

**Audiovisual production work for EEA****1. Introduction**

An important element of the European Environment Agency's work is to make the environmental information it prepares known and available to current and potential user groups. The diversity of information needs, areas of interest and advance knowledge of the various end user groups necessitates adaptation of the information to suit their different profiles.

In a number of cases it will be desirable to make use of audiovisual material as a supplement to more traditional text-based presentation; to visualise chains of events, to exemplify general points or to simplify complex issues so as to make them more easily understandable. This process often requires extensive reformatting and adaptation of content derived from for instance Agency reports or indicator fact sheets. In order to ensure a high professional standard in connection with preparation and production of such content, there is a need to supplement the Agency's own capacity in this area with that of an external provider of audiovisual production services.

**2. Task description**

The contractor should be able to assist the Agency with all technical tasks relating to the planning, preparation and production of audiovisual material.

Although the following list is not exhaustive, the categories of material will include:

- Macromedia flash MX animations for use on the Agency website
- Macromedia flash MX animations for use on public displays at the Agency premises
- Macromedia flash MX animations for use at exhibitions and other events
- MS PowerPoint overhead presentations for use in connection with product launches and other one-off events
- MS PowerPoint overhead presentations for general information use
- Video clips in streaming media formats for use on the Agency website
- Video clips in formats suitable for use on CD and DVD
- Stills images in electronic and film format at the Agency or other premises for use in Agency publications and in relation to the press

The contractor may be requested to deliver the end product in electronic format only, in the form of a physical product such as acetates of overheads, or as both. The contractor will be expected to liaise with subcontractors where necessary in order to be able to prepare and deliver the product formats required.

The contractor is expected to take part in planning meetings at the Agency premises when required, to advise and propose alternative technical and design solutions, if needed accompanied with cost and time estimates for carrying out the different

alternatives. However, after an initial run-in period it is expected that much planning communication and exchange between the Agency and the contractor can be undertaken electronically.

The preparatory activities will include tasks such as development of initial draft texts, development of graphic designs and recording of stills and video images on the basis of input from the Agency, adjustments of these after consultation with the Agency and production preparation, including booking of necessary subcontractors and clearance of necessary copyrights from third parties.

Production will include finalisation of the master of a given product and duplication of it in the number of copies required, as well as delivery to the Agency premises or other venue of the finished material.

### **3. Qualifications - conditions for participation (selection criteria)**

#### **Legal status**

Copy of documents confirming the tenderer's:

- inclusion in a trade register

#### **and/or**

- VAT registration.

#### **Financial capacity**

Evidence of economic and financial capacity shall be furnished by one or more of the following documents:

- appropriate statements from banks or evidence of professional risk indemnity insurance.
- the presentation of balance sheets or extracts from balance sheets for at least the last two years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established.

**Exclusion cases:** The tenderer shall provide evidence that he/she is not in the situation described in Article 2.2 of the Agency's general terms and conditions applicable to contracts. The evidence shall be a recent certificate issued by the competent authority of the country concerned. Where no such certificate is issued it may be replaced by a sworn, or failing that, a solemn statement made before a judicial or administrative authority, a notary, or a qualified professional body in his/her country of origin or provenance.

## **Technical capacity**

Provision of evidence in the tender documents:

- that the business activity of the company is relevant from the standpoint of the task in question by listing the principal services provided and supplies delivered in the past three years, with the sums, dates and recipients, public or private.
- of relevant knowledge, by enclosing CVs of the staff proposed for delivery of the consultancy services.
- of the average annual manpower and the number of managerial staff of the tenderer in the last three years.

### **4. Award criteria (and relative weighting)**

The economically most advantageous tender in terms of the following criteria:

- cost per day, consultancy services for planning, designing and preparing audiovisual material – 25%.
- quotations of costs of preparing and executing specimen productions as described in Annex IIa – 25%.
- experience in planning, preparing and producing audiovisual material on environmental matters – 30%.
- experience in working in an international context – 10%.
- experience in working with EU-related matters – 10%.

The purpose of the specimen quotations is to facilitate comparison between bids, and it is therefore important that they are completed.

### **5. Contract details**

The winning contractor will be awarded a framework contract for four years on the condition that the criteria in the call for tender are constantly met.

Specific agreements will be issued under the framework contract as and when needed.