

## **World Blood Donor Day GLOBAL EVENT**

*Rome*

*14th and 15th June 2021*

The World Health Organization has entrusted the Italian Ministry of Health, the Italian National Blood Centre (CNS) and four blood donor associations - AVIS, the Red Cross, FIDAS and FRATRES – with the task of organising the World Blood Donor Day GLOBAL EVENT 2021.

The first edition of the event promoted by the WHO along with the major international organizations that recognise the founding and guiding principle that voluntary non-remunerated blood donation enshrines (the International Federation of Blood Donor Organizations – FIODS/IFBDO, the International Federation of Red Cross and Crescent Societies – IFRC, and the International Society of Blood Transfusion – ISBT), was held in 2004. Since then, it is celebrated across the world every 14<sup>th</sup> June, day on which Karl Landsteiner, whose work led to the discovery of the major blood groups and the co-discovery of the Rh factor, was born.

The choice of Italy to host the GLOBAL EVENT, coordinated by the National Blood Centre, is not only recognition of the quality of our blood system, but also an opportunity to promote at global level the model of the Italian blood system which, thanks to voluntary, anonymous, non-remunerated, responsible and regular donation, ensures life-saving therapies to all patients who need them.

The initiative has received the support of the major associations of patients with blood diseases, and national transfusion medicine and haematology scientific societies.

Due to the global epidemiological situation, the event could not be held as originally scheduled and the WHO decided to postpone the celebrations to June 2021.

The Global Event will bring together the policy and/or decision-makers of the Italian Ministry of Health and Blood System and their counterparts of other nations, as well as blood system volunteers, citizens, scientific societies, patient associations and national and international agencies and institutions. The opening day will be dedicated to celebrating donors. There will be events and initiatives with the participation not only of the public at large, but also of testimonials, and at institutional level the flag ceremony when the flag will be passed to the country that is going to host the Global Event the following year. A concert will bring the first day to a close; a musical gift for the donors and a way to once again pay tribute to those who regularly contribute to improving patients' lives.

A scientific symposium will be held on June 15<sup>th</sup> with the participation of some of the world's leading experts who will discuss three important topics - blood donor management, emergency plans and hyper-immune plasma.

Throughout the two-day event the 'Blood Donor's Village', set up by the promoters, will have the twofold task of raising public awareness of the importance of donating blood, and familiarising people with the work carried out by the Italian transfusion network.

To this end, the CNS through a public call (see annex) shall evaluate expressions of interest submitted by both public and private bodies to sponsor the Global Event 2021 and contribute towards its success.

### **PUBLIC CALL FOR EXPRESSIONS OF INTEREST TO SPONSOR THE IMPLEMENTATION OF THE WORLD BLOOD DONOR DAY GLOBAL EVENT 2021**



Centro Nazionale Sangue

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THE DIRECTOR GENERAL OF THE  
ITALIAN NATIONAL BLOOD CENTRE

WHEREAS

- The Italian National Blood Centre established by Ministerial Decree of 26th April 2007 pursuant to Art. 12, paragraph 1, of Law 219 of 21st October 2005 “Nuova disciplina delle attività trasfusionali e della produzione nazionale di emoderivati” (New regulations on transfusion activities and national production of blood products), is responsible for the coordination and technical-scientific control of the Italian blood system;
- The Law establishing the CNS enshrines the pledge to promote the voluntary, regular and non-remunerated donation of blood and blood components, which is the specific commitment that characterises the mandate of the Centre;
- Besides being an expression of civic behaviour and participation in the national health system, blood donation is also an invaluable resource for the system itself;
- Italy will be hosting the 2021 edition of the World Blood Donor Day Global Event in Rome on 14<sup>th</sup> and 15<sup>th</sup> June, celebrated every year by the World Health Organisation;
- The designation of the Global Event, coordinated by the Italian National Blood Centre and organised in collaboration with voluntary blood donors associations (AVIS, the Italian Red Cross, FIDAS, and FRATRES), is not only recognition of the quality of our blood system, but also an opportunity to promote across the world the model of the Italian blood system which, thanks to voluntary, anonymous, non-remunerated, responsible and regular donation, ensures life-saving therapies to all patients who need them;

THAT BEING SAID

The CNS, through this public call, shall evaluate the expressions of interest submitted by bodies and organisations that are interested in sponsoring the events and initiatives planned for the WORLD BLOOD DONOR DAY GLOBAL EVENT (WBDD). After the drawing up of an agreement and in return for the service/s rendered, the sponsor/s shall be given the opportunity to advertise their activity and promote their logo/brand and corporate name, to the benefit of their brand image.

TERMS AND CONDITIONS OF PARTICIPATION

**1. Subject of sponsorship and characteristics of sponsorship proposals**

- Candidates may propose sponsorships of a financial nature, sponsorships of a technical nature, i.e. involving the direct provision of services or the contribution of goods, or mixed sponsorships, involving both forms
- Should the Promoter select more than one sponsor, it shall ensure the simultaneous display of logos and/or brands on its promotional material
- Candidates may submit their proposals for the following types of sponsorship:

- Platinum Sponsor, if they guarantee funding or a contribution of goods exceeding €40,000
- Golden Sponsor, if they guarantee funding or a contribution of goods between €20,000 and 40,000
- Silver Sponsor, if they guarantee funding or a contribution of goods between €10,000 and 20,000
- Media Partner, if they guarantee visibility of the event on their channels and/or media
- The form of sponsorship proposed, be it financial, technical or mixed, shall be described in detail in the sponsorship agreement.
- In the case of technical sponsorships, the visibility guaranteed shall be calculated on the basis of 70% of the market value of the good or service rendered.

## **2. General commitments of the sponsored party**

- To all the sponsors selected, the CNS shall guarantee a return of image thanks to the opportunity they shall have of associating their logo with part or all of the material and/or communication tools used throughout the event.
- The specifics regarding the rights for the sponsor that can be acquired via the sponsorship agreement shall take into account the sponsorship in terms of quantity.
- It is to be noted that should the event take place in streaming, other ways to ensure the visibility of the sponsor/s shall be evaluated.
- All communication materials utilised by the sponsor/s shall be produced and managed at their expense and submitted for the Promoter's approval.

## **3. Sponsorship criteria and exclusions**

The aim of all the initiatives related to the Global Event is to promote the spread of the blood donation culture and to encourage citizens to adopt a correct lifestyle. Consequently, the CNS reserves the right to reject proposals for sponsorship that:

- are Inconsistent with the aims of the Global Event
- are Incompatible with the founding principles of the World Health Organisation
- could lead to a conflict of interest between the applicant and the Promoter

## **4. Eligible applicants**

Expressions of interest may be submitted by public or private entities (natural or legal persons), non-profit associations or other entities, which meet the general requirements of Article 80 of Legislative Decree 50 of 2016 to contract with a Public Administration, and which intend to promote their image through their collaboration with the CNS for the implementation of the Global Event 2021, by contributing to its success.

## **5. Terms and conditions for submitting expressions of interest**

Interested parties must send a letter of expression of interest, certifying that they meet the prescribed requirements by 12 o'clock midday of **15<sup>th</sup> January 2021**, via PEC to the following address: [cns@pec.iss.it](mailto:cns@pec.iss.it). The following wording must appear in the subject line of the PEC: **““Expression of interest to support the “WORLD BLOOD DONOR DAY 2021”**”

All applications - submitted in accordance with D.P.R. 445 of 2000, signed by a legal representative and with an attached uncertified photocopy of his or her identity document - must be written on plain unheaded paper and contain the following information:

a) data of the applicant (personal and fiscal data of the applicant legal entity: company - company name, registered office, fiscal domicile, tax code/VAT number, company registration number, address to which all communications relating to the public call should be sent)

b) the type of sponsorship proposed, as indicated in Art.1. In the case of a financial/economic contribution, the amount of money entailed must be specified. If of a technical nature, the way in which the supply of goods and/or services will contribute towards the success of the Global Event as well as the overall economic value of the goods or services rendered, must be clearly indicated. If mixed, the amount of the monetary contribution to be made and the ways in which the proposed supply of goods/services will go towards achieving the objectives of the Global Event as well as their overall economic value must be specified.

c) self-certification/declaration in lieu of a notarised affidavit:

- the non-existence of conditions of incapacity to enter into a contract with the public administration and any other situation considered by law to be prejudicial to or limiting contractual capacity
- the non-existence of impediments deriving from the submission to precautionary anti-mafia measures
- the non-existence of bankruptcy or insolvency proceedings (only if enterprises)

d) acceptance of all the clauses contained in this public call

The Promoter reserves the right to evaluate any sponsorship proposals received after the deadline if there is adequate time to draw up an agreement and guarantee the sponsor/s in question adequate visibility.

## **6. Evaluation of expressions of interest**

Through this public call, no form of competition shall be implemented. No rankings, scorings nor other forms of classification are foreseen.

Neither this public call, nor the expressions of interest received, shall imply any obligation on the part of the CNS towards the parties concerned.

Furthermore, the CNS reserves the right to reject any proposals which:

- are deemed incompatible with the institutional role and activities of the CNS
- are deemed in contrast to the institutional tasks of the CNS
- could jeopardise or harm the image or initiatives undertaken by the CNS
- are considered unacceptable for reasons connected to public interest or public policy
- are deemed inconsistent with the aims of the initiatives promoted with this public call

If for any of the aforesaid reasons the CNS decides to reject an application for participation, the applicant shall not be entitled to any form of indemnity or compensation.

The CNS reserves the right to evaluate the applications received in order to identify acceptable proposals.

## 7. The elements of the Agreement

On completing the selection procedure, the CNS shall draw up and enter into an agreement/s with the party or parties selected, in which the reciprocal obligations of the parties shall be specified pursuant to the law in force.

All costs relating to the payment of taxes, duties, fees and charges deriving from the execution of the agreement and the performance of the activities offered provided for by laws and/or regulations, shall be borne by the Partner and not by the Promoter.

## 8. Data processing

All personal data (common personal data; sensitive and/or judicial data) transmitted to the CNS shall be processed exclusively for institutional purposes as provided for under Regulation (EU) 679 of 2016.

Personal data shall be processed and kept on paper or stored in digital or other media.

The Data Controller is the Director of the CNS.

Data subjects can exercise their rights as provided for under Articles 15, 16, 17, 18, 20, 21 and 22 of Regulation (EU) 679 of 2016.

## 9. Additional information

This call shall be published for **30** consecutive **days** on the respective websites of the CNS and ISS:

**[www.centronazionalesangue.it](http://www.centronazionalesangue.it) – CNS – Bandi e concorsi**  
**[www.iss.it](http://www.iss.it) – amministrazione trasparente – bandi di gara e contratti**

For further information you can contact the Secretariat of the Italian National Blood Centre on +39-06-49904953 or at [segreteria generalecns@iss.it](mailto:segreteria generalecns@iss.it).

## 10. Person in charge

The person in charge of the selection procedure is Dr Donata Forioso.

## 11. Final and deferral clause

For all matters not expressly provided for and regulated by this public call, the general regulations in force on the subject shall apply.

Director of the Italian National Blood Centre  
Dr Vincenzo De Angelis