizers on the sector of artistic live shows;
- 2) copy of a currently valid identity document of the Legal Representative of the Applicant;
- 3) pre-contractual agreement or commitment letter by the organizer containing the following details:
 - a) title of the Project,
 - b) date of the show;
 - c) venue of the show, with indication of venue capacity and mode of access for the public (free admission or tickets, ticket price);
 - d) whether the cost of travels is borne by the organizer or the artist/band;
 - e) whether accommodation costs are borne by the organizer or the artist/band;
 - f) whether technical production is paid for by the organizer or the artist/band;
 - g) whether a fee is paid to the artist/band.

It should be noted that the term "organizer" means the person responsible for the programming/scheduling of the venues where the project submitted by the Applicant will be staged, or a company other than the Applicant that is in charge of organizing the project submitted by the Applicant.

- h) Link to the music or multidisciplinary project containing at least one track or one video of the artist/band proposed.

Please note that the link must be indicated in the message sent via the certified email by which the application is submitted.

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 suspend 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.

6- AVAILABLE RESOURCES

As part of the resources available for the implementation of the intervention " FSC 2014-2020 - PATTO PER LA PUGLIA- AXIS IV- ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY - TOURISM -", it has been decided to commit for the Puglia Sounds Export 2023 a budget of € 150,000 including VAT.

The programming for the entire period aims to provide a total of at least 7 activities to promote "YOUNG" projects abroad, 9 "SENIOR".

Therefore, Applicants parties are invited to submit "YOUNG" Project Proposals each amounting (not

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exceeding) to an indicative limit value of € 4.500,00, "SENIOR" Project Proposals each amounting (not exceeding) to an indicative limit value of € 10.000,00.

Puglia Sounds-TPP reserve **i)** the right to supplement the budget with additional resources, should these latter be made available, or **ii)** the right not to use the entire resources made available hereunder, should the number of projects selected not be sufficient to exhaust them.

Should the same artistic project also be submitted for participation (even by other Applicants) in the calls for proposals published by Puglia Sounds Producers, Puglia Sounds Record and Puglia Sounds Tour Italia, Puglia Sounds Export, the TPP- Puglia Sounds shall award a total amount of € 15,000 (excluding VAT) for the creation, promotion, record production, distribution and programming of said project.

7 – ELIGIBILITY CHECK

The eligibility of the proposals submitted will be checked in terms of the following:

- legal and formal compliance;
- compliance with submission deadlines;
- compliance with the requirements set out in the call for proposals relating to the Applicant and the project proposed;
- completeness of the documents required;

Those projects considered eligible will be included in the "Parco Progetti" (Projects Folder) consisting of the following categories: YOUNG and SENIOR.

Inclusion in the "Parco Progetti" does not imply any obligation on the part of Puglia Sounds-TPP to acquire/programme the project proposed.

DEFINITION AND IMPLEMENTATION OF THE "PUGLIA SOUND EXPORT 2023" PROGRAMMING

8 – EVALUATION PROCESS AND IMPLEMENTATION OF THE PROGRAMMING

A Jury appointed for this purpose by Puglia Sounds-TPP will be tasked with defining the "Puglia Sounds Tour Italia 2022" 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 2019-2022 PERIOD BY THE APPLICANT** (with special reference to management and booking activities abroad)
- 2) QUALITY OF THE WORK OF ARTIST/BAND IN THE 2019-2022 PERIOD AND QUALITY OF THE PROJECT PROPOSED** aimed at promoting the Puglia music system (with a description of national and international experiences in terms of programming which can be used to define the proposal as "YOUNG", or "SENIOR", with reference to possible record distributions and with a description of the project proposed)
- 3) PROJECT COMMUNICATION AND PROMOTION PLAN**
- 4) ORGANIZATION OF THE PROJECT** (assessment of the venue, of the organization of the tour, as well

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as of the financial and environmental sustainability 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 a 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:

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 a 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-evaluable

The Jury shall reserve the right to ask the Applicant to make some modifications to the project proposed to favour the fulfilment of the objectives to be pursued. In the event that the Projects consist of more than 2 dates/concerts for “YOUNG” proposals, more than 5 dates/concerts for “SENIOR” proposals, the Jury shall reserve the right to include in the programming only part of the dates proposed with a minimum of 2 dates/concerts for “YOUNG” proposals, 5 dates/concerts for “SENIOR” proposals

9- CARRYING OUT “YOUTH” PROGRAMMING

The Applicants, whose “YOUNG” or “SENIOR Project Proposals will be selected to be included, also in part, in the programming of artistic-cultural music shows of Puglia Sounds-TTP, shall be invited to subscribe to an Agreement whereby they undertake:

- 1) to fully implement the activities as under the project proposed;
- 2) to guarantee the fulfillment of all the administrative and organizational formalities for the organization of the Puglia Sounds – TTP concerts as envisaged in the project;
- 3) to communicate by means of a certified e-mail **to pugliasounds.export@pec.it**, no later than 15 days before the start date of the show/tour/event, any possible variation with respect to the data included in the project submitted.

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The variations allowed are as follows:

- a) date of the show, provided that the new date falls within the period indicated by the present Call;
- b) venue of the show, provided that, in the case of a "SENIOR" project, the show/tour/event takes place in at least two different foreign countries;
- c) names of the artists included in the lineup indicated in the Application Form. No changes regarding the main/lead artist are allowed;
- 4) The variations proposed will undergo both qualitative and quantitative assessment by Puglia Sounds–TPP. Puglia Sounds–TPP is hereby allowed to either i) reduce the established amount of money awarded, or ii) terminate the contract if the variation in question results in a lower quality of the show/tour/event compared to the one proposed in the project
- 5) to send to certified email address pugliasounds.export@pec.it, 15 days before the show, in order to allow for an adequate communication of the project, "Form 3" (attached hereto) filled in all its parts, and n.2 high-resolution 300 dpi photos, one vertical and one horizontal, of the artist/band that will be performing;
- 6) to display on both on-line and/or off-line communication and promotional materials to be used in the programming hereunder the sentence "Puglia Sounds EXPORT 2023 Programming" and print the mandatory symbols and labels of the Action mentioned in the "PREAMBLE" hereto, using only the brands and the guidelines on their use provided by the Puglia Sounds – TPP Communication Office for use hereunder (brands of Puglia Sounds, European Union, Regione Puglia – Regional Ministry of Tourist and Cultural Industry, Teatro Pubblico Pugliese "CUSTODIAMO LA CULTURA IN PUGLIA", accompanied by the wording **"FSC 2014-2020 - PATTO PER LA PUGLIA- AXIS IV - ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY - TURISM"**
- 7) the communication material produced must be shared with Puglia Sounds Communication Office at paola.troia@pugliasounds.it, 15 days before the date of the show/tour/event so as to provide adequate visibility to the project on the Puglia Sounds channels;
- 8) to use the hashtags #WeAreinPuglia, #PugliaSoundsPlus, in social media communications related to project proposed;
- 9) to produce photo/video materials of the event (n.4 high-resolution photos, two horizontal and two vertical, and a maximum 45-second footage), to be sent to Puglia Sounds Communication Office the day after the event as evidence that the event actually took place;
- 10) to include in the media communications and press releases (press, radio, television and the web) regarding the project proposed, the wording **FSC 2014-2020 - PATTO PER LA PUGLIA- AXIS IV - ENHANCEMENT OF REGIONAL CULTURE AND CREATIVITY - TURISM". Before being sent to the media, said 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;
- 11) setting up of a press office and/or social media management services and/or Digital Strategy services, aimed at providing maximum visibility to and promote the project hereunder on the media and social networks (mandatory for "SENIOR" projects, and optional for "YOUNG" projects).

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Partial or complete failure by the Applicant to fulfill one or more of the above duties will at any time result in either a reduction in the amount of the sum awarded or termination of the Agreement subscribed to with Puglia Sounds-TTP.

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

10 – PAYMENT MODALITIES

Applications for payment shall be sent to Puglia Sounds – Teatro Pubblico Pugliese no later than 15 days from the last performance scheduled on the programme abroad. The amount defined in the contract will be paid within 30 days from the receipt of all the relevant documentation hereunder indicated:

- 1) invoice of the total amount to be paid, which shall be sent to: Teatro Pubblico Pugliese – Consorzio Regionale per le Arti e la Cultura. Via Imbriani n. 67 – 70121 Bari - C.F. e P.I. 01071540726 with the label “Puglia Sounds Export 2023 Programming, with the name of the artist/band, dates and the countries where the music shows/concerts did take place.
- 2) A1 Forms or similar documents showing compliance with the rules and regulations in force regarding the payment of social security and insurance contributions for all the members of the technical and artistic staff;
- 3) Traceability of Payments Form
- 4) Copy of a currently valid identity document of the Legal Representative
- 5) Statements certifying that the music show/concert has taken place, subscribed to by promoters or festivals or clubs or halls/venues where the show/concert has been hosted with a clear indication of **dates and venues, number of spectators/concertgoers and takings. These statements will be admitted only if duly signed and dated and written on headed paper**
- 6) Applicants are required to send to the Puglia Sounds Headquarters, Via Matteo Imbriani, 67 – 70121 Bari, the following material on a **USB Flash Drive**:
 - photo/video materials of the event (n.1 photo and a maximum 45-second footage), certifying that the show/event in question has been held on each of the dates indicated;
 - screenshots of online communication campaign(s) via social media, file extensions (Pdf, Jpg, etc..) of any communication material produced;
 - photos of any billboard ads;
 - communication material produced, screenshots of online communication campaign(s) via social networks and media
 - press reviews and/or documents certifying social media management activities and/or Digital

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Strategy service (if any, in the case of 'YOUNG' projects, and mandatory in the case of 'SENIOR' projects).

Please note that for the Italian Applicants required to possess a DURC, TPP/Puglia Sounds shall proceed to online checks via their online DURC Certificate.

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;

In compliance with Art. 13 of Italian Law 196/2003, Applicants hereby accept that the personal data collected hereunder be used only 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 **B39I22001210009** 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 present Rules and Regulations may be sent to the following email: maddalena.ciocca@pugliasounds.it – +39 080.5414814

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Bari, 07/11/2023 – Prot. 6426/CS/mc

OFFICER IN CHARGE OF THE CALL

Director and Officer in charge of the Call: Sante Levante

<p>Project manager of the Regional Services TPP <i><u>Claudia Sergio</u></i></p>	<p>Director and Officer in charge of the Call <i><u>Sante Levante</u></i></p>
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