



POC PUGLIA 2007-2013. ACTIONS "DEVELOPMENT OF PERFORMING ARTS AND CULTURAL ACTIVITIES".
OPEN CALL for the submission of project proposals aimed at the definition of the PUGLIA SOUNDS
PRODUCERS 2022 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 Cultural Strategic Plan 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 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 expertise/skills, as well as their position and competitiveness on both the national and the international music scene. This set of activities are intended to promote the "cultural system" and hence the tangible and intangible heritage of Puglia.

Following the further extension of the resolution published on 31.01. 2020 by the Italian Council of Ministers entitled "Declaration of the state of emergency arising from the health threat related to the onset of conditions caused by transmissible viral agents", the Puglia Region has extended the adoption of a series of urgent measures to deal with the COVID-19 epidemiological emergency, including a Special Support Plan for Culture entitled "CUSTODIAMO LA CULTURA IN PUGLIA". This Plan, which is specifically targeted to the following sectors: tourism, cultural and creative industries (CCIs), entertainment companies, filmmaking and audiovisual industries, 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, essentially, the entire Cultural and Entertainment System of Puglia, including the businesses having community development and enhancement as their mission.

Within the framework of Puglia Sounds, i.e. the Puglia Region Programme 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 of Puglia, as well as to support the growth of music businesses by providing these latter with all a series of tools, including financial resources, 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.

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Operazione finanziata a valere sul POC PUGLIA 2007/2013 - Azione "Sviluppo di attività culturali e dello spettacolo"

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These actions are funded by POC Puglia 2007-2013. ACTIONS "DEVELOPMENT OF PERFORMING ARTS AND CULTURAL ACTIVITIES

The Puglia Sounds Programme, which is entirely focused on the development of the Puglia music system, is intended to design and deploy projects that involve the entire music supply chain (from artists/performers to music managers/publisher, to booking agencies, to publishers, to labels, to distribution, to communication, and music consumption) through specific tools including cui "*Programmazione Puglia Sounds PRODUCERS 2022*" whose actions are meant to support the production and distribution of multimedia productions, in order to promote the Puglia music industry on the web.

2 – SCOPE AND OBJECTIVES

With this Call, Puglia Sounds-TTP, in line with the above, intends to carry out a survey of **original projects of multimedia productions** having music as their main language, in order to define their own streaming programme and to promote the digital distribution of the same projects with a view to consolidate a new model for the production and consumption of music in the Puglia music system.

Puglia Sounds-TTP intends to encourage creative work aimed at producing original content, by promoting collaborations between artists both on a local and international scale.

The technological tools currently available make it possible to elaborate and develop projects that can be produced and promoted in a digital format. These projects constitute a starting point for redesigning the system for the production and consumption of culture products in Puglia.

Through upgrading the cultural offer of multimedia and multidisciplinary productions having music as their main language, through strategic distribution on digital platforms, through multicultural dialogue, through sharing skills and experiences, through optimization of both resources and achievements, it is the intention of Puglia Sounds-TTP to promote online distribution of its musical heritage and thereby contribute to improve Puglia attractiveness as a tourist destination and enhance the development of the entire Puglia music system. The project proposals received and assessed as eligible will be included in a "Parco Progetti", from which a specifically appointed Jury of experts will draw for the definition of the "Puglia Sounds Producers 2022" Programme, to be stream programmed and/or distributed on online platforms in the period between **April 25 and July 31, 2022**.

3 – ELIGIBLE PROJECTS

To be eligible for this Call, the proposals submitted must **i) be based on original projects of multimedia productions having music as the main language**, and **ii) have the following characteristics**:

- a) must promote the Puglia music industry/scene;
- b) must be unpublished in full whether off-line or on-line;
- c) must foresee broadcasting and distribution of the production project on at least one digital platform in the period between 25 April 2022 and 31 July 2022.

Project proposals consisting of live streaming shows/performances shall not be considered eligible.

The projects proposed will be considered **YOUNG** for solo artists born on or after January 1, 1992 or for

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music bands in which all members were born on or after January 1, 1992.

Music bands made up of three or more members may include in the project an artist born before January 1, 1992.

Those project proposals that do not meet the YOUNG requirements will be categorized as SENIOR.

The projects proposed will be considered **SENIOR** for solo artists born before January 1, 1992 or for music bands in which all or part of the members were born before January 1, 1992.

Each Applicant is allowed to submit, for each one of the deadlines indicated below (Article 5), one only project proposal related to a given artist/music band. Should more than one proposal related to the 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 considered ineligible projects are allowed to be included in project proposals to be submitted for other deadlines.

4 - ELIGIBLE APPLICANTS

Applicants operating in the production and/or 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 national or international multimedia productions having music as their main artistic language, provided that are in line with the requirements set out in Art.3 here above (Eligible Projects)

- holding a VAT number, ATECO code 90.01.09 o 90.02.09 or 59.2; Non-European Applicants must be producers and/or distributors and/or organizers of live shows of an artistic nature and/or record labels;
- complying with current labour legislation and collective labour contracts in force in the country of origin of the Applicant;
- having no arrears in the payment of social security contributions to National Social Security;
- not to be in any of the conditions of exclusion from participation in calls for proposals pursuant to art. 80 of Legislative Decree no. 50/2016 Codice dei Contratti.

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

5 - PROJECT PROPOSAL SUBMISSION TERMS AND CONDITIONS

The Applicants as specified in Art. 4 above shall submit their project proposals by sending them only and exclusively from a certified e-mail account (PEC in Italian) to pugliasounds.producers@pec.it with ***"Istanza di partecipazione PS Producers"*** followed the name of the Applicant by 13:00 hrs on Friday, 1 April 2022.

Applicants are required to submit their Project Proposal as follows:

- by exclusively completing the attached Forms in all of their sections, **not exceeding the number of characters allowed** and, in any case, without attaching any extra documents **WHEN NOT EXPRESSLY REQUESTED**. Forms must be sent in PDF format;

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- b) **in order not to be excluded from the selection process**, the Project Proposal and each part thereof must be signed by 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 article 4 “Eligible 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 Applicant’s ATECO Code 90.01.09 or 90.02.09 or 59.2; ; Non-European Applicants must be producers and/or distributors and/or organizers of live shows of an artistic nature and/or record labels;
- 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 Forms: the project must contain the following: CV of the Applicant with a 1,000-character limit, CV of the band/artist with a 1,000-character limit, a synopsis of the project with a 800-character limit, online broadcasting schedule project and distribution project, photos of the band/artist), 2 high-resolution 300 dpi photos, one vertical and one horizontal photo, social accounts (facebook, instagram, youtube, etc.) of the Applicant and of the artist/artists proposed;
- e) file containing at least **1 music track (mp3 format)** (if unreleased it can be sent in audition version) that will be included in the multimedia production proposed;
- f) trailer and/or teaser of the multimedia production proposed;
- g) communication and promotion plan;
- h) co-production agreement, signed by the Applicant and the co-producer, which clearly shows the contribution of the co-producer to the implementation of the production (if any);
- i) letter of assignment/service order and/or Press Office Contract and/or Social Media Management and/or Digital Strategy Services Contract (only for SENIOR projects).

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

Each Applicant is allowed to submit, for each deadline, only 1 separate proposal for each category (YOUNG e SENIOR), each referring to one original multimedia project (either 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 reserves the right to carry out checks, including test-checks, in order to ascertain the truthfulness of the statements signed by the Applicants.



6 – AVAILABILITY OF FINANCIAL RESOURCES

Within the resources made available for the implementation of the action “OPERAZIONE FINANZIATA A VALERE SUL POC PUGLIA 2007-2013” – AZIONE “SVILUPPO DI ATTIVITÀ CULTURALI E DELLO SPETTACOLO”, a total budget of € 100,000.00 (VAT included) has been allocated to implement the “Puglia Sounds PRODUCERS 2022” Program.

The present Call aims to provide for online programming and/or distribution on digital platforms of a total of 10 SENIOR productions and 6 YOUNG productions to promote and enhance the Puglia music system. For each YOUNG project proposal included in the Puglia Sounds Producers 2022 Programme, a contribution of € 4,000.00 (four thousand) will be awarded, **plus VAT, if due by law**. For each SENIOR project proposal included in the Puglia Sounds Producers 2022 program, a contribution of € 5,500.00 (five thousand five hundred) will be awarded, **plus VAT, if due by law**.

Puglia Sounds - TPP reserve the right to change the number of productions 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 “Puglia Sounds Producers 2022”, “ with other funds, should further resources become available.

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 **plus VAT, if due by law**, for the creation, promotion, record production, distribution and programming of said project.

7 – ELIGIBILITY CHECK

The eligibility of the proposals submitted 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 project proposed;
- completeness of the required documentation.

Eligible projects will be included in the on. the Call in the “Parco Progetti Puglia Sounds Producers”. 2022”. It remains understood that the inclusion of a project in the “Parco Progetti Puglia Sounds Producers”. 2022” does not imply any obligation on the part of Puglia Sounds-TPP to acquire/programme the project proposed.

8 - ASSESSMENT AND DEFINITION OF PROGRAMMING

A Jury appointed for this purpose by Puglia Sounds-TPP will be tasked with defining the “**Puglia Sounds Producers 2022**” Programme 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:

- QUALITY OF THE ACTIVITIES CARRIED OUT IN THE 2018-2021 PERIOD BY THE APPLICANT AND OF THE ARTIST/MUSIC BAND PROPOSED;**



- b) **ARTISTIC QUALITY OF THE PROJECT PROPOSED EXCLUSIVELY IN RELATION TO ITS MUSIC CONTENT**
- c) **artistic quality of the project proposed in relation to the production of the same (any co-production agreements, any multidisciplinary approach, any involvement in the production of high-profile professionals, any planned collaborations, any innovation element in the proposal, the complexity of the project, the platforms used for broadcasting and distribution, any focus on environmental sustainability and the use of new technologies will all be considered factors that contribute to defining the artistic quality of the project;**
- d) **QUALITY OF THE PROJECT COMMUNICATION AND PROMOTION PLAN.**

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 the above assessment criteria will be given a 0-to-20 score.

The score will be established in relation to the above criteria on the basis of an indisputable assessment made by the Jury, with specific reference to compliance with the objectives of this Call.

It remains understood that project will score " non-evaluable" when it does not contain any element related to the subject of this Call:

20 excellent
18 very good
16 good
14 quite good
12 satisfactory
6 poor
0 non evaluable

Any assessments made by other Juries appointed by TPP/Puglia Sounds under previous Calls and/or Public Notices will be deemed not relevant to the present Call.

9 - IMPLEMENTATION OF THE PUGLIA SOUNDS PRODUCERS 2022 PROGRAMME

The Applicants, whose Project Proposals will be included, also in part, in the PUGLIA SOUNDS PRODUCERS 2022 PROGRAMME, shall be invited to subscribe to an agreement whereby they undertake:

- a) **to implement the online broadcasting program and distribution** of the project submitted on a digital platform in the period between 25 April and 31 July 2022;
- b) **send** no later than 15 days before the date of release-launch of the multimedia production to Puglia Sounds certified email address pugliasounds.producers@pec.it and to the contact person of Puglia Sounds

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Communication Office (paola.troia@pugliasounds.it) the final version of **the Communication and Promotion Plan** which must be

- drawn up on the basis of the Forms provided by Puglia Sounds-TPP and must be consistent with the one included in the Project Proposal (Project #4). Any variations proposed will be subject to a qualitative and quantitative assessment by Puglia Sounds-TPP. 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 agreement if the variation in question results in a lower quality of the project compared to the one proposed under this Call;
- **implemented in all its parts** (the promotion and communication activities carried out must necessarily be documented at the time of financial reporting, failing which Puglia Sounds-TPP will have the right to reduce the sum agreed upon).
- c) **communicate** in writing, in advance and immediately - prior to the date of scheduled broadcasting - to Puglia Sounds at the certified e-mail address pugliasounds.producers@pec.it **any variation in the activities covered by this agreement and any event any difficulty hindering their implementation** (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 project compared to the one proposed under this Call;
- d) **setting up a Press Office** and/or social media management services and/or Digital Strategy aimed at ensuring the highest level of visibility and of promotional activities on media and social networks (in-house or outsourced for YOUNG proposals, exclusively outsourced for SENIOR proposals);
- e) **to display** on both on-line and/or off-line communication and promotional materials to be used in the programming hereunder the **sentence** "Programmazione Puglia Sounds Producers 2022" 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 "OPERAZIONE FINANZIATA A VALERE SUL POC PUGLIA 2007-2013 – AZIONE "SVILUPPO DI ATTIVITÀ CULTURALI E DELLO SPETTACOLO" ("ACTION FUNDED BY POC PUGLIA 2007-2013 DEVELOPMENT OF PERFORMING ARTS AND CULTURAL ACTIVITIES";
- f) **to use the hashtags** #WeAreinPuglia, #PugliaSoundsPlus, in social media communications related to project proposed;
- g) **the communication material produced must be shared** with Puglia Sounds Communication Office at paola.troia@pugliasounds.it, 15 days before the date of more than 15 days before the digital publication/distribution of the production question for **it to be approved and adequately promoted** on the project channels:
- h) - **press release** (and any other material intended for the media) containing the following

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information:

- title, date and publishing platform,
- period of distribution
by sending it to the Puglia Sounds Press Office (contact Luciano Rutigliano luciano.rutigliano@pugliasounds.it);
- communication material produced (specific graphics)
by sending it to the Puglia Sounds Communication Office (Paola Troia paola.troia@pugliasounds.it).

Please note that, where the same artistic project is submitted under the "Puglia Sounds Record 2022" Call, the multimedia production produced cannot be the same as the promotional video clip included in the Applicant's duties under the "Puglia Sounds Record 2022" Call.

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.

Puglia Sounds-TTP reserve the right to 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 occurrence of online broadcasting and/or digital platform distribution of the project covered by the Agreement 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.

10 PAYMENT MODALITIES

The amount awarded and defined in the Agreement will be paid within 30 days from the submission of a standard invoice that must be sent in electronic format pursuant to the regulations in force or, otherwise, as a paper invoice only if tax requirements make the Applicant exempt from electronic invoicing, payable to

TEATRO PUBBLICO PUGLIESE CONSORTIUM FOR ARTS AND CULTURE
Head Office - Via Imbriani, 67
70121 Bari - P.IVA 01071540726
Certified e-mail: tpp@pec.it

The invoice must include the sentence "PUGLIA SOUNDS PRODUCERS 2022 Programme" followed by the name of the artist(s) and the title of the production in question.

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Please note that the submission of the invoice must be made after sending the following documents to certified email address pugliasounds.producers@pec.it:

- a) payment request form;
- b) self-certification (non attested affidavit) in place of an attested affidavit (Form 1);
- c) traceability of payments (Form 2);
- d) copy of a currently valid ID document of the Legal Representative.

The invoice will be issued only upon authorization by TPP/Puglia Sounds, which will verify the completeness, correctness and regularity of the following documents:

- a) **the communication and promotion material** produced (specific graphics, screenshot of the publication on the selected platform/s, screenshot of online planning on media and social networks, copy of press review and/or documents attesting to social media management activity and/or Digital Strategy service)
- b) **a video file of the project in question** (MP4 format)

which must be sent on a **USB Flash Drive**., at the end of the activities envisaged in the project, to the Puglia Sounds offices at via Matteo Imbriani, 67 - 70121 Bari.

Pursuant to Article 17-ter of Presidential Decree no. 633/1972, as amended by Article 3 of Decree-Law n. 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.

Applicants that meet the requirements of special tax regimes, or the occurrence of favourable and specific legal conditions that exempt them from the requirement to issue e-invoices, or from the application of the split payment rules, must be mentioned in the invoice.

Moreover, TPP is not included in the set of the entities belonging to public administration and therefore it does not have any ID code, but a **recipient code: M5UXCR1**.

The certified email address to which invoices should be sent is: **tpp@pec.it**.

Please note that the payment will be made only upon positive outcome of the online check of DURC and, where applicable, of Equitalia.

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.

By participating in this Call, the Applicant consents, pursuant to Legislative Decree n.196 of June 30, 2003, to the processing of the data that will be provided and that may be communicated to third parties for the

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purpose of fulfilling legal obligations and solely for the purposes of this Call.

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 agreement 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.

11 – TRACEABILITY OF PAYMENTS

All amounts due shall be paid in compliance with the provisions of “Traceability of Payments”, under 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 cash flow. Failure to comply with the above-mentioned regulations will result in the termination of the agreement. 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 this Call is **I59J21019350003**. Puglia Sounds - TPP undertake to disclose the CUP and CIG codes 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: alessandra.bisconti@pugliasounds.it – +39 080.5414820

4 March 2022 - Our Ref. 902/2022

**TPP Director and Officer
in charge of the Call**
Sante Levante

**TPP Project Manager
of Puglia Region Projects**
Claudia Sergio

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