International Ideas Competition for the Development of the Pompeii Area
Public Notice - International Ideas Competition for the Development of the Pompeii Area

**CALENDARIO**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of publication of the Public Notice</td>
<td>14 February 2013</td>
</tr>
<tr>
<td>Final deadline for clarification requests</td>
<td>28 March 2013</td>
</tr>
<tr>
<td>Final deadline for responses to clarification requests</td>
<td>8 April 2013</td>
</tr>
<tr>
<td>Deadline for submission of proposals</td>
<td>15 April 2013</td>
</tr>
<tr>
<td>Results of the Competition (*)</td>
<td>15 May 2013</td>
</tr>
</tbody>
</table>

(*) The date indicated may be postponed according to an announcement on the site www.99ideas.it, in the section devoted to this Competition
1. **INTRODUCTION - GENERAL CONDITIONS OF THE COMPETITION**

Italy's Minister for Territorial Cohesion, with the collaboration of Italy's Ministry for Cultural Heritage and Affairs and the Municipality of Pompeii (which adhered to the initiative by virtue of Municipal Resolution No. 16 of 21 January 2013), has promoted this International Ideas Competition with the aim of initiating the construction of possible measures aimed at enhancing and developing the Pompeii area and contributing to the integration of the attractions located in the area and its further potential, converging on the goal of enhancing the tourism and culture sector, with a view towards implementation of the Great Pompeii Project aimed at creating a system of safety, restoration and development measures for the heritage contained within the Pompeii archaeological site.

To this end, the Department for Development and Economic Cohesion has identified Invitalia, The National Agency for inward investment promotion and enterprise development S.p.A., as the primary promoting entity for this competition in its capacity as implementer of the 2007-2009 Operational Development Support Programmes: Improvement of Public Contracting and Advisoring for the Development of Feasibility Studies, pursuant to CIPE resolution no. 7 of 22 March 2006.

2. **PROMOTING ADMINISTRATIONS**

Minister for Territorial Cohesion - Office of the President of the Council of Ministers

Ministry for Cultural Heritage and Affairs

Municipality of Pompeii

3. **OPERATIONAL COORDINATION AND PRIMARY COMPETITION PROMOTER**

Invitalia – The National Agency for inward investment promotion and enterprise development S.p.A.

Via Calabria 46 - 00187 Rome - Italy

Sole Project Manager: Attorney-at-law Giovanni Portaluri
4. LOCATION OF COORDINATING OFFICE
Invitalia – The National Agency for inward investment promotion and enterprise development S.p.A.
Via Pietro Boccanelli, 30 - 00138 Rome – Italy

5. PURPOSE OF IDEAS COMPETITION
The purpose of the Competition is to solicit ideas aimed at developing the attractions present in the area, innovating and improving the local economy and enhancing the tourism and culture sector, with the aim of rendering the city more attractive, welcoming and liveable. Proposals may involve tangible and/or intangible initiatives pertaining to the goals and themes outline in this Public Notice.

6. CONTEXT, THEMES AND GOALS
The ideas, that the Competition seeks to solicit and collect, are to present a clear correlation with the primary characteristics of the system in the Pompeii area and the motivations underlying the Competition itself.

The following considerations aim to highlight only some of the many characteristics of the Pompeii area and the motivations for the Competition with respect to which proposals may seek to provide possible answers and responses.

Accordingly, while participants are free to propose ideas regarding additional themes and subjects - provided that they are consistent with the purpose of this Public Notice, as set forth in art. 5 - certain themes, as summarised below, are immediately brought to participants’ attention so that they might be considered relevant, if not exclusive, references in drawing up proposals. In addition, for a more complete (but not exhaustive) overview, refer to the study and analysis material made available on the website www.99ideas.it (participants may also take into account other studies, analyses, administrative documents and scientific literature, even if not indicated on the website).

The Pompeii Ideas Competition aims to seek out ideas capable of innovating and improving the local system, currently shaped by certain determining socio-economic factors, especially prevalent in the field of the use of cultural heritage, religious worship and, more generally, tourism and related activities.
Pompeii's local system is marked by the presence of two major attractions, which affect general socio-economic dynamics, as well as the municipal area, and their history: the Archaeological Area and the Shrine of the Blessed Virgin of the Rosary.

The remains of the ancient city of Pompeii (designated a UNESCO World Heritage Site) are Europe's most visited archaeological site, and the Shrine of the Blessed Virgin of the Rosary is one of the world's best known sites devoted to Mary.

For the Archaeological Site, which falls under the exclusive administrative competence of the Pompeii Special Superintendency, the Italian government, by agreement with the European Commission, is implementing the Major Project Pompeii, which is to involve an investment of 105 million euro drawn on the resources of the European Regional Development Fund, aimed at creating an organic system of safety, restoration and development measures for the archaeological structures. Accordingly, considering the specific technical and scientific nature of restoration, structural, hydro-geological, archaeological, historical, site usage and human impact requirements and measures, ideas and proposals involving actions within the Archaeological Site do not fall within the Competition's direct goals, except as clearly functional to improving relations between the Site and local area, and provided that they are compatible with the need to safeguard and preserve the archaeological heritage.

Approximately five million visitors come to this small municipality in the province of Naples (just over 25,000 inhabitants), nearly equally attracted by the Archaeological Site and the Shrine. It has been estimated that these two large tourism streams, consisting of individuals motivated by different interests and possessing different propensities to consume, guided by different ways of passing their time and conditioned by different spending capacity and commercial mechanisms, overlap for no more than 10%.

Both streams consist of day-trippers/visitors (to the Site or the Shrine) rather than "tourists" as the term is typically understood. This characteristic has determined, and continues to determine, as mentioned above, the local system's specific methods of consumption and functioning.

Tourists staying in Pompeii account for less than 4% of visitors to the archaeological area only. The remaining 96% of the area's visitors are represented by day-trippers or passers-through, staying in other destinations. However, the Pompeii area could draw on a broad array of strengths in addition to those of its two major attractions: the landscape (Vesuvius, the Gulf of Naples and the Lattari mountains chain define its geographical extension and visual impact); an especially favourable micro-climate; cuisine (featuring local products and a culinary tradition of international renown involving 12 restaurants with Michelin stars
on an axis of 20 kilometres that extends to Capri; sea tourism and the draw of its two coasts; the mundane pleasures and luxury of Capri, Positano and Ravello; yachting services (the Stabia Marina; the marinas of Sorrento and Capri); and so forth.

However, the direct benefits of the area's natural attractiveness appear clearly under-emphasised, and the city of Pompeii continues to fail to "internalise" most of the value "brought" by the tourism streams that pass through it.

Accordingly, the Competition also aims to solicit ideas capable of contributing concretely to improvement of the current tourism market and enhancing the local system of offerings (first and foremost, public infrastructure and private tourism services), where the corresponding demand requires and justifies such enhancement.

The local system also includes other potential factors to be considered in order to integrate the area's ability to attract and contribute to transforming its traditional function as day-trip destination into a tourist destination for extended stay.

For example, as components of an integrated local attraction strategy, which other "place-systems" may be identified (from an urban planning-functional standpoint, from an entrepreneurial standpoint, from an organisational and regulatory standpoint, etc.) as of potential interest and appeal to tourists, such as the wholesale market for significant local nursery products and souvenir marketing "squares": nerve centres of economic sectors of more or less length and local development (such as fine coral crafts and cameo work in Torre del Greco or flowers of the Vesuvian hinterland). The consolidation of such "place-systems" (in the above broad sense), collateral to the tourism and culture sector, may represent an important stage in a strategy aimed at overall enhancement of offerings.

One advantage for the launch of enhancement strategies and measures must also include activism by the "private social sector," which is present in the area to a non-secondary, albeit less visible, extent.

The improvement of the efficiency and efficacy of services and public infrastructure of a tangible and intangible nature, as well as the achievement and/or maintenance of adequate levels of legality in economic and social relations would represent successful development of the local area and its attractions, thereby rendering the city more attractive, welcoming and liveable, for both residents and tourists.

Lastly, in the interest of pursuing the goal of innovation of the models for implementing a possible action plan for the area's development, the ideas solicited by this Public Notice may regard and/or be
accompanied by possible innovative proposals pertaining to the governance of the system, as well as the solutions that may be suggested in this regard, with respect to the role that the local public administration and citizens, through their various representatives, may play in managing and conducting civic supervision of initiatives.

It is within the scenario of motivations and expectations summarised above that the Ideas Competition's goals lie. They thus refer to three general themes.

As stated above, proposed ideas are not to ignore such themes, even if they are not intended to constitute a constraint on the freedom to propose others concerning aspects not envisaged herein, if justifiably deemed relevant to the achievement of the Competition's goals.

The following themes are divided into general, non-exhaustive questions to which proposals may attempt to provide responses in the form of ideas that may be implemented for one or more of the needs and objectives indicated, according to the "What to do about X?" scheme.

**Theme 1. Attractions and Place-Systems**

*Needs and objectives:*

- how may a unified system consisting of the Archaeological Site - Shrine and other attractions/places capable of benefiting the entire local system be created and affirmed?
- how may the generation of mutual benefits be fostered through possible relations between the Archaeological Site and the Shrine of the Blessed Virgin of the Rosary?
- what additional possible functions may realistically be proposed for the local and international development of the attractiveness of the Shrine of the Blessed Virgin of the Rosary and related activities in a manner compatible with the peculiar nature of the purpose of the “place”?
- what additional possible functions may realistically be proposed for the local and international development of the attractiveness of the Archaeological Site, and thus to improve its contribution to the growth of the tourism sector and cultural activities?
• how may the other "place-systems" in the city area, collateral and/or correlated to the tourism and culture sector, be developed in order to contribute to expanding the local area’s tourism and culture offerings?

• what initiatives are to be undertaken to promote local resources and products correlated to the tourism and culture sector?

Theme 2. Attractions and Tourism System

Needs and objectives:

• what initiatives should be undertaken to extend the length of stay of visitors to the area?

• how should the system of tourism offerings be revamped and the hospitality system be reorganised so as to render the city more "attractive" and "easier" for tourists?

• how might the Archaeological Site be made into a hub of reference and "dissemination" of the city’s tourism and cultural development?

• how might visitors’ enjoyment of the two major attractions be enhanced?

• what initiatives and management models are to be implemented to improve the performance of the system of tourism and culture offerings, including through the involvement of citizens and/or the "private social" sector?

Theme 3. Attractions and liveability of the city

Needs and objectives:

• how should the relationship of participation and identification by citizens with the life of the Archaeological Site, Shrine of the Blessed Virgin and other local places/attractions be strengthened?

• which services should be implemented/reinforced in order to render the city more liveable for residents and attractive to tourists?

• how may the efficacy and efficiency of public infrastructure in service of the tourism and
• which processes should be implemented in order to improve the level of security and respect for legality in local economic and social relations?
7. ELIGIBILITY TO PARTICIPATE AND ADMISSION REQUIREMENTS

Eligibility to participate in the Ideas Competition extends to individuals, legal entities, associations and/or groups of individuals of Italian or foreign nationality, including, but not limited to, professionals, academics, individual citizens and associations of citizens.

Those interested, whether residing in Italy or abroad, may participate, separately or collectively, in groups, in which case a group leader must be identified.

For all intents and purposes of this Competition, a group of participants shall collectively enjoy the same rights as an individual participant.

All group members shall collectively be acknowledged as the authors of the proposal they submit, with equal standing and rights.

No party may present more than one proposal. Accordingly, no party may participate in the Competition in more than one group, or participate both separately and as the member of a group. Participation by a party in more than one group shall entail the disqualification from the competition of all groups including the party.

The following may not participate in the Competition:

- those who do not meet the requirements or possess the legal standing to enter into contracts with the public administration;
- members of the Evaluation Committee, their spouses and kin and relatives of up to the third degree;
- managers, administrators, directors and employees of the promoting administrations and Invitalia, including those under definite-term contracts, as well as advisors to such entities with long-term contracts;
- employers or those who have any relationship of employment or known long-term contracting arrangements with members of the Evaluation Committee;
- those who have participated in the organisation of this Ideas Competition, the drafting of this Public Notice, the preparation of the appended documents and the identification of the Competition's themes.
8. **HOW TO REGISTER ON THE WEBSITE DEDICATED TO THE COMPETITION, WWW.99IDEAS.IT, AND AVAILABLE DOCUMENTATION**

The Public Notice regarding this Competition has been published on the website www.99ideas.it.

Effective the registration start date, as presented in this Public Notice, all parties or groups of parties interested in participating in the Competition may consult the section of the website dedicated to this Public Notice and **register in the restricted area of the site**.

When a participant registers in the restricted area, the system will automatically generate an account password.

**All those who wish to participate in the competition must be registered in the restricted area.**

The following are available from the restricted area:

- **consultation documents** concerning the context helpful in structuring proposals;
- **FAQs** (frequently asked questions), i.e. answers to requests for clarification submitted by participants in the Competition pursuant to art. 11 below;
- **the forms to be used to submit proposals**, in accordance with the instructions provided in art. 9 below. Such forms are an integral part of this Public Notice and consist of:
  
  A) Idea Submission Form;
  
  B) Presentation of Participants;
  
  C) Application to Participate in the Ideas Competition.

The foregoing documents may be consulted directly on, and downloaded from, the website.

In addition to the documents indicated above, participants will be required to submit some personal information, also specified in art. 9 below, directly online.

The languages of the Competition are Italian and English. Proposals may only be drafted in one of these two languages. This Public Notice, as well as written responses to any requests for clarification, shall be drafted in both languages.

Forms A), B) and C) have been prepared in Italian and English. All documentation regarding proposals submitted and any supporting graphical or numerical documents are required to adopt the decimal metric measurement system only.
9. **PROPOSAL SUBMISSION TERMS AND CONDITIONS**

**Submission conditions.**

Visitors to the restricted area who intend to proceed with the submission of an idea are required to access the dedicated area of the site “Present an idea”, where they will be able to:

- obtain an automatically generated **idea identification code** to be cited on the first page of appendix A, B and C submitted;
- submit personal information online;
- access an exclusive personal area to be used to submit their proposals in confidential form;
- complete the Application to Participate in the Ideas Competition and submit it, duly signed.

Proposals will be submitted by entering and loading the information using the exclusive personal area of the site by:

- the individual participant; or
- the exclusive personal area of the group leader, for groups of participants.

Each document may not exceed 30 megabytes in size and must be submitted in unprotected PDF format with the search feature enabled.

**Completing and uploading the forms**

The identification code and title of each idea are always to be stated on the first page of all documents and forms to be submitted.

The following should be noted regarding the forms to be used to participate in the Ideas Competition:

**Appendix A) Idea Submission Form:** this document illustrates specific techniques for drafting proposals. The document, drawn up by the participant or group of participants, is to contain all sections prescribed in the form and adhere to the maximum number of characters allowed for each section. The document may not exceed 30 megabytes in size and, once completed, is to be uploaded to the exclusive personal area of the participant or group leader, in unprotected PDF format with the search feature enabled. The form also provides indications regarding the maximum number of documents that may be appended to a proposal and the characteristics of such documents.

**Appendix B) Presentation of Participants:** this document provides instructions for preparing a brief document presenting the participant or working group. The document may not exceed 30 megabytes in
size and is to be uploaded through the exclusive personal area of the participant or group leader, in unprotected PDF format with the search feature enabled.

Appendix C) Application to Participate in the Ideas Competition: the application to participate is to be downloaded from the restricted area of the site and:

- completed and signed by the individual participant; or
- completed by the group leader and signed by all participants, in the case of groups of participants.

The application is to be uploaded, in PDF format, to the exclusive personal area of the participant or group leader. Each application is to be accompanied by a copy of the signatory's identity document. In the case of groups of applicants, it is to be accompanied by a copy of the identity documents of all signatories. All applications are to be in unprotected PDF format with the search feature enabled.

Final release of proposal and abstract

From the date of registration in the competition until the deadline for the submission of proposals, participants in the Ideas Competition may modify their proposals before marking them for final submission according to the instructions published in the specific section of the restricted area. From that moment on, participation in the competition is regarded as finalised, and proposals may no longer be subject to further modification, but only viewed.

Both during the preparation phase and after final submission, with the exception of the participant concerned (or the group leader, in cases of groups), other registered users with access to the restricted area will not have access to the individual proposal, but rather will be able to view the abstract.

In fact, participants in the Ideas Competition are required to submit an abstract describing their proposals, the maximum length of which is specified on the site, when they submit their proposals.

From the date of registration in the Competition until the deadline for submitting proposals, the abstracts submitted by participants will therefore be made available to all registered visitors to the restricted area, following a review of appropriateness by INVITALIA, at its sole discretion, as the primary competition promoter.

Beginning on the day after the deadline for the submission of proposals, the abstracts published in the restricted area will be made public and visible to all those who access the website www.99ideas.it. From that time, until the day before the date on which the results of the Competition are announced, as indicated in the calendar set out in the Public Notice, visitors to the website will be able to use a special application to express their appreciation of their favourite proposals on the basis of the abstracts.
During the same period, the Municipality of Pompeii may survey citizens' opinions of the proposals outlined in the abstracts through specific survey methods.

**Terms**

Participants in the competition are required to submit their proposals through the exclusive personal area of the site www.99ideas.it by 11.59 AM (Italian time) on 15 April 2013. The Evaluation Committee will disregard any proposals received after the above final deadline, even if as a result of circumstances beyond the participant's control.

10. **PROPOSAL STRUCTURE**

Participants may present ideas regarding one or more of the themes set forth in this Public Notice. Where deemed appropriate in order to enhance the strategy of an idea, participants may supplement their proposals - which must nonetheless refer to the themes set out in art. A6 - to include additional themes, even where not envisaged in this Public Notice, provided that they also illustrate their reasons for so doing.

11. **ANSWERS TO QUERIES**

On the website www.99ideas.it, a list of the queries submitted by participants and the answers to those queries by the Competition Authority (FAQs) will be published.

Queries may be submitted, by 28 March 2013, exclusively via e-mail to the address pompei@ideas.it

Answers to queries shall be published on the site by 8 April 2013.

12. **PROPOSAL ADMISSION AND SELECTION**

The proposals received shall be assessed by a specific Evaluation Committee consisting of five (5) members representing the promoting administrations. Where it deems it appropriate to do so, the Committee may also draw on the support of high-profile outside experts.

**The Committee's decisions are not subject to appeal.**

In evaluating proposals, the Evaluation Committee shall have 100 points to assign on the basis of the proposals' ability to meet the criteria aimed at maximising the characteristics of originality, innovation and feasibility of the proposal submitted.
The Committee shall evaluate the proposals submitted, drawing its inspiration from five general criteria, and may award a maximum score for each criterion. The evaluation criteria are to be interpreted according to the following specifications:

**ORIGINALITY:** the originality of the proposed idea and its content shall be evaluated in light of the idea's capacity to propose new, non-repetitive and/or not-yet-attempted solutions to the need for optimal exploitation and development of the Municipality of Pompeii and its resources.

*Maximum score: 25 points*

**CONSISTENCY:** the consistency of the idea submitted shall be evaluated in regard to the logical and functional connection between the objectives and proposed measures with regard to the themes specified in this Public Notice and/or any other themes proposed by the participant.

*Maximum score: 25 points*

**FEASIBILITY:** feasibility of execution of the proposal shall be evaluated in light of the capacity of the idea and suggested solutions to be put into actual practice.

*Maximum score: 25 points*

**INNOVATION:** the level of innovation shall be evaluated in light of the idea's capacity to achieve visible, substantial development, with respect to the tradition of objectives, initiatives, measures and implementation practices in the area of exploitation and development of the specific territory of Pompeii. Innovation refers to the content of the idea and its components and does not refer exclusively or preferentially to the technology with which it is to be implemented.

*Maximum score: 15 points*

**SYNERGY:** the synergy of a proposal shall be evaluated in light of the idea's capacity to achieve synergy with past and ongoing initiatives in the Municipality of Pompeii and/or the other proposals presented by abstracts.

*Maximum score: 10 points*

In the event of a tie, random lots shall be drawn.
13. PRIZES

The Evaluation Committee shall award the five (5) best proposals admitted. However, the Evaluation Committee may decide not to award all or part of the prizes if the documents submitted are not deemed satisfactory in view of the evaluation criteria.

In part on the basis of the votes cast by the community for the abstracts published on the website www.99ideas.it, as well as any citizens’ opinions surveyed by the Municipality of Pompeii, the Committee shall propose the honourable mention of an additional five (5) of the admitted proposals.

The Evaluation Committee shall disregard proposals that have been divulged and made public, with the exception of the contents of their abstracts, before a final judgement has been expressed and officially formulated.

The results of the evaluation process, which the Committee is to complete by 15 May 2013, shall be presented during a public workshop, the date and location of which shall be published on the website www.99ideas.it. All results shall then be published on the website www.99ideas.it.

All winning proposals shall be awarded a prize of €3,000 (three thousand/00 euro).

The prizes shall be bestowed upon the winners during the award event, once it has been determined that the requirements stated in the application have been met.

The Committee fully reserves the right not to bestow any awards or honourable mentions.

14. INTELLECTUAL PROPERTY RIGHTS

The rights to economic use, including the right to reproduce or rework, in whole or in part, the proposals and associated documents, shall be transferred exclusively to the promoting administrations indicated in article 2 above, as limited to the goal of permitting them to implement the proposals in the context of the actions to be taken by those administrations - according to the methods and using the tools that they deem most appropriate in accordance with applicable legislation - for the development of the Pompeii area and in the performance of their institutional functions, to develop and divulge the experience and results achieved in holding this Competition. The foregoing is in consideration of the fact that the primary promoting entity has requested and obtained from participants, by having them sign the Application to Participate in the Ideas Competition, in accordance with appendix C), their consent, without consideration, to the transfer of such rights by participants.

Participants shall retain the right to be acknowledged as the authors of their proposals.

All materials sent with proposals shall not be returned.
By signing the Application to Participate in the Ideas Competition, each participant assumes all liability that may ensue from and/or be associated with, directly or indirectly, the use in a proposal of technical or other solutions that infringe upon patent rights, intellectual property rights and industrial property rights of other parties generally.

By signing the Application to Participate in the Ideas Competition, each participant assumes an obligation to indemnify and hold harmless the primary promoting entity and/or promoting administrations against and from any legal action initiated against the primary promoting entity and/or promoting administrations by third parties claiming property rights to proposals or elements thereof, and further agrees to accept liability for all ensuing charges, including damages to third parties, as well as the judicial and legal expenses that may be incurred by the above entities.

15. **GOVERNING LAW AND EXCLUSIVE FORUM**

This Notice, as well as the entire procedure pertaining to this Competition, are governed by the laws of Italy. The Court of Rome shall have sole jurisdiction over any pertinent disputes.

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