

SPECIFIC CONTRACT No 4-2009/017/TREN-D3/SI2.540269
implementing Framework Contract No 2006-09/TREN-R3/Lot n°4

The European Community (hereinafter referred to as "the Community"), represented by the Commission of the European Communities (hereinafter referred to as "the Commission"), which is represented for the purposes of the signature of this contract by Christopher JONES, Director of the Directorate D of the Directorate-General for Energy and Transport,

of the one part,

and

MOSTRA
Société anonyme
Statutory registration number RCB 481 641
1001, Chaussée d'Alseberg
BE-1180 Bruxelles
VAT registration number BE 429.063.662

(hereinafter referred to as "the Contractor"), represented for the purposes of the signature of this contract by Alain NANDRIN, General Manager,

of the other part,



HAVE AGREED

ARTICLE 1: PREAMBLE

1. On 19 September 2006, the Commission and the Contractor signed framework contract No 2006-09/TREN-R3/Lot n°4, modified by its amendments, for the provision of services in the field of information and communication. This specific contract concerns lot n° 4 and is based on the Contractor's offer dated 31 July 2009. Upon signature by the parties, this specific contract shall be governed by the said framework contract.
2. All clauses and provisions of the framework contract which are not amended or revoked by the provisions of this specific contract shall automatically apply in full.

ARTICLE 2: SUBJECT

1. The Contractor undertakes, on the terms set out in the framework contract and in this specific contract and the annexes thereto, which form an integral part thereof, to perform the tasks specified in Annex I.
2. The subject of this specific contract is the production of audiovisual material and photos in relation to the phase-out of incandescent bulbs.

ARTICLE 3: DURATION

1. This specific contract shall enter into force on the date on which it is signed by the last contracting party.
2. The duration of the tasks shall not exceed seven months. Execution of the tasks shall start from the date of entry into force of this specific contract. The period of execution of the tasks may be extended only with the express written agreement of the parties before such period elapses.

ARTICLE 4: REPORTS AND DOCUMENTS

The tasks carried out by the Contractor in performance of this contract shall be subject of reports drawn up in accordance with annex I.

ARTICLE 5: ACCEPTANCE OF WORK

1. As soon as the services have been performed, the Commission shall issue an acceptance report indicating the date of acceptance and any reservations regarding the services performed.
2. If the documents submitted contain errors, the Commission shall notify the Contractor in writing of the problems discovered and request him to submit a corrected version.

ARTICLE 6: PRICES AND INVOICING

1. The total maximum amount to be paid by the Commission under this specific contract shall be € 247.477,51 – (two hundred forty-seven thousand four hundred seventy seven euros and fifty-one cents) covering all tasks executed.
2. In addition to the price mentioned under paragraph 1, costs up to the amount of € 6.100,00 (six thousands one hundred euros) will be reimbursed according to the provisions of the Framework contract.

3. The invoice shall contain a reference to the framework contract and this specific contract and, where appropriate, the document of acceptance of the services.
4. Invoices shall be sent to:
European Commission
Energy and Transport DG
Valérie Defays
Unit R3
DM24, 01/007
BE-1049 Brussels

ARTICLE 7: ADMINISTRATIVE PROVISIONS

1. The persons responsible for implementing this contract are:
For the Commission:
 - Administrative questions: Valérie Defays, Energy and Transport DG, Unit R3, DM24, 01/007, BE-1049 Brussels.
 - Technical questions: Andras Toth, Energy and Transport DG, Unit D3, DM24, 04/011, BE-1049 Brussels.
For the Contractor:
 - Administrative questions: Alain Nandrin, Mostra, Chaussée d'Alseberg 1001, BE-1180 Brussels, ana@mostra.com
 - Technical questions: Maria Van Hemeldonck, Mostra, Chaussée d'Alseberg 1001, BE-1180 Brussels
2. All correspondence arising out of this specific contract shall be in writing and shall be sent to the persons responsible.

ARTICLE 8: ANNEXES

The following documents are annexed to and form an integral part of this specific contract:

Annex 1 – Specification of tasks

Annex 2 – Contractor's specific offer

SIGNATURES

For the Contractor,
MOSTRA s.a.
Alain NANDRIN, General Manager

signature: _____

Done at Brussels,18-08-2009.....

In duplicate in English.

For the Commission,
Christopher JONES,
Director

signature: _____

Done at Brussels, ...14/01/2009.....

ANNEX 1

Task specifications

The phase-out of incandescent bulbs

Production of B-roll

Photo shooting

Production of an animated clip

Optional dissemination of the B-roll and of the clip



I. Production of B-roll

Description

Video material filmed with the objective to be distributed to the media as material to be used to produce their own stories on the phase-out of incandescent bulbs. The concept of the B-Roll will be discussed at the kick-off meeting in depth and delivered afterwards in a concept note.

Total length: 15 minutes

A. Video interviews with key players

Language: the mother-tongue of the interviewee, but English transcript to be provided.

Shooting location: the interviewees' offices and eventually shops in Brussels

Suggested interviewees and topics:

1. *Commissioner Piebalgs or Energy spokesman:* political importance of the measure in achieving EU targets
2. *European Lamp Companies' Federation or major lamp manufacturer:* availability and quality of alternative lamps, impact of phase-out on factories in Europe
3. *green NGO (Greenpeace, WWF, EEB or CAN Europe):* saving potential, opinion on the level of ambition
4. *consumer NGO:* overall savings to the users, but importance of carefully choosing the lamps in the future
5. *large retailer chain:* how they prepare for the phase-out, availability of incandescent bulbs and alternatives in the shops after 1 September 2009

B. Video material without commentary

The B-roll will have different parts and will be accompanied with a script with time codes.

Shooting location: Brussels (topics 1-3) + a factory in Western or Central European Member State (topic 4) and optionally a third location will be added (to be decided during the kick-off meeting)

Suggested topics (tentative list, to be further discussed in the kick-off meeting):

1. Presentation of main alternative lamps
2. An average citizen using the alternative lamps in his or her home.
3. Supermarket shelves
4. Factory production lines (in a Western or Central European Member State)

Deliverables

- 50 masters Betacam SP for TV (to the journalists)
- 1 CD with compressions multi-format (MPEG1, MPEG2, MPEG4, .mov, .wmv, .rm, .flv) + ftp link
- 2 Betacams Digital 32'

Timing and Dissemination

The B-roll will be delivered in the last week of August unless otherwise agreed with the Commission at the kick-off meeting. The contractor should actively disseminate the B-roll only on explicit request from the Commission services. The active dissemination (if requested) should cover European TV stations based in Brussels as well as the in-country journalists based in the EU 27.

It should involve:

- Identification of target journalists
- Distribution of the B-Roll and background information
- Monitoring of activities and broadcasts
- Set up of an on-line press pack on tvlink.org
- Set up of an ftp-link for downloads

II. Photo shooting

Description

The contractor should prepare photos showing different incandescent bulbs and alternative lamp types from different angles, both switched on and off, and also installed in the appropriate luminaires. Some of these luminaires cannot be photographed in studio, so that shooting on location in Brussels will probably be needed. Close shots of lamp packagings should also be prepared. A table showing the list of required lamp types and positions to be pictured is annexed to the task specifications.

Deliverables

1 CD with 100 pictures (12 Millions pixels)

Timing and Dissemination

The photos will be delivered the last week of August unless otherwise agreed with the Commission at the kick-off meeting. The Commission services will take care of their dissemination.

III. Production of an animated clip

Description

Length: 2 minutes maximum

Language: no voice over

The clip should provide an eye-catching and entertaining summary of the main benefits of using energy-saving bulbs, and also of the main rules to decide which lamp type to select when purchasing alternatives to incandescent bulbs, depending on the intended application.

The clip should feature the characters and graphical chart of the videoclip “Energy Let’s save it”, already delivered by the contractor to the Commission services under another contract. No new characters or style elements will be necessary in this new clip.

Deliverables

- 2 masters Betacam Digital (Médiathèque + EU Tube/EbS)
- 1 master DVD with MPEG2 file + 1 DVD test
- 1 CD with graphic files of the jacket
- compressed files for internet

Timing and Dissemination

The clip should be delivered to the Commission services by 2 November 2009, unless the Commission services and the contractor both agree on a different deadline during the kick-off meeting after the signature of the contract.

The contractor should actively disseminate the clip only on explicit request from the Commission services. The active dissemination (if requested) should be based on up-to-date web dissemination strategies, its details are to be agreed with the Commission services in due time. The monitoring should be appropriate for the chosen dissemination strategy.

Overall duration of the contract

A final report should be delivered to the Commission services at the latest by 26 February 2010.



Annex 2 – Contractor's specific offer

8

EC - DG Transport and Energy
Phase out of incandescent light bulbs
Budgetary estimate - Summary

BUDGET SUMMARY

Production of B-Roll	19.334,35 €
Photo shooting	33.683,56 €
Production of an animated clip on light bulbs	62.474,51 €
Total without travel costs	115.492,42 €
Travel Costs	3.050,00 €
Total with travel costs	118.542,42 €
Optional media relations for the B-Roll	13.468,15 €
Optional shooting days for the B-Roll	5.118,25 €
Optional shooting for the photo's (20 additional pictures)	6.365,40 €
Optional distribution of the animated clip	107.033,29 €
Travel costs for the optional shooting days	3.050,00 €
Grand Total (all option included)	253.577,51 €

Conditions de paiement (conformément au CC) :

- 40 % d'acompte à la signature du contrat
- Solde à la livraison

DATE: 12/8/2009

SIGNATURE:



DG TREN		CODE:	
AV		27437	
ACTION:		ECHANGE:	
(D3)		12 08 2009	
R	A	B	C
G	H	I	P
DG	ASS	01	
		DGA	DGA
		CD	EPG
			HI

EC - DG Transport and Energy Production of B-Roll Budgetary estimate 1



Client	European Commission
Directorate-General	Transport and Energy
Contact client	Andras Toth
Contact Mostra!	Elena Linczenyiova/Maria Vanhemeledonck
Journalist / Video Director	Steven Decraene
Quote N°	OAM-090724/1

TECHNICAL FEATURES

Length of the video programme	up to 15 minutes
Language versions	Mother tongue of the interviewees script to be provided in English
Shooting	4 days : 1 European destination + Brussels
Copies	- 50 masters Betacam SP for TV - 1 CD with compressions multi-format (MPEG1, MPEG2, MPEG4, .mov, .wmv, .rm, .flv) + ftp link - 2 Betacams Digital 32'

BUDGET SUMMARY

1. PRE-PRODUCTION	3.776,77 €
2. SHOOTING	6.645,94 €
3. EDITING OF THE VIDEO	4.317,82 €
4. SOUNDTRACK OF THE VIDEO	392,53 €
5. COPIES	4.201,29 €
Sub-total production	19.334,35 €
6. TRAVEL COSTS (to be justified)	3.050,00 €
Total with travel costs	22.384,35 €
7. OPTION 1 : MEDIA RELATIONS	13.468,15 €
8. OPTION 2 : ADDITIONAL SHOOTING DAYS	5.118,25 €
9. TRAVEL COSTS FOR THE OPTIONAL SHOOTING DAYS	3.050,00 €
Total with travel costs, all options included	30.552,60 €


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BUDGET

Description	U	Qté	Tarif	Total
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1. PRE-PRODUCTION 3.776,77 €

Overall coordination

Project manager, Coordinator	D	3	689,58	2.068,74
Junior project manager	D	1	477,40	477,40
Production director	D	0,5	551,66	275,83

Planning and preparation

Director of photography	D	1	477,40	477,40
Production manager	D	1	477,40	477,40

2. SHOOTING 6.645,94 €

Crew

Director of photography	D	4	477,40	1.909,60
Sound operator	D	4	403,14	1.612,56
Production assistant (local interpreter)	D	2	381,92	763,84
Extra	D	2	79,57	159,14

Technical equipment

DV Cam (DSR 570 type)	D	4	297,05	1.188,20
Basic sound video equipment	D	4	84,87	339,48
Lighting - report kit	D	4	106,09	424,36
Insurance on filming equipment in %	%	7,5	488,01	36,60
DV Cam 32'	U	8	26,52	212,16

3. EDITING OF THE VIDEO 4.317,82 €

Off-line editing

Computer workstation to view rushes/footage	D	2	127,31	254,62
Low resolution digitalisation of images (stock inc)	H	4	95,48	381,92
Off-line virtual editing (editor incl.)	D	1	763,84	763,84
Director of photography	D	3	477,40	1.432,20
Production manager (including shotlist and transcript)	J	1	477,40	477,40
Translation-adaptation EU language	Pge	7	84,87	594,09

On-line editing

On-line virtual editing (editor included)	D	0,5	763,84	381,92
Digital Betacam 32'	U	1	31,83	31,83

4. SOUNDTRACK OF THE VIDEO 392,53 €

Recording studio - mixing	H	4	47,74	190,96
Studio sound engineer	D	0,5	403,14	201,57

[Handwritten signature and initials in blue ink]

5. COPIES 4.201,29 €

Digital Betacam 32' (DG TREN and DG COMM)	U	2	31,83	63,66
Betacam SP copie 30'	U	50	79,57	3.978,50
Compression/encoding for streaming (20')	File	1	159,13	159,13

6. TRAVEL COSTS (to be justified) 3.050,00 €

Flight	D	2	700,00	1.400,00
Car rental	D	3	150,00	450,00
Per Diem (2 people x 3 days)	D	6	200,00	1.200,00

7. OPTION 1 : MEDIA RELATIONS 13.468,15 €

Proposed services:

Media relations with European tv stations based in Brussels as well as the in-country journalists based in the EU 27 including:

- Identification of target journalists
- Distribution of the B-Roll and background information
- Monitoring of activities and broadcasts
- Set up of an on-line press pack on tvlink.org
- Set up an ftp-link for downloads

Targeting, dissemination and TV Link press pack

Project manager, Coordinator	D	2	689,58	1.379,16
Journalist	D	0,5	551,66	275,83
Press relations officer	D	1	509,23	509,23

Press relations + monitoring

Press relations officer	D	14	509,23	7.129,22
TV Expert	D	1	806,27	806,27
Delivery by express courier	U	40	33,95	1.358,00
Delivery by express courier (national)	U	5	9,55	47,75
Translation / adaptation	Pge	7	84,87	594,09
Download (at the price of a copy DVC PRO 15")	U	30	45,62	1.368,60

8. OPTION 2 : ADDITIONAL SHOOTING DAYS 5.118,25 €

Crew

Director of photography	D	3	477,40	1.432,20
Sound operator	D	3	403,14	1.209,42
Production assistant (local interpreter)	D	2	381,92	763,84

Technical equipment

DV Cam (DSR 570 type)	D	3	297,05	891,15
Basic sound video equipment	D	3	84,87	254,61
Lighting - report kit	D	3	106,09	318,27
Insurance on filming equipment in %	%	7,5	488,01	36,60
DV Cam 32'	U	8	26,52	212,16

9. TRAVEL COSTS FOR THE OPTIONAL SHOOTING DAYS 3.050,00 €

Flight	D	2	700,00	1.400,00
Car rental	D	3	150,00	450,00
Per Diem (2 people x 3 days)	D	6	200,00	1.200,00

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 mostra@mostra.com - www.mostra.com



**EC - DG Transport and Energy
 Photo shooting
 Budgetary estimate 2**

Client	European Commission
Directorate-General	Transport and Energy
Contact client	Andras Toth
Contact Mostra!	Elena Linczenyiova/Maria Vanhemeledonck
Journalist / Video Director	to be determined
Quote N°	OAM-090724/2

TECHNICAL FEATURES

Length of the video programme	100 Still Pictures
Shooting	In studio (Brussels) + 1/2 day on location
Copies for the DG	1 CD with 100 pictures (12 Millions pixels)

BUDGET SUMMARY

1. PRE-PRODUCTION	1.856,56 €
2. SHOOTING (100 PICTURES)	31.827,00 €
Total general without option	33.683,56 €
3. OPTIONAL SHOOTING (20 PICTURES)	6.365,40 €
Total general with option	40.048,96 €

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BUDGET				
Description	U	Qté	Tarif	Total
1. PRE-PRODUCTION				1.856,56 €
<i>Overall coordination</i>				
Project manager, Coordinator	D	2	689,58	1.379,16
Production manager	D	1	477,40	477,40
2. SHOOTING (100 PICTURES)				31.827,00 €
Purchasing photos	U	100	318,27	31.827,00
3. OPTIONAL SHOOTING (20 PICTURES)				6.365,40 €
Purchasing photos	U	20	318,27	6.365,40

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EC - DG Energy & Transport
Production of an animated clip on light bulbs
Budgetary estimate 3

Client	European Commission
Directorate General	Energy & Transport
Contact client	Andras Toth
Contact Mostra	Elena Linczenyiova / Véronique Laurent
Quote n°	OAM-090724/3

DESCRIPTION OF SERVICES

Length of the programme	2 minutes maximum
Language	International - No voice over
Copies	-2 masters Betacam Digital (Médiathèque + EU Tube/EbS) -1 master DVD with MPEG2 file + 1 DVD test -1CD with graphic files of the jacket - compressed files for internet

Note : This budget is based upon the use of an animated cartoon using the characters and graphical chart of the videoclip "Energy Let's save it". It doesn't cover the creation of new characters or a different style than the "Energy Let's save it" style.

SUMMARY

1. PRE-PRODUCTION	14.131,21 €
2. POST-PRODUCTION IMAGE	38.310,03 €
3. POST-PRODUCTION SOUND - NO VOICE OVER	8.282,81 €
4. MASTER DVD AND COPIES	1.750,46 €
SUB-TOTAL PRODUCTION	62.474,51 €
5. OPTION : DISTRIBUTION	107.033,29 €
TOTAL PRODUCTION, OPTION INCLUDED	169.507,80 €

BUDGET

Description	U	Qty	Price	Total
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1. PRE-PRODUCTION 14.131,21 €

Project Management

Project Manager	D	5	689,58	3.447,90
Production director	D	0,5	551,66	275,83

Scriptwriting

Director	D	1	551,66	551,66
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Story-board, propositions of graphic design

Director	D	5	551,66	2.758,30
Senior graphic designer	D	6	551,66	3.309,96
2D graphic palette (graphic artist included)	H	42	90,18	3.787,56

2. POST-PRODUCTION IMAGE 38.310,03 €

Director	D	3	551,66	1.654,98
Production Manager	D	1	477,40	477,40

Graphic pictures

Senior graphic designer	D	23	551,66	12.688,18
2D graphic palette (graphic artist included)	H	65	90,18	5.861,70
3D graphic palette (graphic artist included)	H	45	201,57	9.070,65
DVD R (Burning)	U	2	22,28	44,56

On-line editing

Digital tape editing (editor included)	D	10	848,71	8.487,10
Digital Betacam 12'	U	1	25,46	25,46

3. POST-PRODUCTION SOUND - NO VOICE OVER 8.282,81 €

Director	D	1	551,66	551,66
Production Manager	D	1	477,40	477,40
Voice over (dubbing for sound effects)	H	4	318,27	1.273,08
Recording studio - mixing	H	35	47,74	1.670,90
Sound technician (sound design, effects, music)	H	35	50,39	1.763,65
Original music (with assignments of rights)	Min	4	636,53	2.546,12



4. MASTER DVD AND COPIES	1.750,46 €
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From Betacam Digital to Betacam Digital 15'	U	2	74,26	148,52
CD R (Pre_press file with graphic elements)	U	1	26,52	26,52

Production of a DVD master in MPEG2 video format - Video of 2 minutes

Compression of video in MPEG 2 format	/5 min	1	79,57	79,57
Authoring / senior programmer	D	1	551,66	551,66
Junior graphic designer	D	1	466,79	466,79
Creation Master DVD 5	U	1	238,70	238,70
Production manager	D	0,5	477,40	238,70

5. OPTION : DISTRIBUTION	107.033,29 €
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Targeting

Project Manager	D	25	689,58	17.239,50
Expert TV (Web expert)	D	40	806,27	32.250,80

Dissemination

Press attaché	D	103	509,23	52.450,69
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Monitoring and evaluation

Press attaché	D	10	509,23	5.092,30
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