

## **Ambasciata d'Italia negli Stati Uniti Washington Amministrativo**

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**Da:** Ambasciata d'Italia negli Stati Uniti Washington Amministrativo  
**Inviato:** Friday, August 6, 2021 2:42 PM  
**A:** 'afkhami@S-3group.com'  
**Oggetto:** request for price quotes for communication services  
**Allegati:** S-3 Group.pdf

Please see attached  
Thank you

Administrative Office Embassy of Italy





Embassy of Italy  
Washington

Washington, August 6<sup>th</sup>, 2021

Prot.n. 3427

**S-3 Group**  
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**Object of the tender: Request for price quotes for communications services, traditional and digital, to support the promotional activities of the Embassy of Italy in Washington D.C.**

**1. DURATION**

The contract's duration will be 1 one) year –from September 6, 2021 to September 5, 2022 – and cannot be automatically renewed.

**2. VALUE OF THE TENDER**

The estimated value of the tender must not exceed \$150,000.00

The price quote must include the monthly and the yearly cost of the services.

**3. SERVICES REQUIRED**

The Company must provide communications services across the board to support the promotional activities of the Embassy. These services must be provided by a Company's team (to be named "Embassy of Italy team") composed of at least 3 members with adequate qualifications and must include:

- a) a first class traditional and social media strategy aimed at amplifying the public diplomacy activities of the Embassy and increasing the press visibility of the Embassy and of the Ambassador;
- b) the support to the Embassy's team in media execution, including the support in content creation and the training of the Embassy's team on traditional and social media management.

**3.1) In terms of social media, support services must include:**

- support to the Embassy with the elaboration of a content and channel strategy and a daily content creation (including multimedia: original images, creatives, infographics, and editing or adaptation of images and short videos for social media);
- development of weekly content calendars aimed at increasing the visibility of Embassy's narratives, priorities and cultural, scientific and business promotion initiatives;
- proposal of contents, based also on timely trends and news stories, able to strengthen the reputation of the Embassy as a source for Americans interested in Italy;
- creation and execution of ad hoc campaigns around upcoming events and themes and outreach to influencers, bloggers, creators;
- aim for no-cost partnerships with creators, influencers, bloggers, or other partners;
- adaptation of pre-packaged copy and multimedia content (produced by the Italian Foreign Ministry or third parties) for the Embassy's audience of social media;
- regular reporting on the social media support; performance measurement through key performance indicators (KPIs), benchmarks and peer reviews; continuous performance optimization;
- social media training to the Embassy's staff and consular network;
- support for social media (including content, live streams, or other) during events hosted in person at the Embassy.

**3.2) In terms of traditional media support services must include:**

- support in maintaining and cultivating relationships with reporters and media outlets, providing them with content and sources developed by and for the Embassy;
- identification of opportunities around policy developments, announcements from the Embassy, events led by the Embassy or the Ambassador to engage media across print, online, broadcast and podcasts;
- proposal and coordination of interviews with selected reporters and media outlets;
- planning and facilitation of press introductions for the Ambassador, through a press introduction plan aimed at raising her profile among U.S based reporters;
- promotion of events hosted by the Embassy to targeted groups of reporters and influencers, through pre-event and post-event engagement, crafting of press releases and supply of other related content, for maximum distribution and coverage;
- drafting of a list of 5 priority media outlets to target in the course of the contract so to aim to at least 1 story published or broadcasted in each;
- drafting of a list of 5 go-to media outlets and 5 go-to journalists that could amplify (print, broadcast, etc..) Embassy's key messages and priorities.

**3.3) In terms of deliverables, in addition to the terms cited above, social media and earned media support should include quantifiable results to be included in weekly reports:**

- Aim for at least 1 media mentions, interviews, or published earned media placements (print or broadcast) every two months;
- Aim for at least 2 media mentions, interviews, or published earned media placements (social media) every two months;

- Aim for at least 1 one-on-one media briefing between a journalist and the Ambassador (on the record, off the record, or on background);
- Metrics on the use of the Embassy's key messages in stories (print or broadcast);
- Earned media placement of Embassy's subject matter experts (interviews or quotes);
- Metrics on whether and how a press release or a story mentioning the Embassy has circulated;
- A full audit of the Embassy's social media accounts after 6 months;
- A full audit of the Embassy's earned media standing after 6 months.

One of the Company's "Embassy of Italy team" members has to be responsible for all above mentioned services and will be the primary contact person between the company and the Embassy.

#### **4. PRESENTATION OF THE OFFER:**

The Company must present two separated and sealed envelopes:

##### **4.1) Envelope one: Administrative Documents**

Failure to provide the following documents, to be sealed in the "A – Administrative Documentation" envelope, constitute grounds for rejection of Bid.

The "Administrative documentation" envelope must indicate the Bidder's information (name, address, telephone number and e-mail for further contacts) and the following documents:

- a) Proof of license to do business in the District of Columbia and/or in the State of Maryland and in the State of Virginia (together with a copy of ID of the bidder and copy of authorization issued by the competent U.S. local authorities to operate);
- b) Submission of a list of major provisions of services similar to those being awarded contracted during the last two years, showing dates and amounts;
- c) Declaration stating the absence of causes for exclusions (see attachment 1), duly completed, signed and validated by a Notary Public;
- d) Declaration on the protection of personal data (see attachment 2), duly completed and signed.

##### **4.2) Envelope two: Economic proposal**

The envelope, to be sealed "B – Economical Proposal" envelope, must contain a price quote for the requested services.

The contract will be awarded to the lowest price.

The two sealed envelopes must be inserted in one large envelope, to be received by courier or other means, no later than 2pm on August 20<sup>th</sup>, 2021 at the following address: Embassy of Italy, 3000 Whitehaven St. NW, Care of: Administration, Washington, D.C. 20008. On the envelope, please print: QUOTATION FOR COMMUNICATION SERVICES.

**5. COMPANY DOCUMENTATION TO BE PRESENTED AT ADJUDICATION**

Upon adjudication and prior to stipulation of the contract, the Embassy will request presentation of a guarantee in the form of a performance bond or certified check in the amount of 10% of the total amount of the contract.

**6. OFFICER IN CHARGE AT THE EMBASSY**

The person in charge and responsible of this contract for the Embassy is the Coordinator for Administrative Affairs Mrs. Paola Agresta ([paola.agresta@esteri.it](mailto:paola.agresta@esteri.it)).

**7. OPENING OF THE ENVELOPES**

The envelopes containing the required documentation for the bid will be opened for inspection at the Embassy of Italy on the first useful day after the expiration of the 15 days' notice for the sole purpose of verifying the reception of the required documents. The interested bidders will be informed of the date in which the envelopes will be open; t only one agent will be allowed to witness the opening of the same envelopes.

**8. FURTHER INFORMATIONS**

For further clarification on the bidding process and guidelines, please contact the Embassy of Italy in Washington DC – Administration Office (at [amministrativo.washington@esteri.it](mailto:amministrativo.washington@esteri.it)) by three business days since the deadline for submitting the bids. The Embassy will respond to requests for clarification by e-mail no later than four days prior the deadline for the submission of bids.

**9. PERSONAL DATA PROTECTION**

The Embassy guarantees the protection of the personal data provided by the economic operator in accordance with the Italian and Law and Regulations on the protection of physical persons with regard to the processing of personal data. (see attachment n.2).



Paola Agresta  
First Counselor

Coordinator for Administrative Affairs

**Attachments:**

- 1> Declaration on the lack of causes for exclusion;
- 2> Declaration on the protection of personal data.



Embassy of Italy  
Washington

Attachment 1

## SINGLE REQUIREMENTS DOCUMENT

**All required information must be entered by the economic operator, unless specifically indicated**

### PART I: INFORMATION ON PROCUREMENT PROCEDURE AND CLIENT

<b>Identity of the Client</b>	Embassy of Italy
Name:	Paola Agresta Responsible for the procedure
Title or brief description of the contract:	

### PART II: INFORMATION ON THE CONTRACTOR

<b>A. Identification data of the Contractor</b>	
Name:	
National identification number, if applicable (Tax ID number, registration ...)	
Mailing address:	
Contact person: Phone: e-mail: (website) (if available):	

<b>B. : Any representatives of the economic operator</b>	
Complete name	
Date and place of birth	
Position / title to act	
Mailing address:	
Phone:	
E-mail:	
If necessary, provide details on representation (form, scope, purpose):	

### **PART III: GROUNDS FOR EXCLUSION**

#### **A: Reasons related to criminal convictions**

Those who have been convicted, with a final penal sentence, in Italy or in the country where the contract is carried out are excluded from participation in the selection, for one or more of the following reasons: (1) participation in a criminal organization; (2) corruption; (3) fraud; (4) terrorist crimes or offenses related to terrorist activities; (5) money laundering or terrorist financing; (6) child labor and other forms of human trafficking; (7) any other offense resulting from the inability to contract with the public administration. The relevant situations for exclusion are those provided for by Italian law, as well as:

- - in the Member States of the European Union, the situations indicated in the internal legislation that transposed Article 57 of Directive 2014/24 / EU;
- - in countries not belonging to the European Union, the equivalent situations provided for by local criminal legislation.

Not excluded are the economic operator or a member of its management or supervisory bodies or whoever has powers of representation, decision or control who have not been condemned for one of the reasons indicated above, with a final judgment delivered no more than five years makes, or after which an exclusion period established in the sentence is still applicable.

#### **B: Reasons related to the payment of taxes or social security contributions**

The economic operator has fulfilled all the obligations related to the payment of taxes or social security contributions, in the country where it is established, in Italy and in the country where the contract is carried out.

#### **C: Reasons related to insolvency, conflict of interest or professional misconduct**

The economic operator has not violated, as far as it is aware, obligations concerning health and safety at work, environmental, social and labor law.

The economic operator is not in any of the following situations and is not subjected to a procedure for ascertaining one of the following situations:

- a) bankruptcy, insolvency proceedings, liquidation, arrangement with creditors or other similar situations
- b) has ceased its activities
- 3) The economic operator has not been guilty of serious professional misconduct
- 4) The economic operator has not entered into agreements with other economic operators intended to distort competition
- 5) The economic operator is not aware of any conflict of interest related to his participation in this assignment
- 6) The economic operator or a company connected to him has not provided a technical counsel to the Client or has otherwise participated in the preparation of the award procedure
- 7) The economic operator has not already had experience of early termination of a previous public tender, nor have any damages or other penalties already been imposed in relation to a previous public contract
- 8) The economic operator confirms:

- a) not to have been seriously guilty of false declarations in providing the information required to verify the absence of reasons for exclusion or the respect of the selection criteria,
- b) not having hidden such information,
- c) have been able to transmit without delay the additional documents requested by a Client,
- d) not to have attempted to unduly influence the decision-making procedure of a Client, not to have attempted to obtain confidential information that may give it undue advantages in the procedure, not to have provided misleading information that may have a significant influence on the decisions concerning the procedure of contract.

**D: Exclusion reasons provided for by Italian legislation and equivalent situations provided for by the law of the country where the contract is carried out**

The economic operator is not in any of the following situations:

- 1) there are grounds for forfeiture, suspension or prohibition envisaged by the antimafia legislation
- 2) is subject to infiltration of organized crime
- 3) was subject to the prohibition of the exercise of the activity or to another sanction that involves the prohibition to contract with the public administration
- 4) is registered in the computerized record kept by the Italian Anti-Corruption Authority for having presented false declarations or false documentation for the purpose of issuing the qualification certificate, for the period during which the registration continues;
- 5) violated the ban on fiduciary registration
- 6) respects the rules to the right to work of disabled people
- 7) if he has been the victim of extortion offenses committed by organized crime or by those who wanted to facilitate the activity of organized crime and does not have a case of necessity or self-defense, he reported the facts to the judicial authority
- 8) is in relation to another participant in this procedure, in a control situation or in any relationship, even de facto
- 9) has concluded employment or self-employment contracts and, in any case, has assigned tasks to former employees of the Client who have ceased their employment relationship for less than three years and who in the last three years of service have exercised authoritative or negotiating powers for the Client with respect to the same economic operator (pantouflage or revolving door)

**PART IV: SELECTION CRITERIA**

The economic operator meets all the selection criteria required in the documentation for the selection procedure

**PART V: FINAL DECLARATIONS**

The undersigned formally declares that the information reported in parts II to IV is true and correct and that the undersigned is aware of the consequences, including those of criminal nature, of a serious false declaration, provided for by Italian law and by local law.

The undersigned hereby certifies the absence of the reasons for exclusion set forth in Part III and the possession of the requirements referred to in Part IV.

The undersigned formally authorizes the Client, referred to in Part I, to carry out checks with the competent local authorities on the truthfulness of the declarations made regarding the requirements.

The undersigned accepts without reservation or exception the provisions and conditions contained in the letter of appointment and in Annex 1 of the same letter, which is an integral part of the same.

(Place and date)

Signature of  
Holder or Legal Representative  
(and sealed by a Notary Public)

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Embassy of Italy  
Washington

Attachment 2

**INFORMATION ON THE PROTECTION OF INDIVIDUALS WITH REFERENCE TO  
THE PROCESSING OF PERSONAL DATA (GENERAL DATA PROTECTION  
REGULATION (EU) 2016/17, ART. 13)**

The processing of personal data required will conform to the principles of lawfulness, correctness and transparency in order to protect the fundamental rights and freedoms of individuals.

To this end, the following information is provided:

1. The Joint Controller is the Ministry of Foreign Affairs and International Cooperation (MAECI) of the Italian Republic which, in this case, operates via the Italian Embassy in Washington, D.C., located in 3000 Whitehaven Street NW, 20008, Washington D.C., tel.: +1 (202) 612-4400 (switchboard), e-mail: [amministrativo.washington@esteri.it](mailto:amministrativo.washington@esteri.it); certified email: [amb.washington@cert.esteri.it](mailto:amb.washington@cert.esteri.it).
2. For inquiries or complaints, interested parties may contact the Ministry of Foreign Affairs and International Cooperation Head of Personal Data Protection (RPD) (mailing address: Ministry of Foreign Affairs and International Cooperation, Piazzale della Farnesina 1, 00135 Rome, telephone 0039 06 36911 (switchboard), email: [rpd@esteri.it](mailto:rpd@esteri.it), certified email [pec]: [rpd@cert.esteri.it](mailto:rpd@cert.esteri.it)).
3. Personal data is necessary for the selection of the economic operator chosen for the tender.
4. Provision of this data is an Italian legal requirement, and any refusal to provide the requested data will lead to exclusion from the selection process.
5. Data processing will be carried out in both manual and automated modes by specially appointed personnel.
6. Data will be communicated to the internal and external control bodies of the Ministry of Foreign Affairs and International Cooperation. By signing this notice, the interested party acquiesces to the conveying of said data also to competent local authorities for their inspection, and to the publication of essential parts of the agreed contract on the contracting authority website, in accordance with Italian regulations on transparency of public contracts.  
Data shall be retained for a maximum period of five years starting from when the contractual relation ends, because its execution is complete or for other reasons, including termination for non-performance. This deadline is suspended in the event of the start of legal proceedings.
7. Interested parties may request access to their personal data and the correction of the same. In these cases, interested parties must submit a specific request to the addresses set out in point 1, and notify the MAECI Head of Personal Data Protection (address in point 2) of the same.
8. If you believe your rights have been violated, you may file a complaint with the MAECI RPD. Alternatively, you may contact the Garante per la Protezione dei Dati personali [Data Protection Authority] (Piazza di Monte Citorio 121, 00186 ROMA, telephone 0039 06 696771 (switchboard), email: [garante@gpdp.it](mailto:garante@gpdp.it), certified email: [protocollo@pec.gpdp.it](mailto:protocollo@pec.gpdp.it)) or to judicial authorities.

(Place and date)

(Signature)  
(Position or Title to act)

