



# 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:

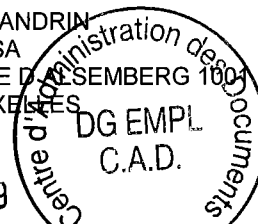
Accounting No:

VC/2009/0984

SI2.542918

Mr. Alain NANDRIN  
MOSTRA SA  
CHAUSSEE D'ARSEMBERG 1804  
1180 BRUXELLES  
BELGIUM

06-10-2009



Order form title: Production of a viral clip on the European Health Insurance Card

This order is governed by the provisions of Framework Contract No EMP.VC/2007/0673\_02 of 30/11/2007, between the Contractor and DG EMPL, in force from 30/11/2007 to 29/11/2009.

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

	Unit price in €	Quantity	Unit type	Sub-total in €	Total in €
--	--------------------	----------	-----------	-------------------	------------

### FEES AND DIRECT COSTS

1) Pre-Production (See detailed offer)					16.904,69
2) Shooting (See detailed offer)					15.601,59
3) Editing (1 Version + I.V.) (See detailed offer)					12.564,89
4) Soundtrack (1 Version) (See detailed offer)					4.148,76
5) Masters and Copies (See detailed offer)					200,20
<b>Sub-total "Fees and Direct Costs"</b>					<b>49.420,13</b>

### REIMBURSABLE EXPENSES

<b>Sub-total "Reimbursable Expenses"</b>					<b>0,00</b>
--	--	--	--	--	-------------

Place of implementation: European Commission .....	Total amount without VAT	<b>49.420,13</b>
	VAT %	0 0,00
Terms of payment: .....	Overall Total	<b>49.420,13</b>

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

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 3 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/19227 of 16/09/2009) 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

## ANNEX I Tender Specifications and Monitoring

### Production of a viral clip on the European Health Insurance Card

Framework contract VC/2007/673

#### 1) BACKGROUND

The implementation of the European Commission's Social Agenda relies on a combination of instruments comprising EU legislation, the so-called open method of coordination, as well as financial support, mainly from the European Social Fund, but also from Community programmes.

Decision n°1672/2006 establishing a Community programme for employment and social solidarity – PROGRESS was adopted by the European Parliament and the Council on 24 October and published in the Official Journal on 15 November 2006.<sup>1</sup>

The overall aim of PROGRESS<sup>2</sup> is to financially support the implementation of the objectives of the European Union in employment, social affairs and equal opportunities, as set out in the Social Agenda. It will thereby also contribute to the achievement of the EU 'Lisbon' Growth and Jobs Strategy.<sup>3</sup>

It aims at supporting the core functions of the European Community towards fulfilling its Treaty-delegated tasks and powers in its respective areas of competence in the employment and social sphere. It will support initiatives aimed at reinforcing the role of the Community in proposing EU strategies; implementing and following-up EU objectives and their translations into national policies; transposing and following-up of EU legislation's application in a coherent way through Europe; promoting the co-operation and co-ordination mechanisms between Member States and cooperating with social partners and organisations that represent civil society.

#### 2) TASKS TO BE CARRIED OUT BY THE CONTRACTOR

In the context of the European Commission's ongoing campaign to raise awareness of the European Health Insurance Card (EHIC), the contractor is requested to produce a viral audiovisual clip, using the concepts developed under VC/2009/0652.

The target audience is young travellers and students (15-24). The clip should be designed to trigger curiosity amongst the target group about the EHIC and help to support the ongoing campaign to raise awareness of the card. The clip should be produced for dissemination mainly via the web, but possibly also in other contexts (eg events).

The clip should be approximately thirty seconds to one minute in length, with original music and minimal dialogue. The clip should end with a packshot including the url [www.ehic.europa.eu](http://www.ehic.europa.eu).

Two versions of the clip should be provided: one for the web (4/3) and one for plasma/LCD screens and cinema (16/9). The Commission will be provided with a master of all of the clips in the necessary formats.

#### 3) EXPERTISE REQUIRED

Researcher/journalist/Project manager  
Audiovisual technical team  
Producer/Director

#### 4) SCHEDULE OF REPORTS – TERMS FOR APPROVAL, STRUCTURE AND CONTENT

<sup>1</sup> Official Journal L 315 of 15.11.2006, p. 1–8

<sup>2</sup> For a detailed account of the activities that will be put in place or promoted under PROGRESS, please visit the preliminary PROGRESS website at: [http://ec.europa.eu/employment\\_social/progress/index\\_en.html](http://ec.europa.eu/employment_social/progress/index_en.html)

<sup>3</sup> On the Growth and Jobs Strategy see: [http://ec.europa.eu/growthandjobs/index\\_en.htm](http://ec.europa.eu/growthandjobs/index_en.htm)

h

See Contract. The clip should be ready for distribution by end October 2009

***Specific requirements other than those mentioned in the Contract (e.g. schedule of interim reports)***



## ANNEX II

### Tender of the Contractor

Registre CAD Ref. No. A/19227 of 16/09/2009

See attached document: 2 pages.



BG EMPL - CAD A19227  
 Date: 16 SEP. 2009  
 CE: KA H  
 C:

Globe Village  
 Chaussée d'Alsemberg 1001 • B-1180 Brussels  
 T +32 (0)2 537 44 00 • F +32 (0)2 537 21 67  
 mostra@mostra.com • www.mostra.com



"Framework contract for services in support of communication activity  
 concerning the PROGRESS programme and related policies"

**REQUEST FOR SERVICES NO VC/2009/0984**  
**DRAFT PRICE OFFER**

**Production of a viral clip on the European Health Insurance Card  
 (based on the approved concept called "The Pancake")**

**DETAIL OF THE BUDGET**

Description	PS	U	Qty	Price	Total
<b>Technical features</b>					
Length of the programme			30"	to 1'	
Language versions			1	language (EN) + I.V.	
Shooting			1	day in Belgium	
Copies			2	Betacam SP tapes + 4 DVD-R with 16/9 and 4/3 versions	
<b>Summary of the budget</b>					
1. PRE-PRODUCTION					16.904,69 €
2. SHOOTING					15.601,59 €
3. EDITING (1 VERSION + I.V.)					12.564,89 €
4. SOUNDTRACK (1 VERSION)					4.148,76 €
5. MASTERS AND COPIES					200,20 €
<b>Total of the production</b>					<b>49.420,13 €</b>
<b>PRODUCTION OF A VIDEO CLIP</b>					
<b>1. PRE-PRODUCTION</b>					<b>16.904,69 €</b>
<b>General supervision (Concept, overall coordination, close-out)</b>					
Project manager	D	6		619,22	3.715,32
Junior project executive	D	1		495,37	495,37
Production director	D	4		536,66	2.146,64
<b>Production planning and coordination</b>					
Script-writer (creative team)	D	6		536,66	3.219,96
Video director	D	5		536,66	2.683,30
Production manager	D	10		464,41	4.644,10

h

<b>2. SHOOTING</b>					<b>15.601,59 €</b>
<b>Crew</b>					
Video director	D	1	536,66		536,66
Photography director (preparation)	D	2	464,41		928,82
Camera assistant	D	1	258,01		258,01
Chief electrician	D	1	288,97		288,97
Electrician (+ grip)	D	2	247,69		495,38
Sound operator	D	1	371,53		371,53
Studio director	D	1	288,97		288,97
Production manager	D	1	464,41		464,41
Production assistant	D	1	371,53		371,53
Make up	D	1	288,97		288,97
Decorator	D	15	258,01		3.870,15
Actor	D	2	619,22		1.238,44
<b>Technical equipment</b>					
Camera HD Cam (HDW 750 type)	D	1	603,74		603,74
Video accessories	D	7	123,84		866,88
ENG sound equipment	D	7	82,56		577,92
Lighting - documentary kit	D	7	309,61		2.167,27
Grip/travelling	D	7	206,41		1.444,87
Insurance on filming equipment in %	%	7,7	5.660,68		435,87
Cassette DV Cam 30'	U	4	25,80		103,20
<b>3. EDITING (1 VERSION + I.V.)</b>					<b>12.564,89 €</b>
<b>Video editing (first cut)</b>					
Ingest video	H	8	92,88		743,04
Logging room (selection of images)	D	2	123,84		247,68
Journalist	D	2	536,66		1.073,32
Multi-machine Digital editing	D	2	247,69		495,38
Editor	D	2	412,81		825,62
Video director	D	3	536,66		1.609,98
3D graphic palette	H	15	443,77		6.656,55
3D graphic artist	H	15	56,76		851,40
Cassette Betacam Digital 32' (masters Mostra)	U	2	30,96		61,92
<b>4. SOUNDTRACK (1 VERSION)</b>					<b>4.148,76 €</b>
Speaker	H	1	309,61		309,61
Production manager	D	1	464,41		464,41
Creation of an original music all rights included (1)	Min	3	861,75		2.585,25
Sound studio	H	1	46,44		46,44
Multi-track mixing studio	H	8	46,44		371,52
Sound engineer	D	1	371,53		371,53
<b>5. MASTERS AND COPIES</b>					<b>200,20 €</b>
Betacam SP 15' - (16/9 and 4/3 versions)	U	2	56,76		113,52
DVD - Burning - (16/9 and 4/3 versions)	U	4	21,67		86,68

(1) Minimum charge of 3 Min.

Note : This budget includes the rights clearance for internet worldwide for 5 years

*Ar*

*h*