

TENDER

“INVISIBLE CULTURAL WEALTH”: AN ITALIAN RESOURCE TO BE ENHANCED

The context

Fondazione Telecom Italia (FTI) aims, among other, at enhancing the real value of our Country cultural wealth. Within such a framework, thanks to the contributions of some of the leading representatives of the cultural wealth conservation, enhancement and communication sector, FTI identified a series of “invisible cultural wealth”, the affected area and sector where to concentrate its main attention on. The expression “invisible cultural wealth” comes from the official concept of cultural wealth as one of more artistic masterpiece, historical, cultural, social, technical-scientific and costume witnesses, which at the time being, does not profit from visibility and use as not known, hidden and correctly enhanced.

The expression can have different meanings, starting from *invisible art* within the main Italian museum warehouses, an artistic wealth which hardly people can profit from. But it can also refer to “less important pieces”, which are not sufficiently visible within the local reference framework, which could become, thanks to a unique enhancing project, an attractive element for economy and local tourism. A further interpretation deals with “visibility” as the possibility for a wealth or a series of pieces to be profited from by the entire population, as to change the artistic resource into a real learning and educating factor for inter-cultural training, mainly for younger people.

In fact the concept can be extended to the landscape, to unique human settlements where man action on nature lead to consistent changes, as to allow, through study and research, its powers and attractions to stand out, enriching the entire territory offer.

All such “invisible cultural wealth” definitions share a common feature: knowledge. Through suitable knowledge procedures, which sometimes include technical analysis, archive searches, different studies, it is possible to identify new issues leading to the “re-launch” of a building or a masterpiece according to such new features, dating, positioning, increasing its cultural (and economic) value and attraction as well.

Tender goals

Fondazione Telecom Italia calls for a tender aiming at supporting enhancing projects of an “hidden cultural wealth” which, while entirely respecting the entire framework (museum, territory, landscape, etc.), which can drive knowledge and increase value of the masterpiece and at the same time in time that can reinforce its introduction within the local community aiming at new tourism opportunities depending on cultural and economic territory side, promoting training of an aware and active citizen.

While leading to such a goal, projects could include:

1. scientific studies and researches aiming at supporting a new interest for the “invisible resource”, and lead to a solid reference for enhancing and recovering interventions and projects of the invisible wealth itself;
2. the definition of new exhibition modes of the good, being original, innovating and attracting at the same time.
3. the implementation of new public initiatives to involve people, aiming at making goods visible and accessible to the local people and to tourists as well
4. the use of technologies to reinforce visibility, spread knowledge and support the wealth use. For example multi-media technologies aiming at innovating and involving uses; information technologies, aiming at projects leading to the creation of “excellence centres” and knowledge and information integration; communication technologies for a better knowledge distribution.

Projects leading to landscape requalification interventions will be considered too, on condition that they lead to unique activities at the territory level not limited to defined sectors but better complying with the above-mentioned goals.

The tender does not include any financing to projects based on simple restoration, unless restoration is functional to the enhancing project.

The project should last between 12 and 19 months. The available allocated resourced by Fondazione Telecom Italia as for the present tender accounts for 1 million euro. Each single project could get a contribution for no more than 500,000 euro but not lower than 250,000, destined to cover at least 80% of any bore cost.

Tender receivers

The tender is open to any subject owner of the wealth, interested in the project, either museums, cultural associations or institutions, local bodies, or third parties on condition that the project includes its acceptance by the legitimate owner and/or entity entitled to the involved wealth availability. The suggesting subject, anyhow, should be a no profit organisation.

Fondazione Telecom Italia will accept any proposal coming from owners in partnership with one or more entities belonging to the following categories:

- Environmental protection associations (art. 13 law 349/1986);
- Onlus associated registered according to the Presidential decree 460/97;
- Volunteer organisations registered according to the law 266/91;
- Associazioni di Promozione Sociale registered according to the law 383/2000;
- Recognised institutions and associations;
- Social co-operatives registered to the regional registers;
- Social companies registered on the Company registered, social company section;
- Universities (state and private, recognised to grant legally valuable titles);
- Temporary consortiums and associations, set up as the previously mentioned entities;

Thinking about a partnership, a leading subject should be identified, which will manage any relationship between the different subjects and Fondazione Telecom Italia. It will be liable to forward the project, its accounting and management and its monitoring and implementation, paying the majority of the costs as for the general project framework. Each subject should forward only a contribution request, both as leader and partner. The involvement of public Institutions is considered a must and plus.

Projects

Proposals forwarded to FTI should include one or more goods on the Italian territory and they should forecast a suitable representation of the project framework.

More precisely, the following issues should be addressed:

- The “invisible object” project, including detailed reasons for its choice and the relating good availability;
- The reference territorial framework;
- The original project “vision” as for its knowledge modes, enhancement and use;
- The action integrated system leading to the enforcement of such a “vision”, including the possible technological and IT solutions development;
- The project monitoring system throughout its life;
- Expected results and relating assessment tools and criteria;
- Possible integration/interaction initiatives within the local community and the territorial cultural and tradition enhancement;
- The project duration (between 12 and 18 months);
- A forecast, detailed and highly motivated project cost forecast, from the use of financial resources to the unique management plan;
- Timetable of the different steps (Gantt diagram);
- Relationships with possible partners;
- An assessment method at the project conclusion;
- The future sustainability and possible scalability.

Tender duration

From October 6 to December 31, 2010 (last and irrevocable date to enter projects). Projects should be forwarded to FTI in compliance with ten specified procedure detailed on the FTI web site on the following address www.fondazionetelecomitalia.it during the same time period.

Project duration

The selected projects should be enforced and completed within a fixed time period between 12 and 18 months.

Value of the project

The allocated financial contribution by FTI for each single project should vary from a minimum 250,000 euro to a maximum 500,000 euro. The contribution should be paid to reimburse the receiver of 80% of costs relating to the project enforcement, including monitoring and any related management activities (administration, logistic, technical costs and similar).

Accepted costs

FTI will allocate to the receivers up to 50% of the multi-annual cost bore to invest in facilities, buildings and/or restorations, only if directly related and demanded to entirely enforce the project. For such a reason, the possible good purchase should be concluded during the project implementation.

The multi-annual charge share to be paid by FTI should not be higher than 40% of the total project costs.

Any possible intervention to facilities should be supported by an estimate and suitable certifications, in compliance with the regulations in force.

The general demanded charges, such as administration, utility, administration staff, stationery costs will only be bore by 10% of the total value of the entire project.

Possible design charges, as well as the project economic-management study costs are included in the allocated amount. Such charges should be allocated to the project even though bore before the project implementation.

Contribution allocation mode

The contribution allocation strictly depends on the project enforcement. The contribution will be allocated to the suggesting partner according to the following modes:

- **First allocation** as an advanced payment, accounting for 30% of the total approved contribution, after informing about the project and anyhow after signing the “allocation convention”;
- **Second allocation** not before 30 days from the project half-period expire (not before 7 months in the case of projects lasting for 12 months and not before 10 months for projects lasting for 18 months), accounting for 35% of the total approved allocation and on the accounted and reported expenses report. The allocation will be paid when the intermediate economic-social report is received including evidences of the bore expenses.
- **Third final settlement allocation** after receiving the final report, within 60 days from the project final expire.

FTI reserves itself the right to partially or entirely cancel the contribution allocation, in case the project is not enforced according to the modes and goals agreed with FTI and defined in the project itself.

Report, monitoring and changes

Any economic-social reporting relating to the project will comply with periods and modes specified by FTI, in the Reporting Rules to be underwritten by the contribution recipients, together with the “Allocation Convention”. The Reporting Rules will be available on the FTI web site at the following address www.fondazionetelecomitalia.it (section tenders) within the expiry date of this call for tender. FTI reserves itself the right, any time, to ask for onsite updates and checks.

Possible changes whose value is higher than:

- 10% of the value of the single demanded expense category and/or
- 10% of the total value of the enforced project;

should be duly approved by FTI, following a re-allocation request, to be forwarded within three months from the end of the project and anyhow before such expenses are bore.

Selection criteria

Fondazione Telecom Italia is entitled, on its own decision, to assess the value and/or relevance of admission criteria of the subjects and/or projects and the analysis and assessment process of received project proposals, as well as for the contribution allocation without be obliged to comply with such requests.

Notwithstanding what hereinbefore specified, Fondazione Telecom Italia will enforce the following criteria as for received proposals:

- project originality and innovation;
- project potential to lead to changed in the good use modes;
- possible future project sustainability;
- quality and efficacy of the project periodical monitoring system, final results and forecast goals;
- management plan and financial resource use efficacy and efficiency;
- possible scalability at the national level;
- possible partnership reliability.

What is more the following additional assessment and selection criteria will be taken into account:

- technological application creativity and innovation;
- interaction with the local Community;
- involvement of Public bodies;
- availability of further financial and/or natural resources (besides the minimum required percentage, accounting for 20%) as project co-financing;

At the end of the received project analysis and assessment, FTI will inform the participants of the result of the project assessment, including a synopsis of motivations and a final ranking.

Not acceptable projects and subjects

- The economic contribution will not be allocated to already-existing initiatives: only new projects will be accepted;
- no project will be accepted whose costs are not directly depending on the project (ordinary activity of the demanded subjects);
- no project will be accepted introduced by profit entities;
- no project will be accepted from subjects not complying with requirements imposed in the present tender.