

**PUBLIC CALL RELATED TO A MARKET SURVEY FOR THE EXECUTIVE PRODUCTION
OF 8 SHORT MOVIES IN THE FRAME OF REEL PROJECT
FINANCED UNDER INTERREG CBC ITALY-CROATIA PROGRAMME 2021/2027
(CUP CODE B39G23003470007)**

Introduction

Apulia Film Commission Foundation, established with Regional Law no. 6/2004, art. 7, has had a central role in realising Puglia Region policies related to audiovisual sector promotion and development; offering public services for the benefit of the whole regional territory; working to attract Italian and foreign audiovisual productions in Puglia in order to promote and give value to the artistic and environmental heritage, historical memory and traditions of Puglia communities, the technical and professional resources active on the regional territory; sustaining the production and distribution of audiovisual material realised in the Region, especially through Film Fund; promoting initiatives, events and festivals related to the audiovisual in Puglia; cultivating research, study, experimentation and training of competences in the audiovisual sector; promoting coordination activities among regional, national and international bodies to support collaborations in the audiovisual sector and that of new communication technologies.

In carrying out its tasks, Apulia Film Commission Foundation is Lead Beneficiary of the project **REEL** (*A cinematic journey through Italy and Croatia*) financed under the First Call for Ordinary Projects of Interreg CBC Italy - Croatia Programme 2021/2027 (Programme priority "Culture and tourism for sustainable development"- Specific Objective 4.1 "Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation").

REEL addresses the common challenge of diversification and delocalization of touristic flows in Italy and Croatia through investing in alternative routes, that is film destinations. Film-induced tourism (exploring locations which have become popular due to their appearance in films and tv series) is one of the fastest growing sectors of the tourism industry and is seen as a new way to market the destinations and attract young people, who are avid consumers of movies and serials. The project aims to introduce a new sustainable tourism offer, testing innovative models to better promote the cultural and natural assets of territories and thus maximizing the synergies between the audiovisual and tourism sectors. **REEL** implements a comprehensive program of cross-border initiatives in the audiovisual and tourism field such as the creation of movie tours and apps, the joint production of short movies shot in the project area by young directors, the organization of training modules for youth and the implementation of a common joint methodology to boost tourism through the audiovisual industry.

The activities contribute to setting up collaborations at different levels, gathering key actors in realizing new creative productions and investing in the qualification of new human capital. The transnational nature of the audiovisual industry makes it necessary for the partners to collaborate across borders to leverage the potential of the entire Programme area. Thus, the adoption of a cross border approach, the share of best practices, knowledge, and resources will result in a more efficient, effective and coordinated development of the sector and promotion of movie tourism. In terms of originality, REEL makes use of the audiovisual sector and its ability to generate interest and emotion, for promoting and marketing new tourist destinations. At the same time, technology and digital solutions will provide visitors with interactive and immersive experiences of the cultural and natural heritage sites of the Programme area.

In addition to Apulia Film Commission Foundation, REEL project partners are City of Venice, Istrian Cultural Agency, Art-kino, Public institution Dubrovnik Cinemas and Municipality of Rimini. Associated partners are Municipality of Pazin and Croatian Audiovisual Centre.

In the frame of **WP1 (Activity 1.2)**, REEL project foresees the joint production of 8 short movies by young directors from the involved regions in order to promote the cultural, artistic and architectural heritage of their territories.

The promotion of lesser-known destinations through short films is highly encouraged. By definition, lesser-known destinations are locations that are relatively underexplored or less frequented by tourists compared to popular, mainstream travel hubs. These destinations often lack extensive recognition or significant promotional efforts but possess unique cultural, historical, or natural attractions. They offer the potential for authentic and immersive experiences, free from the challenges of overcrowding, and appeal to travelers seeking distinctive, off-the-beaten-path adventures.

Therefore, the aim of the short movies is to strengthen the visibility and recognisability of Italy – Croatia Programme area through audiovisual tools, assigning this task to young under-35 directors coming from the involved territories making them protagonists of their own lands' cultural development.

Art. 1– Market survey object

This market survey is carried out in accordance with article 50, paragraph 1, letter b) and article 76, paragraph 2, letter b), point 1, of Legislative Decree no. 36/2023 (Public Procurement Code).

The survey aims to identify at least eight distinct economic operators who will produce a short film with a duration of approximately 10 minutes (excluding credits) on the topic outlined in Article 2 of the call.

The shooting will be made in the territory of Italy and/or Croatia involved in the Interreg CBC Italy - Croatia Programme 2021/2027.

The Programme area (marked in blue on the map shown below), covering the following NUTS III regions:

Italy: Teramo, Pescara, Chieti (Abruzzo region), Brindisi, Lecce, Foggia, Bari, Barletta-Andria-Trani (Puglia region), Ferrara, Ravenna, Forlì-Cesena, Rimini (Emilia – Romagna region), Pordenone, Udine, Gorizia, Trieste (Friuli Venezia Giulia region), Pesaro e Urbino, Ancona, Macerata, Ascoli Piceno, Fermo (Marche region), Campobasso (Molise region), Venezia, Padova, Rovigo (Veneto region);

Croatia: Primorsko-goranska, Ličko – senjska, Zadarska, Šibensko – kninska, Splitsko – dalmatinska, Istarska, Dubrovačko – neretvanska (Adriatic Croatia region), Karlovačka (Pannonian Croatia region).



Furthermore, the economic operators will require a director born or resident in the same Programme area (as described above). The director, on the expiry date of the call, must be under 35.

Apulia Film Commission Foundation, therefore, will award eight distinct executive production agreements, by reserving itself the total ownership of the work and all its exploitation rights.

It is understood that the economic operators identified on the basis of the criteria under art. 5, will be invited to negotiate with Apulia Film Commission Foundation in relation to all the specific aspects of the audiovisual work (subject, production, budget, etc.) and, only in case of successful negotiation, the Foundation will award an executive production agreement with each economic operator. Therefore, the economic operators identified on the basis of the present market survey, cannot claim any right, pretension and/or expectations if the negotiation phase does not end with the award of the contract.

Among the eight short movies produced, at least three will have a Croatian director and three an Italian director.

The maximum amount for the executive production of each episode is € 20,000.00 (twenty thousand/00 Euro), plus VAT as provided by law (if due).

Art. 2 – Features of the fiction short movie to be realised

Each economic operator, together with its young director, will have to develop a creative and original proposal for the short movie following the below topic:

"The Pacific and Atlantic are seas of distance, the Mediterranean is a sea of proximity, and the Adriatic is a sea of intimacy." (Predrag Matvejevic, Mediterranean Breviary)

Inspired by Predrag Matvejevic's portrayal of the Adriatic Sea as a "sea of intimacy", the theme "Adriatic Odyssey" invites filmmakers to explore a range of journeys across this historically rich and personal seascape. Journeys are understood not only as physical travel like adventures, escapes, holidays, or business trips, but also as inner journeys, time travel, and virtual journeys – each representing a dream or a necessity. Stories can include genres like fiction, drama, or animation, showing the Adriatic's role in shaping interactions and personal transformations among the diverse communities it touches.

The audiovisual works must respect the following minimum requirements of technical quality:

- a. Shooting in original language with English and Italian or Croatian subtitles or vice versa;
- b. Approximate duration of 10 minutes (excluding opening and end credits);

- c. Minimum shooting format: 2K @ 25fps or 24fps: 2048x1152 pxs with reference to a.r. 2.39:1 (2048x858);
- d. Shooting format code:
 - i. Raw data;
 - ii. 4:4:4 sampling scheme;
 - iii. 4:2:2 sampling scheme;
- e. Data storage:
 - i. No.1 Hard drive containing:
 - the original footage;
 - the project edition (scene editing-sounds) and project finalisation (colour grading – mix – graphic material of credits- text files containing opening and end credits);
 - Master file V.O. 4:4:4 (minimum 2K);
 - Master file V.O. with English subtitles 4:4:4 (minimum 2K);
 - Master file V.O. with Italian or Croatian subtitles 4:4:4 (minimum 2K);
 - Mix audio file single channels (6 or 2 channels + stem separate dialogues, music and effects);
 - Subtitles (in English, Italian or Croatian) in srt format;
 - ii. Scene and backstage photos.

As concerns the budget for the executive production, the following rules must be respected:

- No less than 15% will be addressed to the young director;
- No more than 20% will be addressed to the actors.

Furthermore, still on the subject of budget, it is recommended that general fees and production fees are not higher than 15%.

The use of stock footage is not admitted. Under exceptional circumstances, this latter may be eventually authorised solely and exclusively after the negotiation phase.

Regarding communication and publicity requirements, each successful tenderer must include the REEL project logo, those of its partners, and any other specifications provided by the Apulia Film Commission in the opening and/or end credits of the work and in all related materials that may be produced.

Apulia Film Commission Foundation will check the fulfilment of these requirements.

Art. 3 – Requirements for the participation to the market survey

The application to participate in the present market survey must be presented by an economic operator of audiovisual production who, on the date of submission of the application, satisfies the following requirements:

- a. To be registered in the Commercial Register or in an equivalent register in a EU Member State or in an equivalent State;
- b. To own the general requirements laid down in art. 94 and art. 95 of Leg. Decree no. 36/2023;
- c. To work mainly in the sector of "Activities of film production, video and television programs" (code ATECO 2007 J 59.11, code NACE J 59.11 or non-European equivalent);
- d. To be not beneficiary of other contributions and/or funds for the same audiovisual work participating to the present market survey.

Regarding the Commercial Register, in the case of Italian economic operators, these must prove their registration in the register of the Chamber of Commerce, Industry, Crafts and Agriculture; in the case of Croatian economic operators, these must prove their registration in the «Sudski registrar» and «Obrtni registrar» or, for certain activities, a certificate attesting that the interested party is authorised to carry out the activity of this call.

Each economic operator can apply for the executive production of maximum one short movie. If the economic operator sends more than one application, all the applications submitted by the same economic operator will be rejected.

Each economic operator will indicate in the application the name and details of the director (born or resident in the territory of Italy and/or Croatia involved in the Interreg CBC Italy - Croatia Programme 2021/2027, as described above in art. 1, and under 35 on the expiry date of the call) of the short movie to realise.

Each young director can participate to the public call in conjunction with one economic operator. If a young director participates to the public call in conjunction with more than one economic operator, all his/her applications will be rejected.

Art. 4 – Rules for participations

The interested economic operators can send their application by certified email (PEC) for the Italian economic operators to the PEC email address **progetti@pec.apuliafilmcommission.it** or by email for the other economic operators (different to the Italian ones) to the email address **email@apuliafilmcommission.it**, at the latest **by 23:59 (UTC + 1) of 09th March 2025** (60 days after the publication date).

The applications sent after the aforementioned deadline or sent with different arrangements will be rejected.

Particularly, the economic operator will submit, through the platform, the following documents **in English language** and in non-editable PDF format:

- a. Application Form (Annex 1);
- b. *Company profile* (curriculum) of the economic operator;
- c. *Curriculum vitae* of the producer;
- d. Copy of a valid identity document of the legal representative of the economic operator;
- e. Original script (minimum 5 pages);
- f. Synopsis of max. 300 characters (space included);
- g. *Curriculum vitae* of the director highlighting the educational background with reference to the cinema schools attended, filmography and eventual participation to festivals (a link to a showreel about what the director has eventually realised so far is encouraged);
- h. Copy of a valid identity document of the director;
- i. Total budget of the project respecting the rules laid down in art. 2 (the total amount of the budget shall not exceed € 20.000,00, VAT excluded);
- j. The economic proposal (Annex 2) should not include VAT but should include any other tax/fee and cannot be higher than € 20.000,00.

The lack of submission of all the requested annexes determines the inadmissibility of the application.

Submitting their application, applicants fully recognise and accept the rules, indications and requirements laid down in the present call.

Art. 5 – Selection criteria and evaluation of proposals

The Project Manager will arrange the award of the supply contract after the evaluation of the proposals with the support of a specific Committee evaluating based on a ranking list with points (maximum 100 points) given according to the below-mentioned criteria. The evaluation Committee is appointed by the Project Manager and will be composed of individuals with proven experience, competence and authority.

The supply contract will be awarded to applicants who have presented the best project, determined with the criteria of the most economically advantageous offer on the basis of the below-listed criteria and respective coefficients:

- Quality of film project (max 90 points)
- Economic offer (max 10 points).

The assessment criteria of the quality of the film project are the following:

Assessment criteria of the quality of the film project	Maximum score
Originality and creativity of the script and consistency with the	40

topic	
Promotion of lesser-known territories	10
<i>Curriculum Vitae</i> of the economic operator and the producer	15
<i>Curriculum Vitae</i> of the director	15
Adequacy and coherence with the proposed budget	10
TOTAL	90

In order to assign to each proposal a score for each parameter, the relationship between the qualitative assessment and the coefficients specified below will be taken into account; these latter should be multiplied by the corresponding maximum score established for each assessment criteria:

COEFFICIENTS OF QUALITATIVE ASSESSMENT	
Excellent	1,0
Very good	0,9
Good	0,8
Discrete	0,7
Sufficient	0,6
Almost sufficient	0,5
Poor	0,4
Very poor	0,3
Insufficient	0,2
Inadequate	0,1
Not evaluable	0,0

As concerns the allocation of the 10 points foreseen for the economic offer, the formula of "inverse correlation" (interdependent) to the decrease (on the basis of the price) will be used.

The price, therefore, will be evaluated on the basis of the following formula:

$$PE = P_{max} \times \frac{P_{min}}{P}$$

Where:

PE = given score

Pemax= maximum score (10)

P= price (value) offered by applicant

Pmin= lowest price among those offered in the call

The total score of each proposal will be given by the sum of the scores obtained for each parameter.

The proposals that have obtained an over-60 score will be inserted in the ranking list.

The first eight expressions of interest will be admitted to the subsequent phase, provided that the parameter according to which there will be at least three applications with Croatian director and three with Italian director is respected and provided that the proposals admitted to the ranking list consent to respect this parameter.

In case of tie, the economic operator with the highest score for the originality and creativity of the script and consistency with the topic will be given priority. In case of further tie, the economic operator with the younger director will be given priority. In case of further equality, the award shall be made by drawing lots.

The Apulia Film Commission will finalize the awarding procedure with the selected economic operators through its e-procurement platform. For non-Italian economic operators, the Apulia Film Commission will provide technical assistance to ensure the successful completion of the registration procedure on the platform.

At the end of the negotiation procedure, Apulia Film Commission will award a contract of executive production to each economic operator, reserving itself the total ownership of the work and all its exploitation rights.

If the negotiation phase shall not end with the award of the contract for one or more economic operators, Apulia Film Commission Foundation may admit to the negotiation phase the applications following in the ranking list, always respecting the envisaged parameters.

It is reiterated that the economic operator in the ranking list cannot claim any right, pretension and/or expectations if the following negotiation phase does not end with the award of the contract.

Furthermore, it is reiterated that Apulia Film Commission can intervene in the draft of the eight definitive scripts of each short movie and in the artistic/production choices. In particular, Apulia Film Commission Foundation, in order to create a unity of the short movies, will organise several meetings in which selected authors and producers have to take part.

Art. 6 – Time schedule of activities

The time schedule of activities relating to the supply is the following:

- a. An online Info Day will be organized on **16 January 2025** to present the details of this Call for Proposals. During the session, applicants will receive an overview of the application process and the event will also provide an opportunity to address questions and clarify any aspects of the call. Further details, including the registration link, will be published on the official Apulia Film Commission website (www.apuliafilmcommission.it) and the REEL project website (www.italy-croatia.eu/it/web/reel).
- b. By end of March 2025, the ranking list with the identification of the selected economic operators admitted to the negotiation phase will be published;
- c. By end of April 2025, finalisation of negotiation phase and start of preparation;
- d. By end of May 2025, signature of the contract and works start after sending the updated version of work plan, crew list, supplier list, cast list, estimate costs;
- e. By end of September 2025, end of works and start of postproduction after sending the postproduction plan;
- f. By 15 October 2025, projection of work copy;

- g. By end of October 2025, request for eventual changes from Apulia Film Commission Foundation;
- h. By 15 November 2025, finalisation of postproduction with the required changes including colour correction and subtitling in English language or in original language;
- i. By end of November 2025, finalisation of activities, through the delivery of the final product to Apulia Film Commission Foundation.

The selected young directors and/or executive producers will be required to participate in a one-day brainstorming session in Bari. Travel and accommodation expenses will be fully covered by the Apulia Film Commission.

At the time of contract signature, Apulia Film Commission Foundation will intervene in every step of the work's implementation concerning the monitoring activities and supervision of the production and artistic processes through its production delegate.

The payment will be made by regular invoice (e-invoice for Italian operators) as follows: 100% of the balance with the completion of the provided activities as a result of the certificate of regular execution. Each economic operator shall be given the opportunity to foresee an advance of 50% of the established amount after delivering the hard disk containing shooting and direct drive, after the approval from the Project Manager and the presentation of the related invoice.

The payment will be made within 30 (thirty) days from the reception of the original invoice. Nothing will be due by Apulia Film Commission Foundation in case of payment delay of invoices for reasons not attributable to it.

Invoices shall include a clear indication of the CUP and CIG that will be assigned according to the legislation that establishes the traceability requirements of financial flows (art. 3, Law no. 136/2010, and subsequent amendments by Law no. 217/2010), and of the IBAN and SWIFT codes to carry out the transfer.

Apulia Film Commission Foundation is subject to split payment according to art.1 of L.D. 50 of 24/04/17 and, therefore, invoicing by economic operators is subject to split payment.

Invoices shall include the taxable amount (given directly by Apulia Film Commission Foundation to the economic operator) and the amount of VAT, if due (that the Foundation will deposit into the treasury according to the existing legislation), and the indication "Split payment- art.1 LD 50/2017".

Invoices shall be headed to:

Apulia Film Commission Foundation

Apulia Film House c/o Fiera del Levante, Lungomare Starita 1, 70132 Bari, Italy

Fiscal Code Number 93332290720 - VAT number 06631230726

Object: Executive production of [title of audiovisual work] in the frame of REEL project financed under the first call for ordinary projects of INTERREG CBC Italy - Croatia Programme 2021/2027 - CUP B39G23003470007 – CIG (communicated in the document of contract signing).

Art. 7 – Information on processing of personal data

According to art. 13 of EU Regulation 2016/679 (GDPR), personal data will be processed by Apulia Film Commission Foundation exclusively to undertake the present procedure and they will be filed in physical and electronic archives. These data may be communicated to public administration or legal entities directly involved. The indication of personal data is mandatory in order to participate to the present public call. As data subjects, participants have the possibility to exercise their rights (as provided by art. 15 GDPR), writing to privacy@apuliamfilmcommission.it. The controller of data processing is Apulia Film Commission Foundation.

Art. 8 – Further information

In order to carry out the activities, Apulia Film Commission Foundation will accredit successful tenderers at their Premises, the Administrations, Bodies and stakeholders involved in realizing the actions related to the activities. Furthermore, Apulia Film Commission undertakes to make available all data and information useful for carrying out the activities.

Successful tenderers will:

- a. Ensure the execution of the planned activities in collaboration with Apulia Film Commission's competent offices and other stakeholders, according to the scheduled timelines and requirements;
- b. Acknowledge that Apulia Film Commission retains full ownership and exploitation rights of the work;
- c. Refrain from using, either directly or indirectly, for personal or third-party gain, the authority granted and information obtained, even after the contract has expired;
- d. Transfer all results, methods, and technologies used to the Apulia Film Commission Foundation.

Furthermore, successful tenderers will fulfil all the requirements about traceability of financial flows according to art. 3 of Law of 13 August 2010, n. 136 and its subsequent amendments, undertaking to immediately communicate to Apulia Film Commission Foundation and to the competent authorities about their eventual counterparty default (as subcontractor) to fulfil the requirements about financial traceability. Thus, the successful tenderer has to insert the given unique project code (CUP B39G23003470007) and the call identification number (CIG) in all the future documents related to the performance of the contract, including payment invoices.

Successful tenderer undertake to respect and apply art. 25 of the Regional Law 25/2007 and art. 30 of Law 4/2010, in addition to the regulations of the Regional Law of 26 October 2006, no. 28 and the subsequent approved regulation no.31 of 2009, which provides for "the obligation to apply the national and territorial collective contracts of the sector" and "every certified infringement of this obligation implies a cut of the envisaged payments".

After the award, Apulia Film Commission Foundation will invite the successful tenderers to produce the necessary documentation for the conclusion of the contract. However, the conclusion of the contract is subordinated to:

- a. The verification that there are no obstacles to the award of the contract, as provided by Law of 31 May 1965 n. 575 and any subsequent amendments or additions;
- b. The verification of the declarations made during the tendering procedure and the obtaining of the necessary certificates, including the certificate of contribution regularity.

If, after the award of the contract, or during the performance of the services, the requirements described by the public call are not met, this results in an early termination of the relationship, excluding any claim for damages by Apulia Film Commission Foundation.

Apulia Film Commission Foundation reserves itself the right to verify the adequacy of the provided services at any time.

In case of non-compliance and/or inadequacy of provided services, Apulia Film Commission Foundation will give notice to the contractor, through email or equivalent means, to fulfil the necessary requirements provided by the contract by a 10-days mandatory deadline. If the contractor fails in doing this, Apulia Film Commission can rightfully proceed to the termination of the contract, without the contractor having anything to claim.

In case of termination of the contract, Apulia Film Commission Foundation can proceed to scroll the ranking list.

Any eventual controversy of any kind and nature born between Apulia Film Commission Foundation and the successful tenderers falls within the competence of the judicial authorities of Foro di Bari.

All the documents are available on the website www.apuliafilmcommission.it and at the premises of Apulia Film Commission Foundation: Apulia Film House c/o Fiera del Levante, Lungomare Starita 1, 70132 Bari.

Where the matter is not regulated by the present call, it will be regulated by the relevant legal provisions.

Any clarifications regarding the procedure must be sent to cristina.piscitelli@apuliafilmcommission.it no later than 20 days before the call's expiry date.

Answers to eventual questions will be published on the website www.apuliafilmcommission.it in the specific section related to the public call.

The Project Manager is Mrs Cristina Piscitelli, Responsible for EU Projects and Financing of Apulia Film Commission Foundation.

Bari, 08th January 2025

Prot. N° 0019/25/U

Cristina Piscitelli
Responsabile Progetti UE e Finanziamenti
Fondazione Apulia Film Commission