



EUROPEAN COMMISSION
ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL

Promotion of SMEs competitiveness
Director

05. 12. 2008

Brussels,
DG ENTR-E/TJ/hl D(2008) 39182

Mr Guy de San
General Manager
Tipik Communication Agency S.A.
Avenue de Tervuren, 270
1150 Bruxelles

REGISTERED LETTER

Subject: Specific contract
Reference: Specific contract based on Framework Contract No JLS/2008/A5
Project title: Organisation of "European Entrepreneurship Video Award (EEVA)"

Dear Mr de San,

Please find enclosed one signed original of the above-mentioned contract.

We are looking forward to a mutually fruitful co-operation.

Yours sincerely,

Maive Rute

Enclosure: Specific contract signed by the Commission

Contrat spécifique mettant en application le Contrat-cadre n° JLS/2008/A5

La Communauté européenne (ci-après dénommée "la Communauté"), représentée par la Commission des Communautés européennes (ci-après dénommée "la Commission"), elle-même représentée en vue de la signature du présent Contrat par

Mr Heinz Zourek
Director-General
Directorate-General for Enterprise and Industry

d'une part,
et

TIPIK

Société anonyme

Numéro de registre du commerce : 511.105

270, avenue de Tervuren, 1150 Bruxelles

Numéro TVA BE 435.539.007

ci-après dénommé "le Contractant", *représenté en vue de la signature du présent contrat par*
Monsieur Juan Arcas, agissant en qualité de Managing Director ;

ci-après dénommé(e) "le Contractant"), représenté(e) en vue de la signature du présent
Contrat par

d'autre part,

SONT CONVENU(E)S

Article 1: Préambule

1. En date du **13.5.2008**, la Commission et le Contractant ont signé le Contrat-cadre n° **JLS/2008/A5** pour des prestations de services dans le domaine de l'information et de la communication. Dès sa signature par les parties, le présent Contrat spécifique sera imputé sur ledit Contrat-cadre.
2. Toutes les clauses et dispositions du Contrat-cadre qui ne sont pas modifiées ou annulées par les dispositions du présent Contrat spécifique, s'appliquent intégralement et de plein droit à celui-ci.
3. Ce Contrat spécifique porte sur le lot **3/01 Audiovisuel, événements, campagnes de communication (par exemple concours)** et se base sur l'offre spécifique du Contractant datée du **29 octobre 2008 (et addendum de 4 novembre 2008)**

Article 2: **Objet**

1. Le Contractant s'engage, dans les conditions stipulées dans le Contrat-cadre et dans le présent Contrat spécifique, ainsi que dans leurs annexes qui en font partie intégrante, à entreprendre l'accomplissement des tâches décrites dans la demande de la Commission (**Annexe I**) et reprises dans l'offre spécifique du Contractant (**Annexe II**).
2. Le présent Contrat spécifique a pour objet **l'organisation d'un concours vidéo sur le sujet "entrepreneurship"**.

Article 3: **Durée**

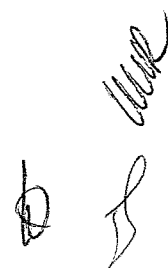
1. Le présent Contrat spécifique entrera en vigueur le jour de sa signature par la dernière des deux parties.
2. La durée des tâches ne doit pas dépasser **8 mois**. L'exécution des tâches commence le jour d'entrée en vigueur du Contrat spécifique. **Le délai d'exécution ne peut être prolongé que moyennant l'accord exprès écrit des parties avant l'expiration du délai.**

Article 4: **Réception des travaux**

1. Dès que les prestations de services forfaitaires ont été achevées, la Commission délivre un procès-verbal de réception qui indique la date de réception et mentionne toute réserve éventuelle de sa part concernant les prestations.
2. Si les documents fournis comportent des erreurs, la Commission notifiera par écrit au Contractant les problèmes découverts et demandera à ce dernier de lui soumettre une version corrigée.

Article 5: **Prix et facturation**

1. La Commission s'engage à verser au Contractant, en contrepartie des prestations fournies en application du présent Contrat spécifique une somme maximum de **cent huit mille sept cent cinquante-neuf euros**. Il est entendu que ledit montant couvre toutes les dépenses supportées par le Contractant en exécution du présent Contrat spécifique.
2. La facture devra faire référence au Contrat-cadre et à ce Contrat spécifique et, le cas échéant, au document d'acceptation des prestations.
3. L'adresse de facturation est
Commission européenne
Direction générale Entreprises et Industrie
Unité E.1.
A l'attention de M. Reinhard Klein
BREY 6-284
B – 1049 Bruxelles



Article 6: Dispositions administratives

1. Les personnes chargées de la mise en œuvre de ce Contrat spécifique sont:

Pour la Commission

Commission européenne
Direction générale Entreprises et Industrie
Unité E.1.
A l'attention de M. Reinhard Klein
BREY 6-284
B – 1049 Bruxelles

Pour le Contractant

- Questions administratives: M. Guy de San, Administrateur, 270, avenue de Tervuren, 1150 Bruxelles
 - Questions techniques: M. Victor Fleurot, Project Manager, 270, avenue de Tervuren, 1150 Bruxelles
2. Toute communication faite dans le cadre du présent Contrat spécifique doit revêtir la forme écrite et être envoyée aux personnes concernées.

Article 7: Annexes

Sont annexés au présent Contrat spécifique et en font partie intégrante, les documents suivants:

Annexe 1: Description des tâches – Demande de la Commission **du 4.9.2008 et 16.10.2008**

Annexe 2: Offre spécifique du contractant **du 29.10.2008**

SIGNATURES

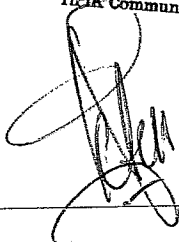
Pour le Contractant

Juan Arcas
Managing Director

Guy DE SAN
General Manager

TEPR Communication Agency S.A.

signature: _____



Pour la Commission,

Heinz Zourek
Directeur Général
Direction générale Entreprises et Industrie

MAIVE RUTE
AUTHORISED
REPRESENTATIVE OF
HEINZ ZOUREK

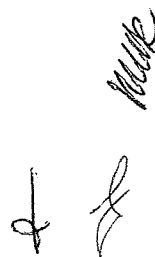
signature: _____



Fait à Bruxelles, le **14 NOV. 2008**.

Fait à Bruxelles, le **05/12/2008**.

en deux exemplaires en français.



Annex I

ϕ ψ

Version of 04/09/08

Φ *W*

ORGANISATION OF THE FIRST EUROPEAN ENTREPRENEURSHIP VIDEO CONTEST

Description of tasks for the contractor (Tipik) under framework contract No. JLS/2008/A5/lot 3/01/ » Audiovisuel, événements, campagnes de communication « - Volet « Campagnes de communication »

1. Objective

The object of the envisaged contract is the organisation of the first European Entrepreneurship Video Contest 2008/09. The aim of the contest is to induce people in Europe, especially young people, to reflect about entrepreneurship and produce short videos on the topic. The production of the videos may inspire contestants to think about an entrepreneurial career for themselves. Moreover, the submitted videos may be used in future promotion and communication campaigns by the European Commission.

The winners of the contest shall be announced and will receive their prizes at the opening event of the First European SME week on 6 May 2009 in Brussels. The theme of the opening event will be "Promotion of entrepreneurship on TV".

2. Nature of the contest



Only residents (natural and legal persons) in countries that participate in the Competition and Innovation Framework Programme (http://ec.europa.eu/cip/index_en.htm) will be admitted to the contest. Apart from the geographical restriction there will be no other official/legal restriction regarding the participants. However, by selecting the appropriate communication channels mainly young people and students (preferably at art schools and film schools) should be addressed, small creative companies are also potential addressees of the contest.

In total up to 500 participants are envisaged. Two ways of submitting videos for the contest shall be foreseen. Firstly, participants can upload their video on a public platform and sent a link to it together with their registration. Secondly, videos (CDs) can be sent directly to the organisers of the contest.

In total nine prizes will be awarded in three categories (subjects):

"The entrepreneurial spirit"
"Innovative Entrepreneurship"
"Responsible Entrepreneurship"

For the best video in each of the three categories the European Commission will award a prize of € 3,000, the second best video will be awarded € 2,000, the third best € 1,000.



3. Individual Tasks

1) Webpage for the contest

The webpage for the contest has to be integrated into the SME week website as regards design and layout etc. A special domain name should be reserved that is relatively short and easy to communicate (e.g. EuropeanEntrepreneurshipVideoContest).

The website shall contain the announcement of the contest, all necessary information for participants, a teaser video (see below), the legal terms and conditions and a registration tool.

The webpage for the contest shall be translated into the same languages as the other SME week websites.

2) Publication of the contest

The contractor shall disseminate the information about the contest. Special consideration will be given to art and film schools and similar institutions (see above "nature of the contest"). The publication campaign shall be organised in a way so that the expected number of participants is reached.

3) Screening of the videos

The contractor shall screen all submitted videos. In a first step all videos shall be excluded that:



- are too long or too short, i.e. not between one and three minutes (however some small margin shall be allowed for otherwise interesting videos),
- are of a poor technical quality so that they cannot be shown at the opening event and/or cannot be used for future promotion campaigns,
- do clearly not deal with the topic of the contest,
- are inappropriate because they display violence, pornography etc. or misuse the contest for commercial purposes,
- obviously contain copyright protected material.

The contractor shall nevertheless store all submitted videos in a way that the Commission can screen them too if it decides to do so.

The screened videos shall be uploaded on a server so that only the European Commission and Jury can see them but not the not the general public.

4) Preparation of a short list of videos

For each of the three categories of the contest the contractor will assemble a short-list of 15 videos to be judged by the jury (i.e. 45 videos in total). The jury will be asked to establish a second short-list of 5 videos per category. The producers of the 15 videos from these short-lists will be invited to Brussels. The Jury will also make recommendations as to the three winners for each category.



The criteria for judging videos are:

- 1) Relevance and pertinence of the video
- 2) Originality of the underlying idea (basic concept)
- 3) Quality of the script
- 4) Quality of the realisation
- 5) Quality of visual effects (esp. in case of animated videos)

All five criteria will be given equal weight in the evaluation of the videos.

5) Organisation of a jury

The contractor will identify and contact potential members of a jury for the contest that shall aid the Commission in the final decision of the winners. The jury should consist of at least three judges who are well-known among filmmakers and film- and art students in Europe.

On the basis of the shortlist by the contractor the jurors shall judge the videos and give their recommendation for the prizes to the European Commission. The contractor shall ensure that the jurors can watch the shortlisted videos as well as the other submitted and eligible videos on a platform to be organised by the contractor. The platform must not be accessible for the general public.

The contractor will organise a meeting of the jurors with the European Commission in Brussels to decide on the final winners.

The contractor will also organise hotel and accommodation for the jury to participate on the opening event of the SME week on 6 May 2009.

6) Teaser video

The contractor shall produce a short (around two minutes) video to disseminate the information about the contest. The video shall be uploaded on the SME week website and should be used in the dissemination of the contest to art schools etc.

The video should be original and creative and attract especially young people. The video shall be subtitled in the 24 official languages of the EU (except Maltese and Irish).

The script of the video shall be developed in close cooperation with the European Commission. A first draft of the script shall be available 4 weeks upon signature of the contract.

If music/jingles are used they shall be the same as for other video material for the SME week and the opening event.

The video shall be of a high and broadcastable quality. It shall also conform to EU tube standards. All the products will be shot in the most adequate format to guarantee the best quality for big screen projection and webstreaming.

[Handwritten signatures]

7) Prize statues

The contractors shall provide nine prize statues that can be handed over to the winners at the opening event of the SME week on 6 May 2009. Three statues will be foreseen for first prizes, three for second prizes, and three for third prizes. The design of the statues shall be based on the logo of the First European SME week. (If a name is engraved it could e.g. be EVA for "Entrepreneurship Video Award.")

8) Payment of prizes

The contractor shall verify the eligibility of the winners of the contest and transfer the monetary prizes on behalf of the European Commission.

(Arranging travel and hotel accommodation for the participants of the contest have been included in the price offer for the opening event and is not part of this price offer.)

4. Timetable

September/October 2008 - Publication of the content on the DG ENTR SME week website

October, November, December 2008 – advertising the contest

January, February 2009 – Receiving and selecting videos

28 February 2009 – Deadline for submission

March 2009 – Selection of winners

April 2009 – Checking eligibility of winners, invitation to 6 May

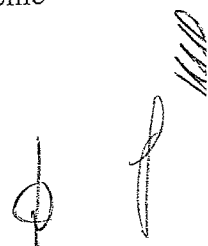
6 May 2009 – Opening event, presentation of videos

May 2009 – Payment (bank transfer) of prizes.

5. Methodology

The organisation of the event, the preparation, concept and drafting of the script will be done in close and permanent co-operation with DG Enterprise and Industry. All production steps will be prepared by the project director and his team and will be the subject of validation by DG Enterprise and Industry. A permanent contact between the project director and both the Communications unit and the project officer within DG Enterprise and Industry will allow a precise follow up and quality control of the different stages of production.

In the production of print work and the video the house-style of DG Enterprise and Industry will be respected. All rights and royalties concerning images, music and graphic design will be property of the European Commission



6. Structure of the offer

The contractor's offer shall follow the structure given above in the section "Individual Tasks" in order to enable the European Commission to decide which of the tasks it will include in the contract with the contractor.

The contractor shall specify which parts of the contract shall be paid according to the actual costs (e.g. travel cost of jurors etc.)

[Handwritten signature]
11.00

Version of 16/10/08

φ

10/10/08

ORGANISATION OF THE FIRST EUROPEAN ENTREPRENEURSHIP VIDEO AWARD

1. Objective

The object of the envisaged contract is the organisation of the first European Entrepreneurship Video Award 2009. The aim of the contest is to induce people in Europe, especially young people, to reflect about entrepreneurship and produce short videos on the topic. The production of the videos may inspire contestants to think about an entrepreneurial career for themselves. Moreover, the submitted videos may be used in future promotion and communication campaigns by the European Commission.

The winners of the contest shall be announced and will receive their prizes at the opening event of the First European SME week on 6 May 2009 in Brussels. The theme of the opening event will be "Promotion of entrepreneurship on TV".

2. Nature of the contest (revised)

Only residents (natural and legal persons) in countries that participate in the Competition and Innovation Framework Programme (http://ec.europa.eu/cip/index_en.htm) will be admitted to the contest. Apart from the geographical restriction there will be no other official/legal restriction regarding the participants. However, by selecting the appropriate communication channels mainly young people and students (preferably at art schools and film schools) should be addressed, small creative companies are also potential addressees of the contest.

In total **around 300 contestants/participants** are envisaged. Two ways of submitting videos for the contest shall be foreseen. Firstly, participants can upload their video on a public platform and sent a link to it together with their registration. Secondly, videos (CDs) can be sent directly to the organisers of the contest.

In total nine prizes will be awarded in three categories (subjects):

"The entrepreneurial spirit"
"Innovative Entrepreneurship"
"Responsible Entrepreneurship"

3. Individual Tasks

1) Webpage for the contest

The webpage for the contest has to be integrated into the SME week website as regards design and layout etc. A special domain name should be reserved that is relatively short and easy to communicate (European-Entrepreneurship-Video-Award).

The website shall contain the announcement of the contest, all necessary information for participants, a teaser video (see below), the legal terms and conditions and a registration tool.

[Handwritten signature]
[Handwritten signature]
1/1/11

The webpage for the contest shall be translated into the same languages as the other SME week websites.

Questions/Comments regarding the offer of 2 October 2008

- 1.1. – 1.4. The staff cost for the development of the webpage seem rather high. Please note that this page has to be integrated as regards style and layout into the SME week website. The development costs cannot be that high.

Please also take into account the results of the meeting between the European Commission and Tipik on 9 October 2008:

It will not be necessary for Tipik to create a registration tool for the contest; the European Commission's registration tool shall be used. The contractor has to link to this tool in the contest web pages. The contractor shall also use the tool for the administration of the contest (i.e. mailing to participants that their video has been accepted/rejected, contacting winners etc.).

Contestants will be offered three (mutually exclusive) possibilities to submit their videos: 1) Uploading on a video platform (e.g. You Tube), 2) Storing it on the internet (without it being viewable by the general public) and 3) Sending it directly to the Commission by normal mail. It will therefore not be necessary for the contractor to provide special storage space. (Note that submitting videos by email will not be possible.)

In the next offer the contractor shall specify a list of formats that he can handle (for screening videos, downloading videos etc.) and in which contestants can submit their videos. This list has to be comprehensive enough not to discourage potential contestants, only "exotics" formats can be excluded.

The contractor shall also ensure that the jurors can watch the shortlisted videos, e.g. by burning them on a CD and dispatching it to them.

- 1.6. There seems to be a mistake in the calculation of the units for the translation from the EN webpage to 19 other languages (should it not be 5 pages * 19 languages = 95 units?).

Please note that the cost for the translation of the webpage might have to be reduced in case the Commission provides all or some of the translation itself.

2) Publication of the contest

The contractor shall disseminate the information about the contest. Special consideration will be given to art and film schools and similar institutions (see

①

11/11/08

above "nature of the contest"). The publication campaign shall be organised in a way so that the expected number of participants is reached.

Questions/Comments regarding the offer of 2 October 2008

2.1 – 2.6. The mobilisation of a sufficient number of participants is very important for the success of the contest. We therefore ask you to describe in your offer by which concrete actions you will publish the contest. Will you for example phone directly professors of film schools? Have you already an overview of the number and addresses of such schools? Simply defining the man-days for this task is not enough for us to judge your offer.

If only 300 contestants (instead of 500, as originally foreseen) have to be mobilised the costs under this item can be reduced accordingly. Note however, that the advertising activities have to ensure about this number of contestants.

2.6. The "specialiste chargé de la recherche de cibles" appears twice in the JLS price list. What is the difference, why did you select the higher price?

3) Screening of the videos

The contractor shall screen all submitted videos. In a first step all videos shall be excluded that:




- are too long or too short, i.e. not between one and three minutes (however some small margin shall be allowed for otherwise interesting videos),
- are of a poor technical quality so that they cannot be shown at the opening event and/or cannot be used for future promotion campaigns,
- do clearly not deal with the topic of the contest,
- are inappropriate because they display violence, pornography etc. or misuse the contest for commercial purposes,
- obviously contain copyright protected material.

The contractor shall nevertheless store all submitted videos in a way that the Commission can screen them too if it decides to do so.

The screened videos shall be uploaded on a server so that only the European Commission and Jury can see them but not the not the general public.

Questions/Comments regarding the offer of 2 October 2008

3.1. & 3.2. The man days calculated for the screening of the videos seem rather high. Given that each video must not be longer than 3 minutes it should be possible to review at least 10 per hour. Taking into account the reduction of the envisaged number of participants to 300 it should be possible to review the videos in around 4 days by an assistant to ensure that clearly inappropriate videos are excluded. In addition one day by the chef de project might be foreseen to decide doubtful cases.



4) Preparation of a short list of videos

For each of the three categories of the contest the contractor will assemble a short-list of 15 videos to be judged by the jury (i.e. 45 videos in total). The jury will be asked to establish a second short-list of 5 videos per category. The producers of the 15 videos from these short-lists will be invited to Brussels. The Jury will also make recommendations as to the three winners for each category.

The criteria for judging videos are:

- 1) Relevance and pertinence of the video
- 2) Originality of the underlying idea (basic concept)
- 3) Quality of the script
- 4) Quality of the realisation
- 5) Quality of visual effects (esp. in case of animated videos)

All five criteria will be given equal weight in the evaluation of the videos.

Questions/Comments regarding the offer of 2 October 2008

4.1. & 4.2. As a matter of fact the preparation of the shortlist will be done in close connection to the screening of the videos (see above), i.e. potential winners will be identified during the first viewing. Three days for the chef de project and two days for the assistant should be sufficient. The number of 10 assistant days seems difficult to justify.

5) Organisation of a jury (revised)

The contractor will identify and contact potential members of a jury for the contest that shall aid the Commission in the final decision of the winners. The jury should consist of three judges who are well-known among filmmakers and film- and art students in Europe (e.g. European actors or directors, directors of film-festivals).



On the basis of the shortlist by the contractor the jurors shall judge the videos and give their recommendation for the prizes to the European Commission. The contractor shall ensure that the jurors can watch the shortlisted videos as well as the other submitted and eligible videos on a platform to be organised by the contractor. The platform must not be accessible for the general public. Alternatively, the contractor will send the shortlisted videos to the jurors on a CD.

The contractor will organise a meeting of the jurors with the European Commission in Brussels to decide on the final winners.

The contractor will also organise hotel and accommodation for the jury to participate on the opening event of the SME week on 6 May 2009.

Questions/Comments regarding the offer of 2 October 2008

5.1. In order to stay within our budget the jury shall only consist of only three members. Please note that these three members have to be identified by Tipik. After agreement by the European Commission Tipik shall also approach the potential jurors and ensure their cooperation. There are no costs included in the budget for this task.



In order to save travel costs, the jurors will be asked to give their opinion on the videos in writing (i.e. by email). The jurors have however to be invited to the Award Ceremony on 6 May 2009.

5.2 – 5.4. The hotel and travel costs are to be reduced for 3 jurors.

5.5. Given the lower number of jurors the cost for the chef de project can be reduced. (Please note that in your offer this items was not included in the sum of task 5 and also not in the sum of the total offer - which should therefore have been EUR 133.997).

6) Teaser video

The contractor shall produce a short (around two minutes) video to disseminate the information about the contest. The video shall be uploaded on the SME week website and should be used in the dissemination of the contest to art schools etc.

The video should be original and creative and attract especially young people. The video shall be subtitled in the 24 official languages of the EU (except Maltese and Irish).

The script of the video shall be developed in close cooperation with the European Commission. A first draft of the script shall be available 4 weeks upon signature of the contract.

If music/jingles are used they shall be the same as for other video material for the SME week and the opening event.

The video shall be of a high and broadcastable quality. It shall also conform to EU tube standards. All the products will be shot in the most adequate format to guarantee the best quality for big screen projection and webstreaming.

Questions/Comments regarding the offer of 2 October 2008



6.1. Please note that you might receive some ideas for the script from the European Commission. So this item can be included in the budget but should only be invoiced if a script developed by Tipk is realised.

7) Prize statues

The contractors shall provide nine prize statues that can be handed over to the winners at the opening event of the SME week on 6 May 2009. Three statues will be foreseen for first prizes, three for second prizes, and three for third prizes. The design of the statues shall be based on the logo of the First European SME week. (If a name is engraved it could e.g. be EEVA for "European Entrepreneurship Video Award 2009.")

Questions/Comments regarding the offer of 2 October 2008

Given that the name of the contest will be EEVA the statue could be the figure of a woman. (Maybe some art nouveau statue, but do not copy Columbia pictures).



8) Payment of prizes

The contractor shall verify the eligibility of the winners of the contest and transfer the monetary prizes on behalf of the European Commission.

Questions/Comments regarding the offer of 2 October 2008

8. It appears that a delegation of the payment of prizes to the contractor is not possible. Therefore this item has to be deleted.

(Arranging travel and hotel accommodation for the participants of the contest have been included in the price offer for the opening event and is not part of this price offer.)

ed
MUD
J

4. Timetable (revised)

October, November, and December 2008 – advertising the contest, e.g. mailings to art schools, publication on website etc.

January, February 2009 – Receiving and selecting videos

16 February 2009 – Deadline for submission of videos

February/March 2009 – Selection of winners, checking eligibility of winners, invitation to 6 May

6 May 2009 – Opening event, presentation of videos

5. Methodology

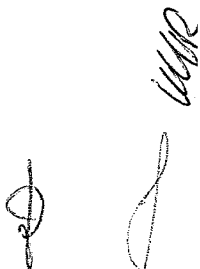
The organisation of the event, the preparation, concept and drafting of the script will be done in close and permanent co-operation with DG Enterprise and Industry. All production steps will be prepared by the project director and his team and will be the subject of validation by DG Enterprise and Industry. A permanent contact between the project director and both the Communications unit and the project officer within DG Enterprise and Industry will allow a precise follow up and quality control of the different stages of production.

In the production of print work and the video the house-style of DG Enterprise and Industry will be respected. All rights and royalties concerning images, music and graphic design will be property of the European Commission.

6. Structure of the offer

The contractor's offer shall follow the structure given above in the section "Individual Tasks" in order to enable the European Commission to decide which of the tasks it will include in the contract with the contractor.

The contractor shall specify which parts of the contract shall be paid according to the actual costs (e.g. travel cost of jurors etc.)

Handwritten signature and initials in the bottom right corner of the page.

Annex II

11/11/11
p

Author:
Approved by:

Victor Fleurot
Guy de San

Date: 04-11-08

JLS/2008/A5/LOT3/01
Organisation of the First European Entrepreneurship Video Contest

Addendum to the revised price offer: promotion strategy

Introduction

Upon DG ENTR's request, Tipik has produced a draft strategy for the promotion of the First European Entrepreneurship Video Contest, as part of the (unbudgeted) price offer work.

It draws on Tipik's vast experience in pan-European contests and promotional campaigns, including successful school competitions for DG JLS. The draft strategy will serve as the basis for a more refined approach to be developed once the contract is signed.

Target audience

For the video contest to be successful, it needs to be promoted to as many key target groups as possible.

The key target groups identified by Tipik at this stage are:

- European cinema schools/universities,
- business and management schools/universities;
- SME networks and associations, young professionals.

Indeed, the aim is to promote the contest among groups that have time, ideas and the means to produce a short video. However, we would very much insist on promoting the contest beyond audiovisual professionals, making it accessible to creative people who use a simple hand-held camera.

The contest should induce people in Europe to reflect about entrepreneurship by producing short videos on the topic. Students, young people and small creative companies will therefore all be invited to participate.

Communication tools

One of the communication tools will be the webpage for the contest which will present the overall information. However, a website is a passive tool. Nobody will go and look at it if nobody knows it exists. This is why we intend to identify multipliers which will help us find the right targets in each country and inform the people who would be potentially interested in participating.

[Handwritten signatures and initials]

Author:
Approved by:

Victor Fleurot
Guy de San

Date:

04-11-08

Challenges

The challenges are :

- A short organisation period. Our will is therefore to maximise the results through the promotion of the event to potential partners (multipliers) and the mobilisation of cinema associations, schools, SME networks, etc.
- Reach not only business and film students but also entrepreneurship, business and cinema lecturers, entrepreneurs and young audiovisual professionals.
- Identify potential participants from the private/SME sector.
- Assist the multipliers in the promotion of the contest to national universities, associations and networks.
- Create a potential partnership between two different worlds : cinema and entrepreneurship.
- Contact the national and specialised press to give more visibility to the contest and to give media coverage to the award ceremony.
- Identify high-profile jury members. Being recognised by high-profile jury members will also be our key to success, as recognition by high-level peers will be key to attract a high number of participants.

Multipliers

To identify these multipliers we will proceed with a large mailing campaign. Mailing will be the fastest way to reach this target and get maximum visibility. The video teaser produced by Tipik will also be disseminated and should provide another strong incentive for potential participants.

- We will identify national or European bodies and networks that have sufficient contacts at national level to disseminate the information about the contest. For example, close cooperation with the Institut national de l'audiovisuel (<http://www.ina.fr/>) would allow us to reach as many audiovisual or cinema universities as possible in France. Such bodies should be identified in as many of the countries that are eligible for the contest.
- Contacting European networks such as Nisi Masa (<http://www.nisimasa.com/>), the European Network of Young Cinema, would help us promote the event in many European cinema associations at national level. Nisi Masa is a network of cinema associations present in 19 countries. This network knows exactly where the promotion of such an event will be successful in each one of these countries.

Author:
Approved by:**Victor Fleurot**
Guy de San**Date:** **04-11-08**

- Identifying specialised associations such as l'Association française du cinéma d'animation (Afca) (<http://www.afca.asso.fr/spip.php?rubrique10>) can also help us find people, specialised in a particular form of cinema, that would be interested in producing original videos on entrepreneurship.
- SME networks at European and national levels should also be contacted. They will promote information among all their members. Indeed, some entrepreneurs might be keen on producing a video on their own job and how they see it. For instance, a useful networks could be the PIN-SME (<http://www.pin-sme.eu/>), the Pan European ICT & eBusiness Network for SMEs.

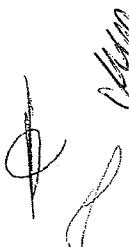
Contacting multipliers and promoting the contest will be done from Brussels through phone calls, faxes, emails. A video teaser will also be sent to a wider audience by email. Once the multipliers are all identified for each country, they will work as real partners to help us find as many participants as possible.

Encouraging business/film synergy and partnerships

It would be interesting to imagine business or management participants form partnerships with cinema or audiovisual ones. This would allow cinema participants to film and produce the videos while the business ones would direct the films and decide what aspects of entrepreneurship should be highlighted. The opposite can also be done.

Such partnerships would be an opportunity for both audiovisual and business professionals to learn from each other's know-how and experience. It could also be interesting to create a relation between two worlds that normally don't interact with each other and could feed off each other's creativity.

Guy DE SAN
General Manager
TIPiK Communication Agency S.A.



Author:
Approved by:

Victor Fleurot
Guy de San

Date: 29-10-08

JLS/2008/A5/LOT3/01
Organisation of the First European Entrepreneurship Video Contest

Description of the revised price offer

1. Description of the price offer

The price offer enclosed contains a detailed list of the various tasks and profiles required for the organisation by Tipik of First European Entrepreneurship Video Contest, including:

- Webpage for the contest;
- Publication of the contest;
- Screening of the videos;
- Preparation of a short list of videos;
- Organisation of a jury;
- Teaser video;
- Prizes statues;
- Payment of prizes;

The prices and profile descriptions are the ones defined in the JLS/2008/A5/LOT3/01 contract.

2. Composition of the team

The key members of the proposed team to carry out this project are:

- Victor FLEUROT as overall project manager (see CV in annex of 2008 update on Tipik resources);
- Valentina DE MARI as project manager (see CV in original tender);
- Nicolò GASPARINI as project manager (see CV in original tender);
- Thomas DURIEUX as art director (see CV in original tender);
- Nadine SCHWIRTZ as graphic designer (see CV in original tender);
- Raphaël LIBERT as technical coordinator (see CV in annex of March 2008 price offer for overhaul of DG ENTR website);
- Abigail ACTON as communication adviser (see CV in original tender as translator – Abigail has specialised in brand communication since 2006);
- Juliette DECROIX as journalist (see CV in annex of 2008 update on Tipik resources)
- Marc VANVINKENROIJE as director (see CV in annex of 2008 update on Tipik resources);
- for the audiovisual team, Mr Vanvinkenroije will hand-pick the best available staff at the time of production from his network of trusted partners.

Author:
Approved by:

Victor Fleurot
Guy de San

Date:

29-10-08

3. Details of individual tasks

In terms of the individual tasks listed, Tipik draws DG ENTR's attention to the following points:

- 2.1-2.6: these tasks will cover:
 - contacts with the national and specialised press,
 - promotion of the contest among art universities, film and business schools across Europe,
 - identification and contact of potential participants from the private/SME sector,
 - phone calls, faxes and email dissemination of the teaser to a wider audience,
 - identification and promotion of high-profile jury members.

An activity log can be created to keep track of the time devoted to each task, with two interim reports during the operational period.

- 4.3: this task covers the uploading of videos on a server available to the European Commission and Jury for screening
- 5.1: calculation is done on the basis of 3 jurors with an average of 600 euros for a return flights. Final invoicing will be calculated on the basis of the actual number;
- 6.1: Tipik very much welcomes the idea of a joint conception process with DG ENTR. However, we believe that invoicing should be based on the resources spent rather than on the origin of the final idea (which incidentally is often a combination or evolution of various ideas).
- 7.1: a price of 125 euros is quoted for the creation of basic original statues for the winners.
- final invoicing: for items 1.6 and 2.1-2.6, final invoicing will be based on the actual resources spent by Tipik.

[Handwritten signatures and initials]

**DG ENTR - SME Week 2009 - Organisation of the First European
Entrepreneurship Video Contest - 29/10/08**

Item n°	Action description	Budget item	N° of units	Units costs	Total
1 Webpage for the contest					
1.1	Graphic designer	Person/day	2	390,00 €	780,00 €
1.2	Developer	Person/day	2	420,00 €	840,00 €
1.3	Webeditor	Person/day	2	380,00 €	760,00 €
1.4	Redacteur	Person/day	1	320,00 €	320,00 €
1.5	Translation from EN to FR	Price/page	3	40,00 €	120,00 €
1.6	Translation from EN to all 19 languages	Price/page	57	50,00 €	2.850,00 €
1.7	Purchase of domain names	Price/unit	5	20,00 €	100,00 €
1.8	Chef de Projet	Person/day	2	520,00 €	1.040,00 €
SUB-TOTAL					6.810,00 €
2 Publication of the contest (Dissemination and promotion)					
2.1	Directeur de Projet	Person/day	6	600,00 €	3.600,00 €
2.2	Chef de Projet	Person/day	12	520,00 €	6.240,00 €
2.3	Assistants Chef de Projet	Person/day	15	450,00 €	6.750,00 €
2.4	Coordinateur réseau dans les pays du programme	Person/day	30	480,00 €	14.400,00 €
2.5	Responsable Promotion - au niveau de chaque pays	Person/day	60	420,00 €	25.200,00 €
2.6	Spécialiste chargé de la recherche de cibles	Person/day	10	420,00 €	4.200,00 €
SUB-TOTAL					60.390,00 €
3 Screening of the videos					
3.1	Chef de Projet	Person/day	2	520,00 €	1.040,00 €

3.2	Assistants Chef de Projet	Person/day	4	450,00 €	1.800,00 €
SUB-TOTAL					2.840,00 €
4 Preparation of a short list of videos					
4.1	Chef de Projet	Person/day	2	520,00 €	1.040,00 €
4.2	Assistants Chef de Projet	Person/day	4	450,00 €	1.800,00 €
4.3	Webeditor	Person/day	4	380,00 €	1.520,00 €
SUB-TOTAL					4.360,00 €
5 Organisation of a jury					
5.1	Voyages des 3 membres du Jury jusqu'à Bruxelles	Person	3	600,00 €	1.800,00 €
5.2	Hébergement des 3 membres du Jury	Price/night	3	140,00 €	420,00 €
5.3	Déjeuners du Jury (6 membres)	Person	6	49,00 €	294,00 €
5.4	Transport local pour les 3 membres du Jury	Person	3	50,00 €	150,00 €
5.5	Chef de Projet	Person/day	1	520,00 €	520,00 €
SUB-TOTAL					3.184,00 €
6 Teaser video					
6.1	Scénariste: brainstorming and creative input	Person/day	4	380,00 €	1.520,00 €
6.2	Chef de projet: supervision and validation of conception phase	Person/day	2	520,00 €	1.040,00 €
6.3	Scripte: draft of the script	Person/day	3	320,00 €	960,00 €
6.4	Directeur de projet: management of the pre- and post-production phase	Person/day	6	600,00 €	3.600,00 €
6.5	Cadreur vidéo	Person/day	4	380,00 €	1.520,00 €
6.6	Cadreur et technicien son	Person/day	4	400,00 €	1.600,00 €
6.7	Producteur	Person/day	8	500,00 €	4.000,00 €
6.8	Assistant de production	Person/day	8	380,00 €	3.040,00 €
6.9	Camescope DV CAM	Prix/unité	4	280,00 €	1.120,00 €
6.10	Matériel son de base	Prix/unité	4	180,00 €	720,00 €
6.11	Monteur	Person/day	5	390,00 €	1.950,00 €

6.12	Banc de montage virtuel sans moteur	Prix/unité	5	420,00 €	2.100,00 €
6.13	Ingénieur du son: sound registration and sound mixing	Person/day	8	400,00 €	3.200,00 €
6.14	Beta numérique 30 mn	Prix/unité	15	72,00 €	1.080,00 €
6.15	Chef de projet	Person/day	5	520,00 €	2.600,00 €
SUB-TOTAL					30.050,00 €
7. Prizé statues					
7.1	Trophées européens pour tous les lauréats européens	Price/unit	9	125,00 €	1.125,00 €
SUB-TOTAL					1.125,00 €
TOTAL					108.759,00 €

TIPIK Communication Agency S.A.
 A Sword Group Company
 Avenue de Tervueren, 270
 B - 1150 BRUXELLES
 Tél. : +32 2 235 55 00
 Fax : +32 2 235 55 99
 Tipik@Tipik.eu
 TVA BE 0435 539 007
 Banque Fortis 210-0835550-53

Guy DE SAN
 General Manager

TIPIK Communication Agency S.A.



29 OCT. 2008

Handwritten signature