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CITTÀ DI ALGHERO

PROJECT: INTERNATIONAL AUGMENTED MED – “I AM” IA/1.2 /113

ENPI CBC MED PROGRAMME - PRIORITY 1.2 SUSTAINABLE TOURISM

CUP G18F12000460006

Call for project for the award of grants grants to carry out projects for the promotion of cultural heritage as part of the I AM – International Augmented Med European I A/1.2 /113

PRE-INFORMATIVE PUBLIC NOTICE



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CONTEXT

I AM is a Mediterranean cooperation project funded by the European Union's ENPI CBC Med programme. It takes place from 2012 to 2015, is led by the City of Alghero in Italy and involves 13 partners in 7 Mediterranean countries (Italy, Egypt, Jordan, Lebanon, Palestine, Spain, Tunisia). Total budget is € 3.060.650 of which the ENPI CBC MED contribution makes up 90% (€ 2.754.5839).

The Mediterranean as a whole attracts around 30% of international arrivals and of tourism receipts. Increased international competition is nevertheless impacting the position of the Mediterranean region as a leading destination in the global market. Product diversification and innovative tourism services are key drivers to maintain and enhance the attractiveness of the Mediterranean destination on international markets. This is the purpose of I AM project which aims at developing innovative multimedia technologies for the management of cultural and natural heritage.

The project aims to bring together experts in two fields, IT/multimedia and tourism. This cross-sector cooperation system will develop innovative services for the enhancement of natural and cultural heritage sites to improve tourists experience. It focuses on the use of Augmented Reality (AR), multimedia and interactive techniques. Activities include training and pilot AR applications for one heritage site in each of the 7 participating countries, Augmented Reality Festivals and the creation of an international network of Augmented Reality (and related) professionals interested in providing their services to the heritage and tourism sector.

For more information:

Project website: www.iam-project.eu

Technical website: www.iam-interactive.eu

Facebook Page: <https://www.facebook.com/IAMUEMEDProject?ref=hl>

Twitter account : <https://twitter.com/IAMUeMedProject>

Canale Youtube: https://www.youtube.com/channel/UCbsz3x7GTSeTxHymu_vwpmQ

LinkedIn group: <https://www.linkedin.com/groups/Augmented-Reality-Video-Mapping-Heritage-7446751>

Sito Web ENPI CBC MED programme: www.enpicbcmmed.eu

ORGANIZATION RESPONSIBLE

Municipality of Alghero Via S. Anna n. 38 – 07041 Alghero (SS) Tel. + 39 079 9978880

www.comune.alghero.ss.it

Head of the Unit 1 Dott. Giovanni Salvatore Mulas



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1. OBJECT OF THE NOTICE

The Municipality of Alghero intends to activate initiatives aimed at implementing projects that, through techniques and augmented reality technologies, are able to promote cultural and environmental heritage of the area of Alghero, to be included within the activities of European project "I AM - International Augmented Med", of which it is leader.

Applications may be submitted for the following types of initiatives:

- a) Projects for video mapping to be projected on the façade of the “Lo Quarter” Complex, located into the historical city centre of Alghero, Largo San Francesco.**
- b) Design, planning and implementation of a game application for mobile devices, smartphones and tablets, running on Android and iOS, capable of enhancing, from an educational point of view, the archaeological site of Nuraghe Palmavera.**
- c) Design, planning and implementation of an innovative audiovisual product aimed at promoting, through the use of remotely piloted devices, the cultural and environmental heritage of the territory of Alghero.**

1.1 General features of the projects

Proposed projects must be characterized as follows:

- Refer to the heritage and the cultural landscape, the history and traditions of the city of Alghero, with a clear objective of promoting tourism in the area involved;
- demonstrate the potential of using IT applications in promotion of sites and/or providing information about them;
- provide a fresh, innovative, creative perspective on such sites, and communicate to a wide audience of spectators regardless of gender, age and background.

Pending the publication of technical specifications and tender documents as a result of this pre-informative notice, potential applicants are informed that the projects will be presented at the final Festival of the I AM project to be held in Alghero next September 25 and 26.



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2. RECIPIENTS

The call is open on equal terms to all natural and legal persons from the following list of countries (partners and associates partner of the I Am project are excluded from this procedure) :

- **Eu Member States** : Austria, Belgium, Bulgaria, Czech Republic, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.
- **Enpi Partner Countries:** Russia, Belarus, Ukraine, Moldova, Georgia, Armenia, Azerbaijan, Algeria, Egypt, Israel, Jordan, Lebanon, Lybia, Morocco, Occupied Palestinian Territories, Syria and Tunisia;
- **Instrument of Pre-Accession countries (IPA):** Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Serbia, Turkey, the former Yugoslav Republic of Macedonia. *This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.
- **European Economic Area countries (EEA)** : Iceland, Lichtenstein, Norway;
- **Countries signatories of the agreement on government procurement contained in annex 4 of the agreement establishing the world trade organization:** Armenia, Korea, Canada, Liechtenstein, Netherlands, European Union, Norway, Hong Kong, China, Singapore, Iceland, Switzerland, Israel, Chinese Taipei, Japan, United States

All parties which have a contract or any kind of collaboration upon payment with the Municipality of Alghero are also excluded from participation to the present procedure.

3. AMOUNTS PAYABLE

For the conception, design and implementation of project initiatives, in art. 1, a), b) and c) of this pre-information notice, identified by the city of Alghero as more responsive to the objectives of the promotion and enhancement of cultural and environmental heritage of the area, will be awarded the following grants:

- POINT a): the first two classified projects will be awarded a grant of € 6,000.00 (Six thousand euros / 00) each;
- POINT b): the first winner will be awarded a grant of € 6,500.00 (Euro six thousand five hundred);
- POINT c): the first winner will be awarded a grant of € 6,500.00 (Euro six thousand five hundred);



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Grants will be granted following evaluation of the draft project by a commission formed for this purpose.

The Municipality of Alghero will be responsible for presenting the projects at the International Festival of Augmented Reality to be held in Alghero in September 2015,

Grants will be awarded in the context of the International Augmented Med "I AM" IA / 1.2 / 113, funded by the ENPI CBC MED programme 2017-2013.

4. REQUIREMENTS FOR PARTICIPATION

The projects proposed for the types of initiatives as per points a), b) and c) of Article 1 of this notice, to be eligible, they must meet the following conditions:

1. The project must not have been presented publicly on a previous occasion;
2. Applicants must have licences to use all the sources and products involved in the completion of the project;
3. Applicants must not be located in any of the conditions described in Article. 5 - "causes of exclusion of this announcement";
4. If the activity for which the grant is awarded involves the use of any items which may be subject to copyright, current regulations regarding intellectual property must be complied with;
5. The same individual cannot apply for more than one of the types of award described in these regulations. If an applicant should submit more than one application, all the applications he/she has submitted for this call will be disallowed;
6. These grants are incompatible with any other grant or award for the same purpose from the Municipality of Alghero, bodies associated with the Municipality or those in which it has holdings;
7. The award of these grants does not imply any type of employment or service contract between the beneficiaries and the Municipality of Alghero.

5. CONDITIONS FOR EXCLUSION

The Municipality of Alghero should exclude from the awarding of sub-granting third parties falling into one of the following conditions:



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- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) have been convicted of an offence concerning professional conduct by a judgement which has the force of res judicata (i.e., against which no appeal is possible);
- c) are guilty of grave professional misconduct proven by any means which the Beneficiary/Partner can justify;
- d) have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or those of the country where the action is to take place;
- e) have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) have been declared to be in serious breach of contract for failure to comply with their contractual obligations in connection with a procurement procedure or other grant award procedure financed by the European Union budget.
- g) subject to a conflict of interests;
- h) guilty of misrepresentation in supplying the information required by the Beneficiary/Partner as a condition of participation in the selection procedure or fail to supply this information;

In the cases referred to in points a), c), d) and f) the exclusion applies for a period of two years from the time when the infringement is established. In the case referred to in point h), the exclusion applies for a period of four years from the date of notification of the judgment.

TREATMENT OF PERSONAL DATA

According to the D.Lgs. 196/2003, the data submitted by the applicants will be collected and used only for the purpose of the present procedure. The transmission of personal data is mandatory for the comparative assessment of the applications, under penalty of exclusion from the selection.

PERSON IN CHARGE OF THE PROCEDURE

The Head of the Unit 1 of the Municipality of Alghero, Dott. Giovanni Salvatore Mulas, is responsible of this procedure. For any clarification contact Dott. Giovanni Salvatore Mulas to the following email address:



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gs.mulas@comune.alghero.ss.it.

This notice is published on:

- online bulletin board of the Municipality of Alghero
- on the website of the city of Alghero www.comune.alghero.ss.it

**The Head of Unit 1
Municipality of Alghero**

Dott. Giovanni Salvatore Mulas