



Brussels,
EMPL/G/3: JJ

(date of notification)

Account Manager
Emakina EU
Mr Thierry WILLER
64 rue Middelbourg
B – 1170 Brussels

Notification Letter Two

Ref. No: Specific Contract 2-2011/06/EMPL.G3-SI2.594089
Accounting No/ SI2.594089
(Please quote in all correspondence)
Title: Vidéo Clip dans le cadre de la campagne "Youth on the Move"

Dear Sir/Madam,

Please find enclosed your original of the above-mentioned contract, signed by the Commission.

Your performance under this contract may start from the date of effect indicated in the contract.

Please note that:

- if an advance/pre-financing payment is permitted under this contract, you are invited to send to us a payment request in the form of a normal invoice, at your earliest convenience, in accordance with the provisions of this contract;
- 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 address** set out in the contract.

Yours faithfully,

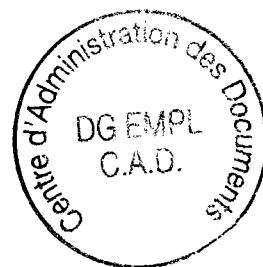
Joseph JAMAR
Head of Unit

c.c.: Responsible official at DG EMPL/G/3 : S. Havlu



EUROPEAN COMMISSION
Employment, Social Affairs and Inclusion DG

Resources, Communication
Communication, CAD



11 MAI 2011

SPECIFIC CONTRACT No 2-2011/06/EMPL.G3-SI2.594089
implementing Framework Contract No 2010-01/MOVE/ENER/SRD.6-Lot n°2

The European Union (hereinafter referred to as "the Union"), represented by the European Commission (hereinafter referred to as "the Commission"), which is represented for the purposes of the signature of this contract by Mr Jimmy JAMAR, Head of Unit G3 of Directorate General Employment, Social Affairs and Inclusion (DG EMPL),

of the one part,

and

Emakina Belgique SA

Statutory Registration Number: 0463 478 965

VAT registration number: BE-0463 478 965

Rue de Middelbourg, 64a, 1170 Bruxelles

(hereinafter referred to as "the Contractor"), represented for the purposes of the signature of this contract by Mr Denis Steisel, CEO,

of the other part,

HAVE AGREED

ARTICLE I.1 - SUBJECT

- I.1.1** This specific contract implements Framework Contract No 2010-01/MOVE/ENER/SRD.6-Lot n°2 signed by the Commission and the Contractor on 13/09/2010.
- I.1.2** The subject of this specific contract is the production of a video clip for the communication campaign "Youth on the Move". The work will cover the writing of a treatment, script, shooting, editing and post-production.
- I.1.3** 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 1.

ARTICLE I.2 - DURATION

- I.2.1** This specific contract shall enter into force on the date on which it is signed by the last contracting party.
- I.2.2** The duration of the tasks shall not exceed 3 months. Execution of the tasks shall start from 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 I.3 - REPORTS AND DOCUMENTS

- I.3.1** The tasks carried out by the Contractor in performance of this contract shall be subject of validation in accordance with Annex 1.

ARTICLE I.4 - ACCEPTANCE OF WORK

- I.4.1** 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.
- I.4.2** 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 I.5 - PRICE

- I.5.1** The maximum total amount to be paid by the Commission under this specific contract shall be EUR 98.126,80 (ninety eight thousand one hundred and twenty six euros and eighty eurocents) covering all tasks executed.
- I.5.2** In addition to the price, no reimbursable costs are foreseen.

For Contractors established in Belgium, the provisions of this contract constitute a request for VAT exemption No 450, provided the Contractor includes the following statement in his invoice(s): "Exonération de la TVA, article 42, paragraphe 3.3 du code de la TVA" or an equivalent statement in the Dutch or German language.

ARTICLE I.6 - PAYMENTS

Any request for payment relating to the performance of the present contract shall be sent to the following address :

European Commission
Employment, Social Affairs and Inclusion DG
Mr Jimmy JAMAR
EMPL G3
J-27 04/04
B - 1049 Brussels



ARTICLE I.7 - ADMINISTRATIVE PROVISIONS

I.7.1 The persons responsible for implementing this contract are :

For the Commission :

- Administrative questions : Mr Jimmy Jamar, EMPL G3, J-27 04/04, BE-1049 Brussels
- Technical questions : Ms Geneviève Isaac, EMPL G3, J-27 04/084, BE-1049 Brussels

For the Contractor :

- Administrative questions: Mr François Lefèbvre, General Manager, Emakina Belgique SA, 64a rue de Middelbourg, 1170 Bruxelles
- Technical questions: Mr Thierry Willer, Project Manager, Emakina Belgique SA, same address

I.7.2 All correspondence arising out of this specific contract shall be in writing and shall be sent to the persons responsible.

ARTICLE I.8 - ANNEXES

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

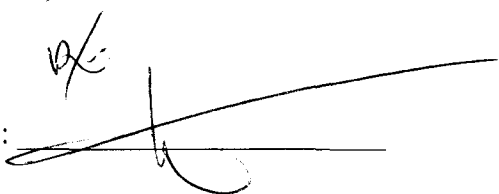
Annex 1 – Specification of tasks – Ares(2011)460822

Annex 2 – Contractor's specific offer – Ares(2011)460918

SIGNATURES

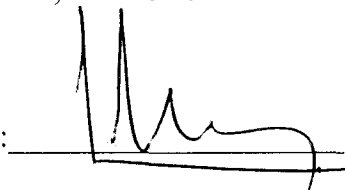
For the Contractor,
Emakina Belgique SA
Denis Steisel, CEO

signature:



For the Commission,
Employment, Social Affairs & Inclusion DG
Jimmy Jamar, Head of Unit

signature:



Done at Brussels, ... 8 / 0 5 / 2 0 1 1

Done at Brussels,

In duplicate in English.

11 MAI 2011





COMMISSION EUROPÉENNE

DG Emploi, affaires sociales et inclusion

Ressources, Communication
Communication, CAD

Ref. Ares(2011)460822 - 28/04/2011

Brussels, 12 April 2011
EMPL/G3/GI D(2011)Mr. Thierry Willer
Account Manager
Emakina EU
64 rue Middelbourg
1170 Brussels

E-mail: twi@emakina.eu

**Subject: Production d'un vidéo clip pour la campagne Youth on the Move
Demande de devis chiffré**Le contexte:

La DG EMPL lance une nouvelle campagne, "Youth on the Move", dirigée vers le citoyen. Dans le cadre de cette campagne qui verra les participations actives de plusieurs services de la Commission, une série d'événements seront organisés dans de nombreuses villes Europe.

Le projet:

Ayant appris que la DG MOVE dispose d'un Contrat-Cadre pour la production de produits audiovisuels, le service de Communication de la DG EMPL souhaite produire un vidéo clip à diffuser sur les lieux des événements de la campagne ainsi que sur tous les supports d'image nécessaires (internet, TV ...).

Le concept:

Le vidéo clip s'attachera à mettre en valeur le message de la campagne, à savoir l'énergie et le dynamisme en mouvement d'une jeunesse, comme illustration à l'initiative phare de la stratégie 2020 "Youth on the Move". En accord avec la réunion qui s'est tenue en Mars dans les bureaux d'Emakina, le clip reposera sur un montage dynamique d'images de jeunes en mouvement et des textes des affiches officielles de la campagne.

Commission européenne, B-1049 Bruxelles - Belgique. Téléphone: (32-2) 299 11 11.
Bureau: J-27 04/04. Téléphone: ligne directe (32-2) 295 20 82. Télécopieur: (32-2) 299 80 86.

<http://ec.europa.eu>
E-mail: joseph.jamar@ec.europa.eu

C:\Documents and Settings\isaacge\Desktop\Emakina_GI.doc

✱

Le produit:

La durée du vidéo clip ne devra pas dépasser 1 mn , maximum 1mn30, selon les besoins du scénario. Il sera tourné en HD et pourra utiliser tous les effets numériques 3D nécessaires. En ce qui concerne le son, une musique originale lui sera attribuée.

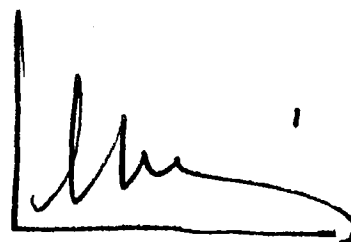
Emakina soumettra une présentation du scénario du clip et de la musique choisie, avant la réalisation définitive, à l'Unité de Communication de la DG EMPL pour accord.

Format:

Le vidéo clip sera produit en 16/9 HD et finalisé pour la DG EMPL en 3 formes: DVD, MPEG 2 (for Windows) et Flash (streaming).

Estimation du budget de la production: **100 000 euro.**

Deadline pour la livraison du vidéo clip: **10 juin 2010.**



Jimmy JAMAR
Chef d'Unité

Contact persons:

Michal Nycz	Michal.Nycz@ec.europa.eu (tel: +32 2 298 253)
Genevieve Isaac	Genevieve.Isaac@ec.europa.eu (tel: +32 2 262 303)

-----Original Message-----

From: ISAAC Genevieve (EMPL)

Sent: Wednesday, April 27, 2011 9:46 AM

To: EMPL CAD; MESTDAGH Catherine (EMPL); VIGNATI Vanessa (EMPL); NYCZ Michal (EMPL)

Subject: FW: Offre "Youth on the move"

Bonjour,

Pourriez-vous, s'il vous plait, enregistrer le document
En pdf ci-dessus?

Merci d'avance

Bien à vous

Geneviève ISAAC

DG EMPL - Communication

office J-27 4/84 tel +32 (0) 29 62303 mobile + 32 477 26 88 94

-----Original Message-----

From: Thierry Willer [<mailto:twi@emakina.eu>]

Sent: Wednesday, April 27, 2011 9:20 AM

To: ISAAC Genevieve (EMPL)

Subject: Re: Offre "Youth on the move"

Bonjour Geneviève,

voici le document corrigé et scanné.

Bien à toi,

Thierry Willer

EmakinaEU

64 rue Middelbourg

1170 Bruxelles

Direct : +32 (2) 788.79.61

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European Commission
Directorate General for Employment, Social Affairs and
Inclusion
Brussels
Belgium

2010-01/MOVE/ENER/SRD.6 LOT 2

OFFER – Video clip for “Youth on the Move”

Original

Emakina

Rue Middelbourg 64A

B-1170 Brussels

Belgium

Tel.: +32 2 400 40 00

Fax.: +32 2 400 40 01

info@emakina.com

www.emakina.com / www.emakina.eu

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**Offer for the production of a video clip for the communication
campaign "Youth in the Move"**

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ARES 28. 04. 2011

N° 460918

1. Request details

Production of a video clip for DG EMPL in the frame of "Youth on the Move" communication campaign.

The work will cover the writing of a treatment, script, shooting, editing and post-production.

- Requester

Jimmy Jamar

Head of the Communication Unit

Directorate General for Employment, Social Affairs and Inclusion (DG EMPL)

European Commission

- References

R1: Request for Price offer – 12 April 2011

2. Introduction

DG EMPL launches a new communication campaign « Youth on the Move », targeting the Citizen. In the frame of this campaign, a serie of events will be organized throughout many cities all around in Europe. In this context, DG EMPL request a video clip in order to leverage the dynamism of the campaign.

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3. Request details

3.1. Video clip

Purpose and scope

The video should illustrate the energy and the dynamism of the youth people that are empowered to trigger the future of their lives (Travel, work, study abroad).

Concept

The video clip should mainly feature youth people used in the posters campaign.

Channels

- Booth in exhibitions
- Internet channels

Format

The duration of the clip should be around 1min-1min30sec.
The format will be SD.

Languages

International version with English keywords.

Copyright

The contractor will ensure that all material (sound, image, graphics, etc) is copyright free or has been granted prior copyright clearance from any third parties, including persons featuring in the video who are not public figures. If children are filmed, a signed authorisation from the parents should be obtained and provided to the author service.

The Commission will hold the ownership of all materials produced under this contract, such as texts, images, and graphics, and will be able to reproduce them for uses other than those foreseen in the contract without geographical or other limitation, except where industrial or intellectual rights exist prior to the Contract being entered to.

If non-original music is used, this should be available permanently and not subject to time limitations.

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4. Production approach

4.1. Tasks

Video

- Gather and analyse the information on the selected topic in view of producing a script; based on the briefing of DG EMPL communication and project officers;
- Develop a detailed concept and storyline for DG EMPL approval;
- Shooting;
- Production of rough cut for the first preview and approval by DG EMPL;
- Perform all other postproduction tasks, including final editing of video and sound, and any computer-graphics needed, for the final board with text;

Handwritten signature



4.2. Validation steps

A validation process with different milestones will be identified in the planning and communicated to DG EMPL at the beginning of the project. Those validations are crucial as we will need an approval from DG EMPL before proceeding to the next steps.

At each step, DG EMPL will give its approval or will first ask for adaptation; two iterations for each step are foreseen. If after a second proposal DG EMPL does not give its approval, it will be considered as a change request.

Video

- Planning and validation steps;
- Treatment - storyline ;
- Script and list of shots;
- Rough cut of video clip;
- Text and Voice over in English;

4.3. Limitations

- Any major changes requested after validation of planning will have an impact on final delivery date (topic, training);
- Emakina will have one single contact point for the project at DG EMPL.

4.4. Deliverables

Video

- DVD format
- Digital Master H264
- Compressed files (wmv, mpeg4, flv formats)

5. Pricing

**Offer 2010-01/MOVE/ENER/SRD.6 LOT 2**

wmv	Video Editor	0,50	360,00 €	180,00 €
DVD	Video Editor	1,50	360,00 €	540,00 €
SD file	Video Editor	1,00	360,00 €	360,00 €
Equipment				
	Canon D5 + Kit	128,00	80,00 €	10.240,00 €
	Lens Canon EF L-USM f 2.8 16-35mm / 24-70mm	128,00	40,00 €	5.120,00 €
	Lens Canon EF L-USM f 2.8 70-200mm / 100-400mm (4.5-5.8 L)	128,00	60,00 €	7.680,00 €
	SONY HD CAM HDWF 900 R Cinealta	8,00	650,00 €	5.200,00 €
	Tripod Variopted	8,00	200,00 €	1.600,00 €
	Card	24,00	35,00 €	840,00 €
	JOKER Bug Kit 800 W Flicker free (X4)	16,00	65,00 €	1.040,00 €
	Sound device	4,00	38,00 €	152,00 €
	Microphones HF	4,00	20,00 €	80,00 €
	monitor SONY BVM L230 23"	4,00	230,00 €	920,00 €
	Boom	4,00	15,00 €	60,00 €
Total				98.126,80 €

**Offer 2010-01/MOVE/ENER/SRD.6 LOT 2**

Budget				
Tasks to be carried out	Unit	Number	Unit€ (excl. VAT)	Subtotal (excl. VAT)
Project Management				
General coordination	Senior Manager	10,00	440,00 €	4.400,00 €
Inception and concept				
Brain storming, script	Senior graphic designer	8,00	450,00 €	3.600,00 €
Storyboard	Senior graphic designer	4,00	450,00 €	1.800,00 €
Storyboard	Film Director	4,00	360,00 €	1.440,00 €
Pre-production				
Booking	Production manager	2,00	300,00 €	600,00 €
Authorisation	Production manager	2,00	300,00 €	600,00 €
Equipment	Production manager	2,00	300,00 €	600,00 €
Location	Production manager	2,00	300,00 €	600,00 €
Planning	Production manager	2,00	300,00 €	600,00 €
Production				
Shooting	Production Director	4,00	340,00 €	1.360,00 €
	Film Director	4,00	360,00 €	1.440,00 €
	Cameraman (x2)	8,00	325,00 €	2.600,00 €
	Assistant cameraman	4,00	200,00 €	800,00 €
	Technician (x5)	20,00	290,00 €	5.800,00 €
	Head technician	4,00	360,00 €	1.440,00 €
	Senior lighting engineer (x2)	8,00	370,00 €	2.960,00 €
	Video Sound engineer	4,00	400,00 €	1.600,00 €
	Stylist	4,00	250,00 €	1.000,00 €
	Actor (x4)	16,00	500,00 €	8.000,00 €
	Set designer (x2)	8,00	450,00 €	3.600,00 €
	Make-up artist	4,00	400,00 €	1.600,00 €
Post-production				
Derush and selection	Production Director	3,00	340,00 €	1.020,00 €
	Film Director	3,00	360,00 €	1.080,00 €
	Video Editor	5,00	360,00 €	1.800,00 €
Editing	Video Editor	5,00	360,00 €	1.800,00 €
Morphing	Senior Graphic designer	10,00	450,00 €	4.500,00 €
Color grading	Senior Graphic designer	5,00	450,00 €	2.250,00 €
Video export/rendering	Video editor	2,00	360,00 €	720,00 €
Sound production	Studio Sound engineer	2,00	400,00 €	800,00 €
Music	Music	8,00	122,00 €	976,00 €
Mixing	Studio Sound engineer	2,00	400,00 €	800,00 €
	Renting of Studio	1,00	380,00 €	380,00 €
Activity Report	Producer	2,00	480,00 €	960,00 €
Copy / delivery / sending				
Copy / delivery / sending	DVDrm	1,00	1,30 €	1,30 €
Coding and compression	Video Editor	0,50	360,00 €	180,00 €
Sending	Production assistant	0,25	190,00 €	47,50 €
Exports				
flv	Video Editor	0,50	360,00 €	180,00 €
mpeg4	Video Editor	0,50	360,00 €	180,00 €



6. Management & administration

6.1. Project leader

The team leader of the project is Thierry Willer: he will take overall responsibility for the management of the project and ensuring that the product meets the requirements of DG EMPL. Specific responsibilities include:

- Manage and coordinate all products and services requested by the Commission;
- Responsible for supplying the products and services within the deadlines;
- Responsible for quality control and for administrative and financial aspects related to the performance of the contract;
- Attends the follow-up meetings and is the unique link between the Production teams and DG EMPL. He will be assisted by Key Staff Member, in charge of Audio-visual production, Virginie Louis.

7. Planning

The project will start when the contract has been signed by both parties. The accurate delivery date has been agreed for the 17th of June.



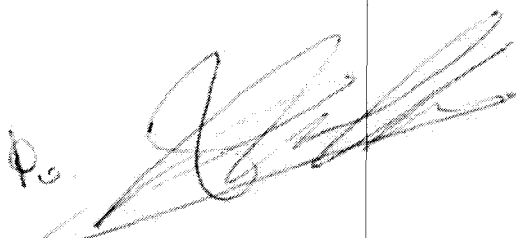
Offer 2010-01/MOVE/ENER/SRD.6 LOT 2

8. Financial conditions

This is an offer under the terms of the base framework Contract 2010-01/MOVE/ENER/SRD.6 lot 2 . The final invoicing will be based on the services actually delivered, within the limits of the total price quoted.

9. Validity

This offer is following general rules as stated in the framework contract 2010-01/MOVE/ENER/SRD.6 lot 2 and is valid for 30 (thirty) days.



François Lefebvre
Bruxelles, 22 April 2011

