



Service Order Form

Brussels, (date of issue)

Following a Service Framework Contract

EUROPEAN COMMISSION

Employment, Social Affairs and Equal
Opportunities DG
Requesting Department:
Resources, Communication
Communication, CAD

Reference Nos to be quoted in all
correspondence

Order form No:

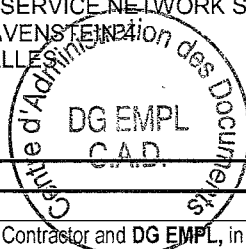
Accounting No:

VC/2010/0042

SI2.557724

MR Koenraad TOMMISSEN

EUROPEAN SERVICE NETWORK SA
GALERIE RAVENSTEIN
1000 BRUXELLES
BELGIUM



Order form title:

ESF film branding II

18-02-2010

This order is governed by the provisions of Framework Contract No EMP.VC/2006/0297_10 of 19/12/2006, between the Contractor and DG EMPL, in force from 19/12/2006 to 18/12/2010.

Acceptance of this order implies that the contractor waives all other terms of business or of execution of the services.

A. Fees and direct costs	Unit price in EUR (€)	Max. N° of units	Sub-total	
POST PRODUCTION EN Version / INTER Version (film 1 et 2)				38,320.35 €
Project manager	637.87 €	3 Day	1,913.61 €	
Junior project executive	531.56 €	5 Day	2,657.80 €	
Studio director-specialized for Tv commercial- (1)	850.00 €	6 Day	5,100.00 €	
Producer	478.40 €	2 Day	956.80 €	
Assistant Producer	318.94 €	4 Day	1,275.76 €	
Production manager	425.25 €	8 Day	3,402.00 €	
Production assistant	265.78 €	10 Day	2,657.80 €	
Editor	372.09 €	6 Day	2,232.54 €	
Assistant editor (logging & derush)	355.98 €	2 Day	711.96 €	
2 D graphic artist	47.84 €	16 Hour	765.44 €	
3 D graphic artist	72.29 €	160 Hour	11,566.40 €	
Speaker (20)	723.00 €	1 Hour	723.00 €	
Original music (all rights for EU incl.W.W. ever)	1,678.20 €	1 minute	1,678.20 €	
Sound engineer	382.72 €	5 Day	1,913.60 €	
Sound effect engineer	382.72 €	2 Day	765.44 €	
(20) Not in price list see art 8 (4) of Annex I of Framework contract VC/2006/0297				
MATERIAL				16,699.83 €
Player / recorder	174.65 €	2 Day	349.30 €	
Logging/digitizing/playouts	82.51 €	5 Hour	412.55 €	
Multi-machine digital editing	425.25 €	6 Day	2,551.50 €	
2D graphic palette	44.65 €	16 Hour	714.40 €	
3D graphic palette	58.47 €	160 Hour	9,355.20 €	
Sound studio	53.15 €	24 Hour	1,275.60 €	
Studio sound effect	63.79 €	16 Hour	1,020.64 €	
Multi-track missing studio	63.79 €	16 Hour	1,020.64 €	
DELIVERABLES				
Film 1 (Part 1: +/-30sec Part2: +/-10sec)				702.59 €

h

betacam Digital 15'	101.65 €	2	Unit	203.30 €	
Compression per min (Part 1)	93.44 €	1	minute	93.44 €	
Compression per min (Part 2)	93.44 €	1	minute	93.44 €	
DVD Mastering and editing per min	106.79 €	1	Unit	106.79 €	
and Authoring/programming	661.11€	0.2	Day	132.22 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Film 2 (+/-40secs)					543.04 €
betacam Digital 15'	101.65 €	2	Unit	203.30 €	
Compression per min (Part 1)	93.4 €	1	minute	93.44 €	
DVD Mastering and editing per min	106.79 €	1	Unit	106.79 €	
and Authoring/programming	661.11 €	0.1	Day	66.11 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Adaptation of the film ESF Branding in 22 EU languages					
PRODUCTION					39,730.33 €
Project manager	637.87 €	3	Day	1,913.61 €	
Junior project executive	531.56 €	8	Day	4,252.48 €	
Producer	478.40 €	2	Day	956.80 €	
Production manager	425.25 €	6	Day	2,551.50 €	
Production assistant	265.7 €	8	Day	2,126.24 €	
Editor	372.09 €	6	Day	2,232.54 €	
Assistant editor (logging & derush)	355.98 €	2	Day	711.96 €	
2 D graphic artist	47.84 €	66	Hour	3,157.44 €	
Speaker (21)	723.00 €	22	Hour	15,906.00 €	
(21) Not in price list see art 8 (4) of Annex I of Framework contract VC/2006/0297					
Sound engineer	382.72 €	8	Day	3,061.76 €	
Language / translation /Czech (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation // Danish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Dutch (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Estonian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Finish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / French (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /German (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Greek (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Hungarian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Italian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Latvian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Lithuanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Maltese (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Polish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Portuguese (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Slovakian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Slovenian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Spanish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Swedish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Bulgarian (22)	110.00 €	1	Flat fee	110.00 €	

Language / translation /Romanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Irish (Gaelic) (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Swedish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Bulgarian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Romanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Irish (Gaelic) (22)	110.00 €	1	Flat fee	110.00 €	
(22) Not in price list see art 8 (4) of Framework contract VC/2006/0297					
MATERIAL					9,790.14 €
Player / recorder	174.65 €	1	Day	174.65 €	
Logging/digitizing/playouts	82.51 €	3	Hour	247.53 €	
Multi-machine digital editing	425.25 €	6	Day	2,551.50 €	
2D graphic palette	44.65 €	66	Hour	2,946.90 €	
Sound studio	53.15 €	44	Hour	2,338.60 €	
Multi-track missing studio	63.79 €	24	Hour	1,530.96 €	
DELIVERABLES					12,952.06 €
Film 1 (part 1: +/-30sec Part 2: +/-10sec)					
betacam Digital 60'	154.31 €	2	Unit	308.62 €	
Compression per min (Part 1)	93.44 €	22	minute	2,055.68 €	
Compression per min (Part 2)	93.44 €	22	minute	2,055.68 €	
DVD Mastering and editing per min	106.79 €	22	Unit	2,349.38 €	
and Authoring/programming	661.11 €	1	Day	661.11 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Film 2 (+/-40secs)					
betacam Digital 15'	154.31 €	2	Unit	308.62 €	
Compression per min	93.44 €	22	minute	2,055.68 €	
DVD Mastering and editing per min	106.79 €	22	minute	2,349.38 €	
and Authoring/programming	661.11 €	1	Day	661.11 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Sub-total "Fees and Direct Costs"					118,738.34€
B. Reimbursable Expenses	(max. prices)				
Sub-total "Reimbursable Expenses"					0,00
Place of implementation:	Total amount without VAT				118,738.34€
European Commission	VAT %			0.00	0,00
Terms of payment:	Overall Total				118,738.34 €
See Framework contract					

Pursuant to the provisions of Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Union, the Commission is exempt from all taxes and dues, including value added tax, on payments due in respect of this Order form.

For Contractors established in Belgium, the provisions of the Contract constitute request for VAT exemption No 450, provided that the Contractor indicates in his invoice(s) as follows: "Exonération de la TVA, Article 42, § 3.3, du code de la TVA", or equivalent indication in Dutch or German language.

If the Contractor has a fiscal imposition place in a Member State of the European Union other than Belgium, see Form 15.10 attached in Annex.

Duration:

The duration of the tasks shall not exceed 10 months.

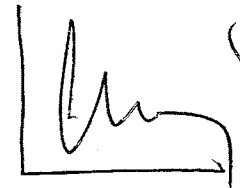
Execution delay:

Execution of the tasks shall start on the date of signature of the present Order form.

The date of signature is that of the date stamp applied by the postal services of Employment, Social Affairs and Equal Opportunities DG on the first page of the present document (date of issue).

Signature

For the Commission,
Joseph JAMAR Head of Unit - EMPL/H/3
Employment, Social Affairs and Equal Opportunities DG



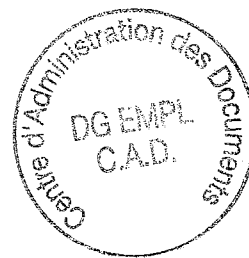
(signature)

Done at Brussels, on (date)

In duplicate, in English.

Annexes:

- Annex I: Tender Specifications and Monitoring
- Annex II: Contractor's Tender (Registre CAD Ref. No. A/01691 of 01/02/2010) signed by the Contractor
- For Contractor with fiscal imposition place in a Member State of the European Union other than Belgium: form 15.10 – VAT and excise duty exemption certificate



18-02-2010

ANNEX I **Tender Specifications and Monitoring**

ESF film branding II

Draft tender specifications and monitoring

Background

In the context of the current ESF programming period 2007-2013, DG EMPL wants to raise the visibility of the European Social Fund and ensure that the public has a clear understanding of what the ESF is and what it does. In particular, it is important that people understand that the Fund promotes employment and growth and is complementary to the activities of the Member States.

According to the Eurobarometer survey published in October 2006 on European employment and social policy (Special Eurobarometer No 261), roughly one third of those interviewed had already heard of the European Social Fund. However, over 90% knew very little about what the Fund did. It is therefore clear that a greater communication effort is needed if people are to understand what the European added value is in the area of social and employment policy.

In light of this, it is important to recall the obligation Member States have of informing their citizens about the Community's role and making it clear to people where the Fund is intervening and for what purpose. Communicating information about the ESF is primarily the responsibility of the national authorities, in compliance with Regulation (EC) No 1083/2006 of the Council of 11 July 2006 on the Structural Funds.

In addition, Commission Regulation (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 defines a common framework for communication and information. The aim here is to make sure that citizens and potential beneficiaries have equal access in all the Member States to information on financial aid from the Community budget. All the Member States must have a communication plan for the period 2007-2013, which includes a strategy on how they will inform the public of the role the Community plays and the added value the Community provides.

In the past, the Member States have achieved this to varying degrees of success. The European Commission itself has insufficiently communicated the achievements of the ESF on the ground. Therefore, the current ESF programming period 2007-2013 is an opportunity to show how the ESF can provide a tangible response to citizens' needs.

In 2007, DG EMPL worked on four main communication priorities (evaluation of ESF communication work 2000-2006; OP launch events; the German and Portuguese ESF Presidency conferences; the revamped ESF website and a searchable online database of ESF projects) to make the ESF better known to the public and stress the important role that the European Union plays in enhancing employment opportunities in Europe. In 2008 and 2009, DG EMPL pursued the consolidation and follow-up of this work. In 2010, the focus is on completing longer term communication work that has been in progress, such as the platform for ESF projects on the ESF website, and ensuring widespread dissemination of work produced since 2007.

Purpose of the order

ESF success stories

Produce audiovisual material that reinforces the branding of the ESF and increases the flow of web traffic to the ESF website with the ultimate aim of increased visibility of the European Social Fund and the EU.

Expertise required

Position	Description
Head of project	Stéphane De Swaef
Junior project executive	Audrey Atlass
Production assistant	Stéphanie Debaste
Speaker (20 and 21)	These speakers are specialised in advertising films and the price includes all rights for EU incl.TV/web/DVDs/ conference/3 years
Language translation (22)	Copy translators specialised in translating slogans / baselines for advertising purposes.

Tasks to be performed:

- produce audiovisual material based on the scenario developed by ESN in order for service VC/2009/1009.

Schedule of reports:

The audiovisual material will be produced according to a schedule agreed on with DG EMPL.

Specific requirements:

The budget should be in line with the price list of framework contract VC/2006/0297.



ANNEX II

Tender of the Contractor

Registre CAD Ref. No. A/01691 of 01/02/2010

See attached document: 6 pages.





European Service Network

3. Work description and planning

- Delivery to DG EMPL of EN and INTER versions of the two films (film 1 (part 1 and 2) and film 2 (mid May 2010 - to be confirmed).
- Delivery of the 22 EU language versions: 4 weeks after delivery of the EN version (to be confirmed).

4. Deliverables

DELIVERABLES Of the production of the film in EN and INTER versions

Film 1 (part 1 and part 2)

Digital version in 1920x1080 MPEG4

Digital version in compressed in FLV. For on-line use

2 digital BETA tapes with the completed video

10 DVD (with menu) of the two parts of the film

Film 2:

Digital version in 1920x1080 MPEG4

Digital version in compressed in FLV. For on-line use

2 digital BETA tapes with the completed video

10 DVDs of the complete film

DELIVERABLES of 22 EU languages

FILM1 (part 1 and part 2)

22 DIGITAL versions 920x1080 MPEG4

22 Digital versions in compressed in FLV. For on-line use

2 Digital BETA tapes with the 22 EU languages

10 DVD (with menu in 22 languages) of the two parts of the film.

FILM 2

22 DIGITAL versions 920x1080 MPEG4

22 Digital versions in compressed in FLV. For on-line use

2 digital BETA tapes with the 22 EU languages

10 DVD (with menu in 22 languages) of the two parts of the film.



European Service Network

5. Staff

Position	Description
Head of project	Stéphane De Swaef
Junior project executive	Audrey Atlask
Production assistant	Stéphanie Debaste
Speaker (20 and 21)	These speakers are specialised in advertising films and the price includes all rights for EU incl.TV/web/DVDs/ conference/3 years
Language translation (22)	Copy translators specialised in translating slogans / baselines for advertising purposes.

Posts from (20 ,21 and 22) are not in the price list of the framework contract.

6. Budget

Development of audiovisual material					Total in €
A. Fees and direct costs	Unit price in EUR (€)	Max. N° of units		Sub-total	
POST PRODUCTION EN Version / INTER Version (film 1 et 2)					38,320.35 €
Project manager	637.87 €	3	Day	1,913.61 €	
Junior project executive	531.56 €	5	Day	2,657.80 €	
Studio director-specialized for Tv commercial- (1)	850.00 €	6	Day	5,100.00 €	
Producer	478.40 €	2	Day	956.80 €	
Assistant Producer	318.94 €	4	Day	1,275.76 €	
Production manager	425.25 €	8	Day	3,402.00 €	
Production assistant	265.78 €	10	Day	2,657.80 €	
Editor	372.09 €	6	Day	2,232.54 €	
Assistant editor (logging & derush)	355.98 €	2	Day	711.96 €	
2 D graphic artist	47.84 €	16	Hour	765.44 €	
3 D graphic artist	72.29 €	160	Hour	11,566.40 €	
Speaker (20)	723.00 €	1	Hour	723.00 €	
Original music (all rights for EU incl.W.W.ever)	1,678.20 €	1	minute	1,678.20 €	
Sound engineer	382.72 €	5	Day	1,913.60 €	



European Service Network

Sound effect engineer	382.72 €	2	Day	765.44 €	
(20) Not in price list see art 8 (4) of Annex I of Framework contract VC/2006/0297					
MATERIAL					16,699.83 €
Player / recorder	174.65 €	2	Day	349.30 €	
Logging/digitizing/playouts	82.51 €	5	Hour	412.55 €	
Multi-machine digital editing	425.25 €	6	Day	2,551.50 €	
2D graphic palette	44.65 €	16	Hour	714.40 €	
3D graphic palette	58.47 €	160	Hour	9,355.20 €	
Sound studio	53.15 €	24	Hour	1,275.60 €	
Studio sound effect	63.79 €	16	Hour	1,020.64 €	
Multi-track missing studio	63.79 €	16	Hour	1,020.64 €	
DELIVERABLES					
Film 1 (Part 1: +/-30sec Part2: +/-10sec)					702.59 €
betacam Digital 15'	101.65 €	2	Unit	203.30 €	
Compression per min (Part 1)	93.44 €	1	minute	93.44 €	
Compression per min (Part 2)	93.44 €	1	minute	93.44 €	
DVD Mastering and editing per min	106.79 €	1	Unit	106.79 €	
and Authoring/programming	661.11 €	0.2	Day	132.22 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Film 2 (+/-40secs)					543.04 €
betacam Digital 15'	101.65 €	2	Unit	203.30 €	
Compression per min (Part 1)	93.44 €	1	minute	93.44 €	
DVD Mastering and editing per min	106.79 €	1	Unit	106.79 €	
and Authoring/programming	661.11 €	0.1	Day	66.11 €	
DVD copies	7.34 €	10	Unit	73.40 €	
Adaptation of the film ESF Branding in 22 EU languages					
PRODUCTION					39,730.33 €
Project manager	637.87 €	3	Day	1,913.61 €	
Junior project executive	531.56 €	8	Day	4,252.48 €	
Producer	478.40 €	2	Day	956.80 €	
Production manager		6	Day	2,551.50 €	

4/6 h



European Service Network

	425.25 €				
Production assistant	265.78 €	8	Day	2,126.24 €	
Editor	372.09 €	6	Day	2,232.54 €	
Assistant editor (logging & derush)	355.98 €	2	Day	711.96 €	
2 D graphic artist	47.84 €	66	Hour	3,157.44 €	
Speaker (21)	723.00 €	22	Hour	15,906.00 €	
(21) Not in price list see art 8 (4) of Annex I of Framework contract VC/2006/0297					
Sound engineer	382.72 €	8	Day	3,061.76 €	
Language / translation /Czech (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation // Danish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Dutch (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Estonian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Finish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / French (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /German (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation / Greek (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Hungarian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Italian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Latvian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Lithuanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Maltese (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Polish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Portuguese (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Slovakian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Slovenian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Spanish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Swedish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Bulgarian (22)	110.00 €	1	Flat fee	110.00 €	



European Service Network

Language / translation /Romanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Irish (Gaelic) (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Swedish (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Bulgarian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Romanian (22)	110.00 €	1	Flat fee	110.00 €	
Language / translation /Irish (Gaelic) (22)	110.00 €	1	Flat fee	110.00 €	
(22) Not in price list see art 8 (4) of Annex I of Framework contract VC/2006/0297					
MATERIAL					9,790.14 €
Player / recorder	174.65 €	1	Day	174.65 €	
Logging/digitizing/playouts	82.51 €	3	Hour	247.53 €	
Multi-machine digital editing	425.25 €	6	Day	2,551.50 €	
2D graphic palette	44.65 €	66	Hour	2,946.90 €	
Sound studio	53.15 €	44	Hour	2,338.60 €	
Multi-track missing studio	63.79 €	24	Hour	1,530.96 €	
DELIVERABLES					12,952.06 €
Film 1 (part 1: +/- 30sec Part 2: +/- 10sec)					
betacam Digital 60'	154.31 €	2	Unit	308.62 €	
Compression per min (Part 1)	93.44 €	22	minute	2,055.68 €	
Compression per min (Part 2)	93.44 €	22	minute	2,055.68 €	
DVD Mastering and editing per min and Authoring/programming	106.79 €	22	Unit	2,349.38 €	
DVD copies	661.11 €	1	Day	661.11 €	
	7.34 €	10	Unit	73.40 €	
Film 2 (+/- 40secs)					
betacam Digital 15'	154.31 €	2	Unit	308.62 €	
Compression per min	93.44 €	22	minute	2,055.68 €	
DVD Mastering and editing per min	106.79 €	22	minute	2,349.38 €	
and Authoring/programming	661.11 €	1	Day	661.11 €	
DVD copies	7.34 €	10	Unit	73.40 €	
GRAND TOTAL:					118,738.34 €

6/6



EUROPEAN COMMISSION
Employment, social affairs and equal opportunities DG

18.02.10 002761

Brussels, (date of notification)
EMPL/H/3: JJ – D(2010) – Adonis No:

MR Koenraad TOMMISSEN

EUROPEAN SERVICE NETWORK SA
GALERIE RAVENSTEIN 4
1000 BRUXELLES
BELGIUM

Notification Letter

Ref. No: Order form No. VC/2010/0042
Accounting No: SI2.557724
(Please quote in all correspondence)
Title: ESF film branding II

Dear Sir,

Please find enclosed the above-mentioned order form, signed by the Commission.

Please note that:

- all invoices should be clearly marked, in capital letters, **"INVOICE"** to facilitate identification and processing by our relevant services;
- the invoice should also state the VAT amount to be paid by the Commission. If a direct VAT exemption is applicable, this VAT amount should be 0;
- all invoices **must be sent to the following address:**

European Commission
Employment, Social Affairs and Equal Opportunities DG
Archive Department – J-27 - 00/106 – Service Courier
B-1049 Brussels, Belgium

If there is a VAT-form 15.10 attached to this order form and if it you would like to obtain a **direct VAT exemption** regarding this order, please return this form and **clearly** state that it should be completed. It is only on your request that we will return this form, signed by the appropriate official.

Yours faithfully,

Joseph JAMAR
Head of Unit

c.c.: Responsible official at DG EMPL/H/3: Christopher SHARP

Date of signature of the order form by the Commission:
Date of notification: see above