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MUNICIPALITY OF ALGHERO

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

ENPI CBC MED PROGRAMME - PRIORITY 1.2 SUSTAINABLE TOURISM

CUP G18F12000460006

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

PUBLIC NOTICE FOR VIDEOMAPPING PROJECT

SUBGRANT

(APPROVED WITH resolution n. 694 26/08/2015)



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1.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% (€ 2.754.583).

The Mediterranean as a whole attracts around 30% of international arrivals and tourism receipts. Increased international competition is nevertheless impacting on 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 destinations on international markets. This is the purpose of the I AM project, which aims at developing innovative multimedia technologies for the management and enhancement of cultural and natural heritage.

The project has as its main goal 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, leading to an improvement of 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.

2. WEB REFERENCES

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>

LinkedIn group: YouTube channel: https://www.youtube.com/channel/UCbsz3x7GTSeTxHymu_vwpmQ

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

Web site ENPI CBC MED programme: www.enpicbcmed.eu



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3. RESPONSIBLE ORGANIZATION

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

www.comune.alghero.ss.it

Head of Unit 1 Mr. Giovanni Salvatore Mulas

4. SUBJECT OF THE NOTICE

The Municipality of Alghero intends to provide incentives to implement projects that, through augmented reality technologies and related techniques, are able to promote cultural and natural heritage of Alghero's area, to be included within the activities of the European project "I AM - International Augmented Med", of which it is lead partner.

The present notice refers to the award of subgrants **for video mapping projects to be projected on the façade of the “Lo Quarter” Complex, located in the historical city centre of Alghero, Largo San Francesco.**

Proposed projects must have the following characteristics:

- 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/multimedia applications in promotion of sites and/or in providing information about them;
- provide a fresh, innovative, creative perspective about such sites, and communicate to a wide audience of spectators regardless of gender, age and background.

Successful projects will be presented at the final Festival of the I AM project to be held in Alghero next September 25 and 26.

5. PARTICIPANTS

The call is open on equal terms to all natural and legal persons from the following list of countries (partners and associate partners 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.



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- **ENPI Partner Countries:** Russia, Belarus, Ukraine, Moldova, Georgia, Armenia, Azerbaijan, Algeria, Egypt, Israel, Jordan, Lebanon, Libya, 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 paid collaboration with the Municipality of Alghero are also excluded from participation to the present procedure.

6. AMOUNTS PAYABLE

The city of Alghero will award grants, to the projects, identified as most coherent with the objectives of the promotion and enhancement of cultural and environmental heritage of the area, for the conception, design and implementation of a videomapping project. The following grants will be awarded:

- the first two classified projects will be awarded a grant of € 6,000.00 (Six thousand euros / 00) each;

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.

The Municipality of Alghero will take charge of the technical equipment necessary for the public performance of the successful projects.

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7. AREA OF INTERVENTION

The area of intervention is located in the historic city centre of Alghero and it is indicated in the picture below.



Fig. 1. Area of intervention

The videomapping show will be projected on the 25th and 26th of September 2015, roughly from 8:00 to 00:00 pm.



Figura 2. Lo Quarter square

- Point of projection
- Videomapping surface

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Figura 3. Layout videomapping - Lo Quarter Square

Projection dimensions: mt. 22 x 11h.


Please find attached to this notice the façade of the building, returned in .dwg and .ai.

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In the area there are the following spots of public lighting that the Municipality of Alghero will turn off during the hours of representation mentioned above.



Figura 3. Spots of public lighting

 single spot of public lighting

8. ELIGIBILITY

The proposed projects, to be eligible, must meet the following criteria:

1. The project must not have been presented publicly on a previous occasion;
2. Applicants must have the licences required to use all the sources and products involved in the completion of the project;



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3. Applicants must not be described as any of the conditions in Article. 9 - "causes of exclusion ";
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 award types described in this regulation, neither upon types indicated in the pre-informative notice. If an applicant is to submit more than one application, all the applications he/she has submitted for this call will be rejected;
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 or from any other public or private organization;
7. The award of these grants does not imply any type of employment or service contract between the beneficiaries and the Municipality of Alghero.

Participation to this notice may be made either individually or in groups, with a maximum of three (3) persons per group.

Participation must be exclusive. Each participant who contributes as sole applicant of a project cannot participate in other groups, under penalty of exclusion of both participant and the group.

In-group participation does not allow to place the group itself in more groups, under penalty of exclusion of both candidate groups.

9. CONDITIONS FOR EXCLUSION

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

- 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);



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- c) Are guilty of serious 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 organization 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.

Are also excluded from participation:

- All parties which have a contract or any kind of paid collaboration with the Municipality of Alghero are also excluded from participation to the present procedure.
- partners and / or associated partners of the I AM project.

10. DEVELOPMENT OF THE VIDEOMAPPING

Applicants must submit a proposal for videomapping to be developed for the façade of Lo Quarter complex, according to the following steps:

Step 1 – Planning phase

The applicant or the group of applicants will have to submit the following documents:

- a) Request for participation Annex A duly filled in all its parts + CV of the candidate and / or each member of the group. In the case of participation in a group, it must be specified the name of a contact person;
- b) Copy of a valid Identification Document for each applicant;
- c) A cd-rom containing a table format A1 (mm. 841x594) in .psd and .pdf formats, vertical orientation, with description per images of the storyboard of the project developed
- d) Colour-printed table A1;
- e) technical report (max. 10 pages), to be included in the Cd-rom, containing:
 - Storyboard of the project to be developed, including any sketches or pictures, other than those reported in Table A1, with an indication of the maximum length of videomapping. Storyboard must take in consideration the indications relating to the development of the final videomapping to be carried out in Step 2, indicated below;
 - Budget of the project, compiled on the basis of eligible costs as indicated in paragraph 11 ELIGIBLE COSTS;
 - Video summary (max 2 minutes) of significant videomappings realized previously and represented in public events, up to a maximum of five representations.

All projects received for participation to this notice will not be returned and will remain available to the Municipality of Alghero.

Step 2 – Videomapping development

The first two winning projects selected after evaluation process at Step 1 will develop the final videomapping, which must meet the following requirements:

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- Length of the video: 5 minutes (It will be considered eligible videos which have a length between 4'30" e 5'30");
- Projector resolution 1024x768 px (XGA resolution, format 4:3);
- Video Format: QuickTime format (.MOV);
- 3D model: if you want to use it, has to be generated by the participants as part of the creative process;
- compression video applied: photo JPEG, FPS: 25, quality: 85%;
- the soundtrack must be incorporated in the video file in stereo format.

The model of the projector provided for the representation of the videomapping, is the CHRISTIE LX1000.

11. ELEGIBLE COSTS (according to Art. 14 of the General Conditions of the Grant Contract, as amended by the Special Conditions in the contract signed by Joint Managing Authority of the ENPI CBC MED Programme and the Municipality of Alghero on the 19th october 2012)

Eligible costs are costs actually incurred by the subgrant beneficiary which meet all the following criteria:

- a) they are incurred during the implementation of the project;
- b) must be indicated in the estimated project budget to be submitted in Step 1 of the procedure;
- c) must be necessary for the implementation of the project;
- d) they are identifiable and verifiable;
- e) must be reasonable, justified and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

Subgrant beneficiary must use the subgrant for these types of expenditures:

- Human resources: cost of the staff devoted to the project ;
- Travel and subsistence costs incurred by the staff devoted to the project;
- Purchase or rent of the equipment necessary for the implementation of the project;
- Subcontracted services for the implementation of the project; please note that you can use the subgrant to award services to third parties only for those that do not form the core of the action for which you receive the grant (i.e. the production and development of videomapping);
- VAT, where the subgrant beneficiary can show it cannot reclaim.



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The costs eligible are those incurred from the date of publication of the pre-informative notice (13th august 2015) till the 23th September 2015.

The following costs shall not be considered eligible:

- debts and debt service charges;
- provisions for losses or potential future liabilities;
- interest owed;
- costs declared by the Beneficiary and covered by another action or work program;
- purchases of land or buildings, except where necessary for the direct implementation of the Action, in which case ownership must be transferred to the final beneficiaries and/or local partners, at the latest at the end of the Action;
- currency exchange losses;
- credits to third parties.

12. SELECTION CRITERIA

Projects will be evaluated on the basis of the following criteria :

- compliance of the storyboard/synopsis with objectives indicated at 4.SUBJECT OF THE NOTICE – 35 points / 100;
- Creativity, innovation and originality of the project – 25 points / 100;
- Technological quality and graphic design – 20 points/100;
- Potential for replication and expansion of the project 10 points /100
- CV / Portfolio and previous experience in the sector– 10 points /100.

Young participants (under 35) will receive priority over other participants.

SMEs and individuals will receive priority over larger companies.

13. OWNERSHIP

It is understood that each document or product made under this procedure and funded through the contribution object of the present procedure, will be considered property of the city of Alghero.



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14. PAYMENT

Payment of the subgrant to the individuals identified as beneficiaries will take place after the submission of a report of max 5 pages in length (excluding the cover) by the subgrant beneficiary. It must contain a description of the project carried out, either in Italian or in English, showing all the supporting documents to the eligible costs incurred in the final balance, related to the development of the videomapping for Lo Quarter.

Report must contain:

- description of the stages completed, according to the nature of the project, methodology followed, a description of the results obtained, and an analysis of the project's future potential;
- a graphic record of the work done (a visual document in electronic format) showing the process of creation;
- documentation to demonstrate that any material publicizing or giving information about the project for which the grant is awarded includes the logo of the I AM Project, that of the European Commission and that of the European Neighbourhood and Partnership Instrument's Mediterranean Sea Basin Programme (ENPI CBC MED).

All the original documents describing the expenses incurred should be attached to the above document. Once verified by the Municipality of Alghero and rendered as true copies, the same originals will be returned to competitors awarded the grant.

15. ADVANCE PAYMENT OF THE SUBGRANT

Subgrant beneficiaries have the opportunity to request for an advance instalment of the awarded subgrant. Maximum instalment is set at 30% of the total at the signing of the contract with the Municipality of Alghero. The final balance will be transferred after completion of the project and submission of the documentation as per point 14.

16. OBLIGATIONS OF THE SUBGRANT BENEFICIARY

- The theme developed for participation to this notice must necessarily respect the requirements set in Art. 4. SUBJECT ". Beneficiary must carry out the activity for which the grant was awarded in accordance with the project presented. Any change to the project presented must be reported



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previously in writing to the Cultural Office of the Municipality of Alghero, which will evaluate the proposed change and can accept it if it does not involve substantial differences and does not fail to comply with the conditions and requirements set out in these regulations;

- provide all information requested concerning the grant and subject themselves to verification and control by the Cultural Office, the Internal Audit Office of the Municipality, the Public Audit Office and other authorised bodies, in accordance with relevant legislation.
- Include the following logos hereby attached: logo of the I AM Project, that of the European Commission and that of the European Neighbourhood and Partnership Instrument's Mediterranean Sea Basin Programme (ENPI CBC MED) in all material publicizing or giving information about the project for which the grant is allocated, if this is produced after the grant is awarded



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The vectorial format of logos will be provided directly by the city of Alghero to the winners of this



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procedure.

17. DATES AND MODALITIES FOR SUBMITTING APPLICATIONS

Projects related to Step 1 must be delivered in a sealed envelope, duly countersigned on the closing flaps, no later than 12:00am on 8th September 2015, by registered mail, or by courier or direct delivery, addressed to the Office Protocol of the city of Alghero, Via Sant'Anna n. 35, 07041 Alghero, open from Monday to Friday from 09:00am to 12:00am and on Tuesday and Wednesday afternoons from 4:00pm to 5:30. postmark (applied by the receiving post office) will not be considered proof of the date of mailing. The envelope should be clearly marked as follows:

INTERNATIONAL AUGMENTED MED – “I AM” IA/1.2 /113
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CUP G18F12000460006

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SUBGRANT VIDEOMAPPING
- DO NOT OPEN -

Projects received after the specified date will not be considered valid and will not be considered for evaluation.

Projects submitted incomplete will not be considered.

Check list documentation Step 1:

- ☐ Request for participation – Annex A, duly filled + CV of the candidate/s
- ☐ Copy of a valid Identification Document for each applicant;
- ☐ A cd-rom containing a table format A1 (mm. 841x594) in .psd and .pdf formats, vertical orientation, with description per images of the storyboard of the project developed
- ☐ color printing table A1;
- ☐ technical report (max. 10 pages), to be included in the Cd-rom, containing:
 - Storyboard of the project to be developed, including any sketches or pictures, other than

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those reported in Table A1, with an indication of the maximum length of videomapping. Storyboard must take in consideration the indications relating to the development of the final videomapping to be carried out in Step 2;

- Budget of the project, compiled on the basis of eligible costs as indicated in paragraph 11 ELIGIBLE COSTS;
- Video summary (max 2 minutes) of significant videomappings realized previously and represented in public events, up to a maximum of five representations.

18. RESULTS OF STEP 1

Result of this procedure - Step 1, will be published on the online bulletin board of the Municipality of Alghero and communicated to candidates exclusively by e-mail (where possible, certified e-mail will be used), even in case of negative outcome, on date 10th September 2015 .

19. SUBMISSION OF VIDEOMAPPING – STEP 2

The final videomappings are to be delivered by the selected candidates in Step 1 exclusively in the manner referred to in point "17. DATES AND MODALITIES FOR SUBMITTING APPLICATIONS ", mandatorily no later than 12:00 on the 23th September 2015.

Any delays will not allow the Municipality of Alghero to proceed with the grant payment.

Competitors admitted to Step2 must ensure their presence on the day of 24th of September 2015, to allow the company contracted by the City of Alghero to arrange the right space required for the representation, in order to configure the performance itself as necessary, and to the best modality. Presence of the admitted candidates to the second phase is also required during the days of the festival (25-26 September) to present the project publicly, within the planned activities.

20. CANCELLATION

The Municipality of Alghero reserves the right to revoke the subgrant under this procedure in the following cases:

- a) If applicants obtain grants by providing false information about the requirements or concealing information which would have made them ineligible;



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- b) Total or partial failure to meet the objectives, carry out the activities envisaged, or complete the project for which the award has been made;
- c) Lack of correspondence between project awarded in step 1 and developed project;
- d) Failure to justify the work done or insufficient justification.

21. 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.

22. PERSON IN CHARGE OF THE PROCEDURE

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

Attachments:

- 1. Annex A Request for participation**
- 2. Building prospect .dwg and .ai**
- 3. 2 pictures of the Lo Quarter complex**

The Head of Unit 1
Municipality of Alghero
Mr. Giovanni Salvatore Mulas

For information

Mr. Pietro Alfonso – Settore I - Ufficio Cultura

Mail: p.alfonso@comune.alghero.ss.it

Tel.+39 079/9978558 [Tuesday and Wednesday 8:00 am – 2:00 pm and 2:30pm – 5:30pm]