

**Description of sample task:**  
**Lot 1 – Video production**  
**Framework contract for audiovisual services to the EEA**  
**Call for tender EEA/CCA/07/001**

## 1. Objective

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 launch is an important part of the communication activities surrounding news products. In some cases it will be desirable to make use of video news releases – VNRs – as a part of the launch activities. VNRs are disseminated to broadcasting stations and made available in streaming format on the EEA website.

The VNRs are to be designed so as to look like a regular news item produced by a broadcasting station. They are to be no more than three minutes in length, and shall explain:

- i) who has produced the report
- ii) why it was produced and for what target groups and
- iii) what the main findings are.

The VNRs are to contain a mix of voice-over commentary and interviews with key EEA staff, and when relevant, representatives of target groups or groups affected by the environmental issue at hand.

## 2. Sample task

As a sample task to help evaluate companies responding to the above call for tender, the bidders are requested to present:

- i) a creative approach of around one page in length, supplemented with a storyboard of around two pages (or around 20 sketches), and
- ii) a description of around ten relevant supplementary stock shots, all for a VNR to help promote the EEA report '*Urban sprawl in Europe - the ignored challenge*'.

The press release, a background briefing and the report itself can be accessed from this web page:

<http://www.eea.europa.eu/pressroom/newsreleases/urban-sprawl-europes-ignored-environmental-challenge>