



TECHNICAL SPECIFICATIONS

Organization and management of Italian language and culture courses at the Italian Cultural Institute in London

1. CONTEXT AND OBJECTIVES

In accordance with Article 17 of Decree no. 392 of 27 April 1995, the Italian Cultural Institute in London manages and organizes Italian language courses for the local community.

The provision of these courses is part of the Institute's institutional mission, aiming primarily at enabling participants to acquire general language skills in Italian (listening and speaking, reading and writing).

To this end, the Institute plans to organize Italian language courses as a foreign language, covering all levels of proficiency outlined in the Common European Framework of Reference (CEFR) (from A1 to C2). Other language-related services are also envisaged. These services will be linked to the teaching of Italian culture.

The target audience is the general public.

The concessionaire shall be aware that classes will consist of staff with different educational backgrounds, different nationalities, different mother tongues.

The contractor shall take particular note of the fact that additional specific courses shall be organised for specific audiences (e.g. companies, children, adolescents, one-to-one courses).

The purpose of the project is to define and implement educational programs, to be developed using both traditional classroom teaching methods and e-learning modalities.

1.1 USE THE OFFICIAL LOGO

In the execution of the services outlined in this Concession contract, **the Concessionaire is bestowed with the privilege to utilize the official logo of the Italian Cultural Institute in London** for commercial purposes, particularly in advertising Italian language courses.

Additionally, the Concessionaire is granted access to other trademarks and distinctive symbols provided by the Administration. It is agreed upon that within the premises where the services are administered, only the aforementioned logos, trademarks, and distinctive signs shall be displayed, barring any unauthorized signage or branding.

Moreover, the Concessionaire pledges not to exploit the Administration's logo or other trademarks for advertising endeavors unrelated to the specified initiatives in this document.

The Administration retains the prerogative to utilize these logos, trademarks, or distinctive signs for institutional objectives or to authorize their usage by other duly authorized entities.

2. DESCRIPTION OF THE SERVICES

The concessionaire shall design an educational programme and define its contents, delivery methods, teaching material, and learning assessment methods. The concessionaire will use a range of diversified learning methods and aids tailored to learners' profiles, including, but not limited to, individualisation, different multimedia aids and e-learning.



The concessionaire will have to ensure the provision of courses in Italian as a foreign language, covering all levels of proficiency outlined by the Common European Framework of Reference (CEFR) (from A1 to C2).

The educational programme must include a range of courses to meet specific need (e.g. courses for companies, one-to-one courses, courses for children and teenagers, intensive courses, grammar focus, training courses for teachers of Italian as a foreign language).

The concessionaire shall also organise other language and culture-related activities (e.g. conversation courses, Italian art history courses, journalism courses, etc.). Italian culture courses and activities shall be planned in agreement with the Institute and in accordance with the indications of the cultural promotion guidelines promoted by the Italian Ministry of Foreign Affairs and International Cooperation.

The aim is to also organise courses on an e-learning basis. To this end, the concessionaire will prove to have adequate technical hardware and software equipment.

The concessionaire is required to provide courses aimed at obtaining Italian-language certificates and to organise examinations for this purpose.

The Institute, with one of its representatives, may verify at any time the quality and performance of the educational offer.

2.1. Material and teaching aid

The concessionaire bears the costs connected with course management (stationery, magazines and any other material for this purpose), including software and hardware for the management of online courses.

The website is the virtual tool dedicated to the presentation, promotion, booking, and/or pre-sale of services for the public.

The Concessionaire must manage the website throughout the concession period, updating, modifying, and integrating its content according to the specific needs of the Administration. The website must be implemented following SEO optimization techniques to ensure good positioning on search engines.

The procedure must include the possibility for users to receive communications and documents regarding Italian Cultural Institute in London activities (organized by both the Administration and the Concessionaire) via email/newsletter.

As part of the concession tender specifications, it is stipulated that upon each registration by a user for one of the courses offered by the concessionaire, the Administration shall receive a notification containing the registration data. This provision is intended to enable the Administration to maintain precise oversight of the course enrollment and progress.

The section of the website offering the Italian courses must include the presence of the Italian Cultural Institute in London's logo, or other official logos required by the Administration, in addition to the Concessionaire's logo.

2.2. Administrative management

The concessionaire ensures the proper administrative management of the courses through an administrative coordinator/team.



The administrative coordinator/team is the contact point with the Institute and will be the sole liaison between teachers, students and the Institute.

It draws up the educational programme and takes care of the logistical set-up and organisational, insurance, tax and social security aspects relating to the courses and the training. In particular, the administrator coordinator/team will be responsible for:

- the administrative and financial management for the provision of the educational programme, including planning (in cooperation with the Institute) the various tests and courses on the basis of the logistical resources available, the daily management of lessons, informing trainers and teachers of the details of the services to be provided (deadlines, dates, times, rooms, etc.) and all tasks associated with the invoicing services;
- managing enrolments for Italian courses and certification examinations;
- keeping the documentation and registers related to the above-mentioned administrative activities;
- monitoring the enrolments and data provided by the enrolled students;
- preparing a report at the end of each cycle of courses, indicating the number and type of courses held, the number of enrolled students, the administrative and accounting management of the courses held according to specific requests of the Institute;
- providing, no later than ten days before the beginning of each cycle of courses, data on: number and names of enrolled students, courses activated, methodologies and textbooks adopted, teachers' qualifications;
- providing the Institute with all information about teaching materials and syllabus of the courses.

The concessionaire must provide attestations of good standing with tax and insurance obligations and with all laws concerning training and administrative employees.

2.3. Promotional activities

The concessionaire shall collaborate with the Institute in the promotion of language courses. In particular, the concessionaire:

- shall realise events and initiatives aimed at promoting the Italian language and culture (e.g. "Open days", Language Show, thematic courses, conferences, seminars and meetings). These additional initiatives shall be ensured, in particular, on the occasion of special events (e.g. "European Day of Languages") and whenever requested by the Institute.
- shall collaborate in the creation of contents for the promotion of courses (e.g. free texts, images, social contents). All such promotional materials shall not be modified in any part and shall not be displayed, reproduced or marketed in any form without the Institute's consent. All the promotional activities shall be agreed in advance with the Institute.

All material developed for the Institute in this context remains the property of the Institute and will be returned to it when the contract expires or is terminated, subject to terms agreed between the Institute and the concessionaire.

Without prejudice to the minimum requirements established by this paragraph, proposals for promotional actions are those resulting from the project ("Technical proposal") offered by the concessionaire during the tender phase.

2.4. Educational programme details, rooms, facilities and other specifications.

Except for force majeure, needs for specific and unforeseen circumstances and e-learning, all courses should be held at the Institute's premises (39 Belgrave Square, SW1X 8NX London).



Upon the specific request outlined in the concessionaire's technical proposal, the Administration will offer access up to four dedicated classroom facilities within its premises throughout the concession period. The utilization of these classrooms will be subject to a total annual concession fee (comprehensive of: annual rent cost + annual expenses, see Annex A below).

The venue can be inspected and contacts will be shared for the site visit:

PREMISES	ADDRESS	CONTACT
Italian Cultural Institute in London	39 Belgrave Square London SW1X 8NX	De Palma Maria Teresa mariateresa.depalma@esteri.it Laviola Lara lara.laviola@esteri.it

Spaces are made available for:

- **no. 3 working days (Monday to Friday) from 09.00 to 17.00**
- **no. 2 working days (Monday to Friday) from 09.00 to 21.00**

The concessionaire explicitly agrees to follow the holiday calendar established by the Institute.

The concessionaire explicitly accepts that the rooms are granted on a non-exclusive basis, and are at the full disposal of the Institute during the time slots not occupied by the courses.

The number of participants for each course shall be defined in compliance with all current local safety regulations, even in the event of extraordinary situations. With certain exceptions, courses should have no more than 14 participants.

With regard to set-ups and facilities, each classrooms is provided by the Institute with the following equipment: blackboards, tables and/or desks, chairs. Such furniture and facilities are granted to the concessionaire on a free loan for use basis within the limits of the Concession contract.

The concessionaire shall provide and install any other additional equipment necessary for the performance of the services (e.g. monitors, computers, other possible teaching aids, etc.).

The concessionaire shall be aware, in particular, that:

- no masonry work or invasive operations may be carried out under any circumstances;
- no work may be done without the prior approval of the Institute;
- it shall in any case be the responsibility of the concessionaire to ensure that the connectivity systems and/or the additional technical equipment set up for the training courses do not interfere with the other equipment present in the same environment.

Furthermore, the following will be the responsibility and expense of the concessionaire:

- the consumables required for the performance of the services (e.g. paper for receipts, paper for flyers and brochures, stationary, writing materials, etc.)

In the event of an ascertained deterioration of the furnishings and equipment, the Institute will request the concessionaire to carry out restoration work at its own expense.

The concessionaire undertakes not to display in the classrooms, signs, names, trademarks and distinctive signs other than the Institute's trademarks. The concessionaire shall not use the Institute's



logo or other trademarks and distinctive signs provided by the Institute for the benefit of initiatives other than those contemplated herein.

3. STAFF QUALIFICATIONS

3.1. Teaching staff

The courses shall be provided by highly-qualified teachers with the following minimum requirements:

- be an Italian native speaker;
- at least 2 years' experience in teaching Italian as a foreign language;
- Fluency in the English (minimum level B1) proven by previous work experience and/or certification;

Preferential requirements are:

- University degree in linguistics and/or in the language to be taught, awarded after a minimum of three years of study;
- An official qualification to teach Italian as a foreign language;

The minimum services required of a teacher include, but are not limited to:

- Preparing and properly delivering lessons according to the timetable set out in the educational programme;
- Ensuring that teaching materials are ready in good time and in sufficient quantity, in particular on the day of the course;
- Assessing the participants (final and placement assessment);
- Recording participants' attendance and absences;
- Preparing the classroom before the course, if necessary;
- Ensure that materials and furniture are properly stowed at the end of the lesson;
- Complying with the Institute's health and safety policies.

3.2. Administrative coordinator/team

The concessionaire shall ensure at least one administrative coordinator with the following minimum requirements:

- at least two years of experience in related fields of work (teaching coordination, trainer management, language courses management);
- Fluency in English (minimum level B1) proven by previous work experience or certification.

The minimum services requires of an administrative coordinator include, but are not limited to:

- appointing a coordinator/contact person for organisational and logistical purposes;
- managing all internal administrative, financial and organisational aspects of the educational programme;
- Collecting and managing course enrolments;
- Coordinating teaching staff;
- Providing information to the public on the educational offer;
- Ensuring the proper administrative and financial management of courses;
- Keeping reports and records of the activity;
- Maintaining records for a duration of 5 years;
- Ensuring quality control over the manner and contents of courses;
- Ensuring that all teaching activity adheres to the minimum standards described in Art. 3.1;
- Complying with the Institute's health and safety standards.



3.3. Lesson planning and educational programme

The concessionaire shall provide the Institute with a valid educational plan for each academic year throughout the duration of the contract.

Such educational plan shall include:

- A timetable (calendar of courses, with levels and delivery methods)
- A description of the courses' contents
- A methodology statement (including assessment strategies and tools)

For other details, see Schedule 9 ("Technical Proposal").

3.4. Monitoring and evaluation

The concessionaire shall provide monitoring and evaluation activities of the educational offer. Such activities shall be described in the abovementioned "Technical Proposal" Schedule.

The concessionaire shall organise placement tests to evaluate the level of participants before they can enrol for a course.

The concessionaire shall also assist the Institute with course evaluation, in order to assess the satisfaction level of participants and improve the educational programme and activities.

London 02/07/2024

The Head of the Procedure



Annex A

Table containing information on the costs of the classrooms that the concessionaire will have to pay to the administration for their use. Note that the concessionaire may request the use of one or more classrooms based on the logistical needs arising from the activation of in-person language courses. The price indicated in the table includes all expenses for utilities (water, electricity, heating), cleaning expenses, furniture contained therein, and ordinary maintenance expenses. Internet connection costs are not included.

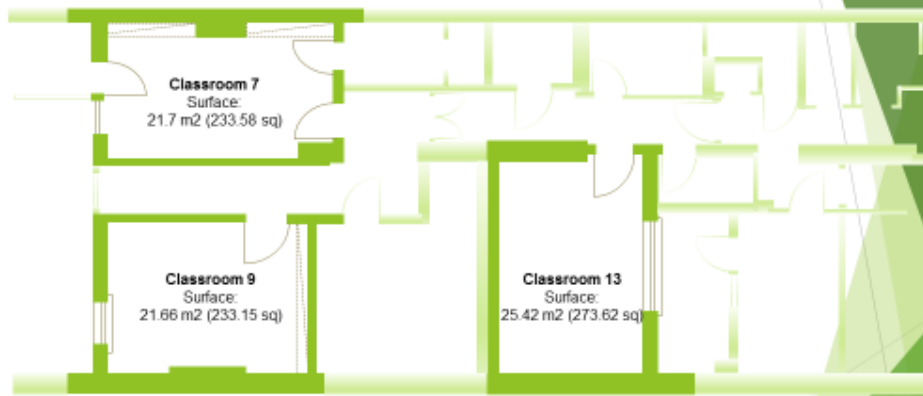
2024	CLASSROOMS	Annual Rent Cost	Annual Expenses	Total Annual Concession Fee (per room)
	CLASSROOM 9 BASEMENT	£ 2,246.40	£ 2,004.24	£ 4,250.64
CLASSROOM 7 BASEMENT	£ 2,257.20	£ 2,004.24	£ 4,261.44	
CLASSROOM 13 BASEMENT	£ 2,635.20	£ 3,006.36	£ 5,641.56	
CLASSROOM 25 III FLOOR	£ 3,974.40	£ 4,008.48	£ 7,982.88	
	£ 11,113.20	£ 11,023.32	£ 22,136.52	

2025	CLASSROOMS	Annual Rent Cost	Annual Expenses	Total Annual Concession Fee (per room)
	CLASSROOM 9 BASEMENT	£ 2,246.40	£ 2,354.48	£ 4,600.88
CLASSROOM 7 BASEMENT	£ 2,257.20	£ 2,354.48	£ 4,611.68	
CLASSROOM 13 BASEMENT	£ 2,635.20	£ 3,531.72	£ 6,166.92	
CLASSROOM 25 III FLOOR	£ 3,974.40	£ 4,708.96	£ 8,683.36	
	£ 11,113.20	£ 12,949.64	£ 24,062.84	

2026	CLASSROOMS	Annual Rent Cost	Annual Expenses	Total Annual Concession Fee (per room)
	CLASSROOM 9 BASEMENT	£ 2,246.40	£ 2,812.78	£ 5,059.18
CLASSROOM 7 BASEMENT	£ 2,257.20	£ 2,812.78	£ 5,069.98	
CLASSROOM 13 BASEMENT	£ 2,635.20	£ 4,219.20	£ 6,854.40	
CLASSROOM 25 III FLOOR	£ 3,974.40	£ 5,625.55	£ 9,599.95	
	£ 11,113.20	£ 15,470.31	£ 26,583.51	



Basement Classrooms



Third Floor Classroom

