



# City Renaissance in the Digital Age

New thinking New practices New opportunities



MAJOR CITIES OF EUROPE  
IT USERS GROUP



**PUBLIC NOTICE FOR SEARCH OF SPONSORS  
FOR THE ORGANIZATION OF THE ANNUAL CONFERENCE OF MAJOR CITIES OF  
EUROPE PLANNED FROM MAY 30th TO JUNE 1st IN FLORENCE**

**THE MANAGER OF THE TECHNOLOGY INFRASTRUCTURE DEVELOPMENT OFFICE**

Having regard to the:

- art.107 of D.Lgs. 18/08/2000, n. 267
- art.58 of the Statute and art.18 of "General Regulation for contracts" of the Municipality of Florence  
[http://www.comune.fi.it/materiali/regolamenti/regolamento\\_contratti.pdf](http://www.comune.fi.it/materiali/regolamenti/regolamento_contratti.pdf)
- art.26 of D.lgs. 12/04/2006, n. 163
- art.26 of D.lgs. 14/03/2013, n.33
- art.43 of Law 27/12/97, n.449 allowing public administrations to sign sponsoring contracts with public and private bodies to promote the administrative organization's innovation and to achieve savings as well as better quality in services;
- art.119 of T.U.E.L. "sponsoring contracts, partnership agreements and conventions";
- General Regulation for Advertising of the Municipality of Florence  
[http://www.comune.fi.it/materiali/regolamenti/Reg\\_Cimp.pdf](http://www.comune.fi.it/materiali/regolamenti/Reg_Cimp.pdf);

**GIVEN THAT**

The Municipality of Florence – Deputy Mayor for Innovation of the City Council, will organize in Florence the annual conference 2016 of the network Major Cities of Europe ([www.majorcities.eu](http://www.majorcities.eu)), mentioned below as MCE Conference, and the related social events in order to promote the innovative image of the city about the utilisation of information and communication technologies;

the Municipality has subscribed by the Resolution number 394 of 10/29/2015 a Memorandum of Understanding (MOU) with the representatives of MCE that indicates how the event will be organised;

the Municipality will use the financial support of sponsors to cover the expenses related to the organization of the entire program of the event and offer to the sponsors the opportunity to exchange experiences in the field of Public Administration with the participants;

it is considered as necessary to adopt a public procedure with the publication on the official website of the City of Florence of an appropriate Notice, in order to identify the sponsor / sponsors in accordance with the legislation and in particular in accordance with the principles of transparency, competition, publicity, impartiality, effectiveness, cost efficiency and proportionality referred in the art. 18 of the General Regulation for contracts.

## ANNOUNCES

That the Municipality with this Notice intends to promote the city's image in innovation based on the use of information and communication technologies through the organization of the MCE Conference and to proceed with the search of sponsorships through forms of financing as set out in this Notice.

MCE is the European independent and non-profit transnational organization of CIOs and IT managers of local authorities. The annual conference is the main annual MCE event. It represents the opportunity for speakers from various countries from within and outside Europe to present the latest ICT innovations of their cities and to share successes and challenges with the other participants. The conference is also an opportunity for networking and informal exchanges.

For over 30 years, MCE has organised annual conferences in different countries to ensure that the cities of each host country can take full advantage of this opportunity together with the other European participants. The conference usually attracts between 150 and 300 participants.

The participation is not restricted to members of MCE but is open to all interested in the development and exploitation of ICT in cities and therefore also attracts academic and ICT companies.

The Conference is organized and supported through the collaboration of two main parties:

- a) The Organising Committee of MCE that includes the President of MCE, the vice-president its members. The composition of the members of the Organising Committee is published on the MCE website.
- b) The City of Florence as host city of the conference represented by the mayor or his delegate, assisted by a working group composed of members of the various departments involved.

The conference will take place in Florence from May 30<sup>th</sup> to June 1<sup>st</sup>, 2016

### **1. PROMOTER (Sponsee)**

The Municipality of Florence – Technological Infrastructure Development Office, mentioned below as the Municipality, will identify private entities interested in the execution of contracts for financial sponsorship, to finance the organization of the MCE Conference and the related social events.

The Municipality, as the promoter / manager of the sponsorship process, takes the responsibility of the role of sponsee and once identified the sponsor / sponsors, will proceed to the signing with it / them of one or more sponsorship contracts.

## 2. ATTACHMENTS

The following attachments are an integral part of this Public Notice

- Attachment A: Forms of sponsorship provided
- Attachment B: submission format of sponsorship proposals
- Attachment C: Guidelines for sponsors and for workshops by sponsors

## 3. CHARACTERISTICS OF THE SPONSORED ACTIVITIES

With respect to the activities related to the organization of the MCE Conference the sponsorship includes the following items:

- Organization of sessions of presentations on individual themes of interest in innovation in public administrations and on the life of the city with the use of information and communications technology;
- Organization of an exhibition space as specified in Attachment A;
- Organization of an official opening reception with greetings from the Mayor (or his representative) to the participants;
- Organization of a gala dinner offered to the participants, preferably with local products in order to enhance the excellence of Tuscany;
- Organization of logistics, transport, communication and enjoyment of the cultural activity;
- Simultaneous translation;
- Purchase of gadgets if appropriate.

The activities listed above are those historically provided from other cities over the past years in the organization of the annual conference of the network MCE (for more information on such past events the program and the presentations can be viewed at the link [www.majorcities.eu](http://www.majorcities.eu)). In order to make the event more attractive to potential participants, those activities are subject to changes or innovations in consultation with the representatives of MCE during the organisation process. Details about the opportunities for sponsors to get value from the conference are described in Attachment A: Forms of sponsorship provided.

## 4. MOTTO AND MAIN TOPICS OF 2016 MCE CONFERENCE

The motto of the 2016 MCE Conference is:

**Renaissance in the Digital City Age  
New thinking, New Practices, New opportunities**

The main topics that will be discussed during the conference sessions are:

- **Citizens participation,**
- **Government in the Cloud,**
- **Internet of things,**
- **E-Government & Digital Transformation,**
- **Safety & Security,**
- **Smart Education,**
- **e-Health / e-Care,**
- **Tomorrow Is Only A Day Away**

Updates on the program of the Conference will be available at the link [www.majorcities.eu](http://www.majorcities.eu).

The Conference language will be English.

## **5. RECIPIENTS**

The subjects to whom this Notice is addressed are subjects / individual entrepreneurs, businesses, companies, corporations, consortiums (also temporary), established in any form, based in Italy or abroad, that are compliant with the general requirements to contract with the Public Administration as stated in the article 38, paragraph 6 of the Legislative Decree. N. 163/2006 and of the article 18, paragraph 6 of the General Regulation for contracts of the City of Florence. This Notice does not bind in any way the Municipality.

The Municipality reserves the right, in its sole discretion, to admit partnerships with public and / or non-profit organizations, also in the organization of workshops for the dissemination of European projects concerning the themes of the Conference. These investments are excluded from this Notice.

## **6. TYPE OF SPONSORSHIPS**

The types of sponsorship to which this Notice refers are defined as financial sponsorships (in the form of economic disbursement) and their details can be found in Attachment A.

## **7. ECONOMIC AND LEGAL PROFILES OF THE SPONSORSHIPS**

The sponsorships are operationally aimed at making available the financial resources to the Municipality related to the organization of MCE Conference and the related events.

The relationship between the Municipality, as Sponsee, and the Sponsor, shall be governed by a sponsorship contract in one of the forms permitted by the General Regulation for contracts of the City of Florence.

For the purposes of this Notice, the "sponsorship agreement" means the contract by which the sponsored entity (Sponsee) provides to a third party (sponsor), which is obliged to provide a certain amount of funding, the possibility to promote its image through the ways and forms described in this Notice, and subject to the further conditions related the proposals made by the selected sponsors in the bidding process.

The Attachment A shows, for each set of agreement, the minimum amount of sponsorship required from sponsors. In its application each candidate will be able to offer an amount greater than the minimum (see in the following of this Notice how the sponsors will be selected). In that case, the Municipality reserves the right to dispose, in relation to individual sponsorships, forms of gradation and differentiation of their compensations modulated in relation to the offer of the participants.

The Attachment A describes also, for each form of sponsorship, the services and the level of visibility that is guaranteed to the sponsor.

The Attachment C contains guidelines for the sponsors' speakers of the sponsors and / or the organizers of the sponsors' workshops.

The subjects identified as sponsors will take advantage of the tax reductions arising from investment related to sponsorship contracts applicable by the current legislation.

## **8. GENERAL COMMITMENTS OF THE SPONSEE**

To the subject / subjects identified as the sponsors, the Municipality provides, in general and taking into account the amount of the sponsorship, the specified services, for each form of chosen sponsorship as indicated in Attachment A.

All communication materials (processing of logos, printing of brochures, gadgets etc.), as foreseen in the Attachment A, must be provided at the cost and care of the sponsor. The materials are subject to the approval by the Municipality.

In any case, where the promotion of the image of the sponsor is associated with the emblem or logo of the City of Florence, the brand of the sponsor must be clearly visible, but not dominant than the hallmark of the Sponsee.<sup>1</sup>

## **9. GENERAL COMMITMENTS OF THE SPONSOR**

The subject selected as sponsor has the main obligation of the payment of the amount within the deadline indicated in the following article 14.

Guarantees regarding the presence and visibility of the brand, as stated in the previous article 8, do not exempt the sponsor from any payment of the fee for the public advertisements or of the payment related to the installation of advertising media, in the amounts prescribed, if the necessary conditions are met.

The expenses related to the payment of taxes, fees, royalties and fees required foreseen by law and/or regulations arising from the execution of the contract and from the realisation of the sponsored activities will stay, in general, to the sponsor's duty.

## **10. SPONSORSHIPS EXCLUDED**

Excluded from this Notice are those sponsorship activities which target forms of advertising that are prohibited, even indirectly, by the law. The Municipality reserves the right, on its sole discretion, to reject proposals which, by the nature of sponsorship or by the foreseen activities, are deemed incompatible with the institutional activities and indications of the Sponsee. It also reserves, to its sole discretion, to reject any proposal for sponsorship or collaboration that might:

- a) provoke harm or damage to the image of the Municipality and to its initiatives;
- b) make reference, content or propaganda of a political party, trade union, philosophical or religious organisation;
- c) advertise directly or indirectly the production and / or distribution of tobacco, of pornography or refers to sex, and weapons;
- d) be considered unacceptable in relation to messages which content is offensive, harmful to human dignity or discrimination against gender equality, including expressions of bigotry, racism, hatred, threats or general reasons of inappropriateness.

In order to avoid the presence of an excessive number of sponsors that would prevent to ensure appropriate visibility to the sponsor as mentioned in the provisions of article 8, sponsorship agreements will be assessed in order not to be higher than the indicative number of sponsors expected for each type of sponsorship as defined in article 13.

If, for reasons related to what is foreseen in the previous articles or, in any case, for reasons of public interest, the Municipality decides to refuse a sponsorship proposal or to withdraw the its award, the bidder may not claim any compensation, except the return of the paid amount, if this has already been paid.

## **11. SPACES AND SERVICES NOT INCLUDED IN THIS NOTICE**

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<sup>1</sup> About this point refer to the Regulation for the use of the emblem of the City of Florence (City Council Resolution n. 18 of 28.02.2005).

The following spaces and services are not included in this Notice and they will be made available for the Conference:

- Stands dedicated to MCE and to the public and private partners of the Association and to the host city of the 2017 edition of the MCE Conference;
- Stands dedicated to EU projects in which the Municipality is a partner, and related presentation;
- Stands by public organisations which contribute to the organization of the 2016 MCE Conference;
- Stands for the dissemination of European Projects on subjects related to the 2016 MCE Conference.

## **12. PROCEDURE FOR THE SUBMISSION OF PROPOSALS**

Sponsorship proposals – composed of all the required documentation detailed below - must be sent to the following address: [direzione.sistemiinformativi@pec.comune.fi.it](mailto:direzione.sistemiinformativi@pec.comune.fi.it).

In order to organize the event properly, sponsorship proposals must be received not later than **18:00 CET on February 15<sup>th</sup>, 2016**.

The public acts and decisions will be published by the Municipality on the official website on the area "BANDI ED AVVISI"  
[http://www.comune.fi.it/export/sites/retecivica/comune\\_firenze/bandi/](http://www.comune.fi.it/export/sites/retecivica/comune_firenze/bandi/)

The proposal, written in Italian or in English, should have as subject the sentence "PUBLIC NOTICE FOR SPONSORSHIPS SEARCH FOR THE EVENT ORGANIZATION OF THE MCE CONFERENCE" and should include the template in Attachment B duly completed in all its parts, converted to PDF, digitally signed by a legal representative of the proposer. Alternatively, it will be acceptable also the Attachment B signed by hand, scanned, converted to PDF format and sent including a scan of the identity document of the legal representative.

It is also required to attach to the submission a copy of the logo that will be used for the selected sponsorship activities, preferably in vector format.

Before the subscription of the sponsorship agreement, it will be requested to the sponsor an adequate proof and affidavit, as required in the DPR No. 46-47. 445/2000, signed by the legal representative and, related to general data identifying the bidder and to its possession of the general requirements by the Article. 38 Legislative Decree. N. 163/2006, required to contract with the Municipality, as well as the absence of litigation with the Municipality.

## **13. EXAMINATION OF THE PROPOSALS AND SELECTION CRITERIA**

The proposals received will be evaluated and sorted by the Municipality according to the following criteria:

- Criterion of greater funding;
- Criterion of coherence and integration between the sponsored public activity and the promotion of the sponsor, with particular reference to the compliance of the contents of the offer to the topics foreseen by the MCE Conference 2016.

In case of equal evaluation of the two above-mentioned criteria, the selection criteria will be based upon the chronological arrival of the proposals.

The number of sponsorship proposals to be awarded will be decided by the Municipality based on the value of the suitable proposals received.

In order to optimize the organisation of the MCE Conference 2016, sponsorship proposals will be accepted, tentatively, up to the following maximum limits (see Attachment A for details):

- 3 Platinum (code SPO1)
- 5 Gold (code SPO2)
- 8 Silver (code SPO3)

The spaces for stands of "Large-Medium Enterprises (over 15 employees - code SPO4)" and "Micro and Small Enterprise (up to 15 employees included - code SPO5)" will be allocated according to the space availability of the location (estimated at 30 stands).

In order to optimize the use of the exhibition spaces and operations, the Municipality reserves the right to agree with the proposers - if they exceed the above limits - any other forms of participation in the Event.

Following the proposals evaluation, the Municipality will invite / the subject / subjects identified as sponsor to sign the sponsorship agreement in one of the forms permitted by the General Regulations for contracts of the City of Florence.

The sponsorship proposals will not be considered in any case as binding for the sponsee for the formalisation of the contract.

Any form of transfer, even partial, of the sponsorship agreement is prohibited.

#### **14. PAYMENT OF THE SPONSORSHIP**

The payment corresponding to the amount contractually agreed on the basis of the procedures described above will be paid by the individual sponsors within 15 days of the subscription of the contract, and in any case not later than May 10<sup>th</sup>, 2016.

#### **15. MANAGEMENT OF THE PERSONAL DATA**

In accordance with the Legislative Decree. N. 196/2003, the personal data provided by the proposers, which are required for the purposes connected with the fulfilment of the procedure set out in this Notice, will be used exclusively for the execution of the procedures for the identification of the proposers.

The data controller (Titolare del Trattamento) is the Municipality of Florence.

With respect to the processing of personal data the rights of the persons concerned are those stated in the art. 7 of the Decree. N. 196/2003.

The submission of a proposal implies the knowledge and acceptance by the proposer of the treatment, collection and communication of data mentioned above.

#### **16. PENALTIES**

Without any prejudice and greater protection under the rules of the Civil Code, including compensation for additional damages according to the art. 2043, in the event of default with respect to the contractual obligation of the sponsorship, attributable to the sponsorship's contractor, the latter undertakes to pay to the City of Florence, within 10 calendar days of the notice of default, a sum equal to twice the value of the awarded sponsorship.

The failure to pay the fee within the term under the art. 14 of the present Notice or the non-payment of the penalty referred to in this article, excludes the possibility of participation in the event of the defaulting sponsor.

**17. RESPONSIBLE OF THE PROCEDURE AND INFORMATION**

The responsible of the procedure is Eng. Gianluca Vannuccini - Manager of the Office for Technological Infrastructure Development of the Municipality of Florence.  
For information concerning this Notice it is possible to address requests to:  
Eng. Gianluca Vannuccini - Tel (+39) 055/328385 - email: MCEflorence2016@comune.fi.it.

This Notice is published in the Civic Network of the City of Florence.

**18. ENGLISH VERSION OF THIS NOTICE**

The current document is an English translation of the official italian version of the Notice. The current English version needs to be considered as a mere reading support.  
In case of any disputes arising between the two versions, the Italian version only will be considered as a reference.

**19. JURISDICTION**

The jurisdiction for any disputes arising during the execution of the sponsorship agreement is the jurisdiction of Florence.

(THE MANAGER)

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- Attachment A: Forms of sponsorship provided
- Attachment B: submission format of sponsorship proposals
- Attachment C: Guidelines for sponsors and for workshops by sponsors