

**Question for written answer E-002440/2019
to the Commission**

Rule 138

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Subject: Apulia communication plan

In its decision D.G.R. No 2421/2015, the Apulia Regional Executive set out three fields on which projects should focus in order to be eligible for funding from 2014-2020 ERDF programming. One such field was communication (business to consumer) with the aim of raising the profile of the Apulia tourism brand and boosting its reputation.

Public notices 'Call media plan No 1/2018' and 'Call media plan No 2/2018' were approved through decree D.D.G. No 199/2018. Radionorba s.r.l. was one of the companies that responded to Call No 1/2018, setting out a technical and financial proposal for which it received the sum of EUR 150 000 (Media Plan – A year-end event featuring music¹) and the sum of EUR 409 825.35 (Purchase of communication services for Battiti 2018²).

Genetiko Communication S.p.A. received the sum of EUR 200 000 for 'Radionorba Battiti Live 2017'³ and the sum of EUR 409 645.50 for 'Battiti Live 2019'⁴.

The 2017 and 2018 events were awarded using the negotiated procedure, without prior publication of the notice, while the 2019 event was awarded with prior publication of the notice.

In view of this, can the Commission ascertain whether:

- 1) The principle of rotation has been adhered to, given that Radionorba s.r.l. and Genetiko Communication S.p.A. are connected to the same group?
- 2) The Battiti musical event meets the requirements contained in the Call and in Axis VI, Action 6.8 of Apulia's 2014-2020 ERDF programme?
- 3) The 2017 and 2018 events were indeed of an exclusive nature, in accordance with Article 32 of Directive 2014/24/EU?

¹ https://www.agenziapugliapromozione.it/portal/dettaglio-lotto?p_p_id=nuovoalberotrasparenza_WAR_oprdocumentportlet&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_count=1&_nuovoalberotrasparenza_WAR_oprdocumentportlet_action=dettaglioLotto&_nuovoalberotrasparenza_WAR_oprdocumentportlet_idDocument=10802&_nuovoalberotrasparenza_WAR_oprdocumentportlet_tipoContenuto=InfoProc_Lotti)

² https://www.agenziapugliapromozione.it/portal/dettaglio-lotto?p_p_id=nuovoalberotrasparenza_WAR_oprdocumentportlet&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_count=1&_nuovoalberotrasparenza_WAR_oprdocumentportlet_action=dettaglioLotto&_nuovoalberotrasparenza_WAR_oprdocumentportlet_idDocument=9803&_nuovoalberotrasparenza_WAR_oprdocumentportlet_tipoContenuto=InfoProc_Lotti

³ https://www.agenziapugliapromozione.it/portal/dettaglio-lotto?p_p_id=nuovoalberotrasparenza_WAR_oprdocumentportlet&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_count=1&_nuovoalberotrasparenza_WAR_oprdocumentportlet_action=dettaglioLotto&_nuovoalberotrasparenza_WAR_oprdocumentportlet_idDocument=8005&_nuovoalberotrasparenza_WAR_oprdocumentportlet_tipoContenuto=InfoProc_Lotti

⁴ https://www.agenziapugliapromozione.it/portal/dettaglio-lotto?p_p_id=nuovoalberotrasparenza_WAR_oprdocumentportlet&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_count=1&_nuovoalberotrasparenza_WAR_oprdocumentportlet_action=dettaglioLotto&_nuovoalberotrasparenza_WAR_oprdocumentportlet_idDocument=12233&_nuovoalberotrasparenza_WAR_oprdocumentportlet_tipoContenuto=InfoProc_Lotti