



COMMISSION EUROPÉENNE
DIRECTION GÉNÉRALE DE LA RECHERCHE ET DE L'INNOVATION
Direction K - Energie
K.1 - Aspects horizontaux

Contrat spécifique 172

mettant en application le Contrat-cadre n° JLS/2008/A5/lot 3/01

Référence DG RTD: Contrat n° 30-CE-0466884/00-09

Production of 10 videos promoting Energy Research projects funded by DG RTD

L'Union européenne (ci-après dénommée «l'Union»), représentée par la Commission européenne (ci-après dénommée "la Commission"), elle-même représentée en vue de la signature du présent contrat par M Raffaele LIBERALI, Directeur à la Direction K-Energie au sein de la Direction Générale Recherche & Innovation

d'une part,

et

TIPIK Consortium

Représenté par:

TIPIK Communication Agency S.A., en abrégé "TIPIK S.A." (chef de file du consortium)

Numéro de registre du commerce: 511.105

270, avenue de Tervuren, 1150 Bruxelles

N° de TVA: BE 435.539.007

PROPAGER/EUROJEUNE S.A.R.L. (membre du consortium)

Numéro d'enregistrement: Paris B 397 452 822

70. boulevard de Reuilly

F-75012 Paris

N° de TVA: FR43 397 452 822

PRIMO Group S.A. (membre du consortium)

Numéro d'enregistrement: 0414415474

Chaussée de Dieleghem 33-35, 1090 Bruxelles

N° de TVA: BE 414 415 474

Conformément aux termes de leur offre, les parties susnommées et ci-après désignées collectivement "le contractant" sont solidairement responsables de l'exécution du présent contrat à l'égard de la Commission. Elles sont représentées en vue de la signature du présent contrat par Monsieur Juan Arcas, Managing Director de la société TIPIK Communication Agency S.A.

d'autre part,



SONT CONVENU(E)S

Article 1: Préambule

1. En date du 15 mai 2008 la Commission et le Contractant ont signé le contrat-cadre n° JLS/2008/A5/lot3/01 Audiovisuel, événements, campagnes de communication" 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 se base sur l'offre spécifique du contractant datée du 02/12/2011.

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 de l'objectif décrit dans la demande de la Commission et repris dans l'offre spécifique du Contractant (Annexe 2).
2. Le présent contrat spécifique a pour objet " Production of 10 videos promoting Energy Research projects funded by DG RTD".

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 12 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 Rapports et documents

Les tâches poursuivies par le Contractant en exécution du présent contrat spécifique feront l'objet de rapports établis selon les dispositions reprises en annexe 2.

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 **149.190,85 euros**. Il est entendu que ledit montant couvre toutes les dépenses supportées par le Contractant en exécution du présent contrat spécifique.
2. Outre le prix maximum mentionné à l'article 5.1, les éventuels imprévus seront remboursés selon les modalités prévues au contrat-cadre, jusqu'à concurrence de **2.983,82 euros**.
3. Les factures devront faire référence au contrat-cadre et à ce contrat spécifique et, le cas échéant, au document d'acceptation des prestations.
4. A la demande du contractant, un préfinancement de 30% sera effectué sur base du prix total de la prestation (à l'exclusion des éventuels frais de voyage et de séjour du Contractant et des dépenses imprévues), soit un montant de 35.845,70 € (30% de 119.485,65 €).

5. Adresse de facturation:
Commission européenne
Direction K – Energie
Unité K.1 – Jana Masarcova
CDMA 00/063
BE-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 K – Energie
Unité K.1 – Liz Pender
CDMA 00/063
BE-1049 Bruxelles

Pour le Contractant

Questions administratives et techniques:
M. Laurent Avignon
Directeur de projet
Avenue de Tervuren 270
BE-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: Demande d'offre au contractant

Annexe 2: Offre spécifique contractant

SIGNATURES

Pour le Contractant

Juan ARCAS - Managing Director

signature:



Guy DE SAN
General Manager

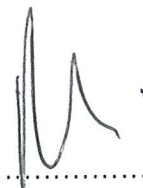
TIPIK Communication Agency S.A.

Fait à Bruxelles, le1.3.12...2011...

Pour la Commission,

Raffaele LIBERALI - Directeur K

signature:



Fait à Bruxelles, le15/12...2011.....

En deux exemplaires en français



COMMISSION EUROPÉENNE
DIRECTION GÉNÉRALE DE LA RECHERCHE ET DE L'INNOVATION

Direction K - Energie
K.1 - Aspects horizontaux

REQUEST FOR AN OFFER: PRODUCTION OF 10 SHORT FILMS ON ENERGY RESEARCH PROJECTS

1. CONTEXT

We would like to request an offer for the production of ten short films on individual success stories in energy research under DG JUST/HOME framework contract Nr. JLS/2008/A5/lot3/01. Each short film will work as a stand-alone film representing one project, however all films will have a similar look and feel, allowing them to be shown together as a showreel for Energy Research.

The films will be targeted at a general audience with no expert knowledge of energy research issues. The selected projects will be considered from a non-technical standpoint, with the aim of communicating to the public that the EU is conducting highly advanced research into energy topics which will shape our future. Filming will take place at the main project office and interviews conducted with the main project officer. The project will be portrayed in a way that is interesting to viewers not familiar with the content, with an emphasis on the "story" of the research. Each film will be 60-90 seconds in length.

2. TECHNICAL SPECIFICATIONS – SERVICES TO DELIVER

a) The contractor will deliver the following services:

10 promotional videos (60-90 seconds length each) highlighting Energy Research projects funded by DG RTD

- the 10 videos will have a unified look and feel so that one can work as a stand-alone film as well as forming part of a showreel
- total duration of each video: 60-90 seconds max.
- all films will be in English
- deliverables: digital files compatible with Windows & Mac platforms, and ready for web-streaming.
- The videos should be brought as stories and should move away from technical communication
- Each video will feature a recurring character.
The videos will illustrate the projects with filming at the project's location
- The contractor will budget for travel to all ten locations of the projects



- The contractor will work closely with DG RTD on all steps of the process including selection of the projects as well as scripts for the videos

b) Length of the contract

84 working days

c) Area of filming

On location at the European sites of the 10 projects to be filmed

3. PRICE

Estimated price: The maximum amount foreseen for this contract will be **€155,000.00.**

4. CONTENT OF OFFER

The offer must include:

- A full technical offer detailing the services offered how the films will be produced and the timeframe.
- A detailed financial offer based on the specifications of the framework contract.



Production of 10 promotional videos for DG RTD

Technical offer

December 2011

www.tipik.eu

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TVA BE 435.539.007 · RCB 511.105 · Fortis 210-0635550-58
Tipik is a Sword Group Company



Eco-active business



Charter signatory



TECHNICAL OFFER

Object of the offer

Tipik's price estimate concerns the production of 10 videos promoting Energy Research projects funded by DG RTD.

This estimate refers to the production of:

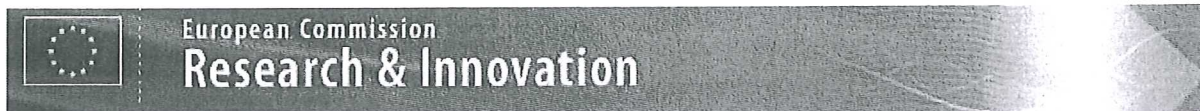
- 10 promotional videos (60-90 seconds length each) highlighting Energy Research projects funded by DG RTD

General points:

- the 10 videos will be unified in look and feel in order to be viewable as a group or individually
- video type: promotional features
- total duration of each video: 60-90 seconds max.
- linguistic versions : one version ENG
- deliverables: digital files compatible with Windows & Mac platforms, and ready for web-streaming.

Project sponsor at the institution:

- DG RTD



Target audience:

- Citizens

Background: request by DG RTD and Tipik proposal

- DG RTD currently funds a multitude of Energy Research projects;
- DG RTD wishes to highlight several aspects of Energy Research in order to raise awareness among the general public. Energy Research helps everyday life. This research is "technology neutral", and is an investment in all areas. It is also an investment in the future.
- The videos should be brought as stories and should move away from technical communication.
- Tipik proposes the production of videos in the format of promotional features.
Each video will feature a recurring character/actor or actress (the citizen) introducing each covered theme/project. The videos will then move on to practical aspects of each theme with illustrations of the actual projects, filmed at the project's location or filming the practical outcome of the project – on a case-by-case basis, the filming could be, for instance, either a new mode of transportation or the research lab where this new mode of transportation is being improved.
- Tipik has provided for a crew to travel to 10 locations, allowing for 1 day traveling to-and back, and 1 full day of actual shooting on location. Taking into account this is a relatively short amount of time to cover each subject/project, this highlights the need for a very close collaboration between DG and Tipik in the selection of projects to be featured as well determining the availability of stakeholders and access/authorizations to labs/equipment of the projects.

- Look and feel: Tipik suggest the use of a recurring character (the citizen) which will be present in each video and who will act as a "fil rouge" and a unifying thread to link all the videos. The tone should be dynamic and exciting, and focus on citizens and what Energy Research means for them on a daily basis.
 - In terms of visual look and feel here is a recent trailer produced by Tipik for the coverage of the European Union Competition for Young Scientists in Helsinki:
http://www.youtube.com/user/EUCYS2010#p/a/77BC5850D8189723/1/O4I_kAWqX-0
 (although this video does not include any actors, it is very much focused on people and while the themes approached may be scientific and technical the video still has an appealing quality).
 - other examples of coverage of a DG REGIO projects also achieve a good balance between focus on the project and the people behind it:
<http://multimedia.tipik.eu/projects/108/boosting-marine-business-in-wales>
<http://multimedia.tipik.eu/projects/107/cleaning-the-air-in-funchal>
- DG RTD will indicate to Tipik the messages to be conveyed and the projects to be illustrated. Tipik will then contact each project and evaluate the potential for an actual visit or an alternative coverage. Once these aspects are cleared Tipik will draft a note of intent for each video. Once the notes of intent are validated, Tipik will draft actual detailed scripts for each video. These scripts will also need to be validated by DG before Tipik will move on to production. This process is paramount in order to make the most efficient use of resources and budget.
- At the kick-off meeting, Tipik will also request DG to identify one person acting as a validation point for DG.

Financial estimate:

Tipik's financial estimate can be summarized in the following phases:

Pre-production (tasks 1-5):

- briefing and meetings DG officers in order to determine themes, messages, projects to be illustrated and storyline;
- topical research on the selected projects;
- scenario development, drafting of notes of intents, followed by scripts and voice-over comments;
- drafting of storyboard to illustrate filmic chart, editing pace and dynamics;
- casting of actors and extras;
- scouting of sets and props.

sub-total: 14.418,50 €

Production (tasks 6-26):

Tipik estimates 11 separate shooting sessions, shot in High Definition format (16:9 aspect ratio) using a mix of Panasonic AF101 and Canon 5D technology.

1 shoot is based in Brussels, on a film set with actor/extras, props and costumes.

10 shoots will take place at the location of actual projects. These locations needs to be picked carefully based on their potential for the most interesting material.

- tasks 6-7 relate to supervision and logistics;
- tasks 8-21: full crew + equipment for set shoot (based in Brussels);
This involves 2 days of shooting with a full crew and actor + extras. This shooting will serve to film the introduction and conclusion parts of the 10 videos.

- tasks 22-26: small crew + equipment for location shoot
This involves a crew of 3 (director/cameraman/sound man) for 10 shoots of 1 day (+ ½ day traveling to and ½ day traveling back) on location abroad

sub-total: 60.839,83 €

Other production costs (tasks 27-28):

These tasks cover the cost of the video media (tapes, flash cards or hard drives) on which the video is to be filmed as well as the insurance costs for crew and equipment during all days of shooting.

sub-total: 8.128,80 €

Post-production (tasks 29-42):

These tasks cover the costs of the editing and finalizing of the 10 videos.

This includes:

- editing of video, cut into specific sequences, colour grading, titles
- sound editing and mixing, recording of voice-over
- recording and mixing of original music
- a small provision for creation of animated elements (titles, special effects) and integration of these elements
- compressions in digital files (wmv, Quicktime, H264) for web purposes
- copy onto Betacam SP for DG Comm archival.

sub-total: 36.098,52 €

Reimbursable costs: travel & accommodation (tasks 43-46):

Tipik has provided for a crew of 3 to travel to 10 European destinations (as the destinations are not yet identified, we have picked an average price (DE) from the Framework Contract grid in order to have a realistic estimate. These costs are mentioned as provisions. DG will only be invoiced for the actual costs incurred.

Each shooting involves a crew of 3 and their equipment, 1 day of shooting on location (+1/2 day traveling to and ½ traveling back), 2 hotel nights, rental of a minibus/van for local transportation of crew and equipment, per diems for food the crew for 2 days.

sub-total: 29.705,20 €

TOTAL of financial estimate: 149.190,85 €

Contingencies:

Tipik has provided for unexpected costs for a total amount of 2.983,82 € (2% of budget)
DG will only be invoiced for the actual costs incurred.

sub-total: 2.983,82 €

TOTAL of financial estimate (including contingencies): 152.174,67 €

Planning:

Tipik estimates the production of this project at 84 effective days, with the following phases:

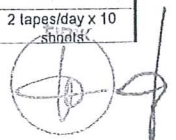
- Day 1: kick-off meeting with DG
- Day 2: pre-production meeting with DG (identification of themes, messages and projects, approval of calendar)
- Days 3-10: research and documentation (background research, contact with projects, evaluation of potential)
- Days 11-15: final selection of projects and themes
- Days 16-20: drafting of notes of intent
- Days 21-25: DG: validation of notes of intent by DG
- Days 26-30: drafting of detailed script and booking of crews, sets for local shoot
- Days 31-35: DG: validation of scripts
- Days 36-40: planning and booking of location shoots
casting of actor/actress for set shoot
DG: validation of casting
- Days 41-42: local shooting (Brussels)
- Days 43-44: location shooting 01
- Days 45-46: location shooting 02
- Days 47-48: location shooting 03
- Days 49-50: location shooting 04
- Days 51-52: location shooting 05
- Days 53-54: location shooting 06
- Days 55-56: location shooting 07
- Days 57-58: location shooting 08
- Days 59-60: location shooting 09
- Days 61-62: location shooting 10
- Days 63-64: de-rush and preparation of post-production
- Days 65-69: editing of rough cut for 10 videos
creation of original music
creation of titles and graphic elements
- Days 70-74: DG: validation of rough cuts/edits for 10 videos, music and graphic elements
- Days 75-79: Finalisation of edits of 10 videos with integration of music and graphic elements
- Days 80-82: DG: Validation of final edits
- Days 83-84: compressions (creation of digital files) and copies for DG Comm
- Day 85: delivery of digital files, copies for DG Comm as well as transcripts & model release forms.
- Day 86: Debrief of process with DG

Please note the actual duration of the project may be significantly longer: based on our experience, it is (for example) almost never possible for practical purposes to move on from one shooting to another (location or stakeholder may not be available, or an important event around the project may mean we must shoot at specific dates). Vacation periods may make it difficult for DG or project stakeholders to accommodate validation phases or a shooting calendar.

The number of days detailed above are actual working phases. An actual calendar will be developed with DG at the pre-production meeting, and this calendar will be validated by DG.

Offer for DG RTD - Energy Research - 10 promotional videos (60-90sec each)

task	Description of tasks	Unit	N° of units	Unit price in €	Total task in €	Subtotals in €
DG RTD promotional videos						
Pre-production						
1	Supervision of pre-production, meetings	Producteur / Day	6,0	522,41	3.134,46	
2	Pre-production logistic support	Assistante de production / Day	6,0	397,03	2.382,18	
3	Documentalist	Documentalist / Day	5,0	334,34	1.671,70	
4	Concept development, drafting of script and voice-off comments	Scénariste / Day	10,0	397,03	3.970,30	
5	Initialisation, planning, product coordination, meetings, client relations	Project Manager / Day	6,0	543,31	3.259,86	
Pre-production Sub-Total						14.418,5
Production						
6	Production supervision	Producteur / Day	10,0	522,41	5.224,10	shoot + prep
7	Logistic support	Secrétaire de production / Day	16,0	334,34	5.349,44	shoot + prep
full crew + equipment for set shoot						
8	Video direction	Réalisateur / Day	3,0	438,82	1.316,46	1 set shoot
9	Filming	Chef opérateur / Day	2,0	438,82	877,64	1 set shoot
10	Filming	Cadreur / Day	2,0	397,03	794,06	1 set shoot
11	Crane + crane operator	Machiniste/day	2,0	355,24	710,48	1 set shoot
12	Sound sampling	Ingénieur du son / Day	2,0	417,93	835,86	1 set shoot
13	Equipment	Equipelement ENG / Day	2,0	376,14	752,28	1 set shoot
14	Light material	Light kit éclairage / Day	2,0	125,38	250,76	1 set shoot
15	Light assistant	Electrician	2,0	376,14	752,28	1 set shoot
16	Sound material	Matériel son de base / Day	2,0	188,07	376,14	1 set shoot
17	Actor	Comédien / Day	3,0	1.306,03	3.918,09	1 set shoot
18	Extra (Figurant)	Figurant / Day	2,0	731,37	1.462,74	1 set shoot
19	Decorator	Décorateur / Day	3,0	334,34	1.003,02	1 set shoot
20	Props, costumes & accessories	Décorateur / Day	2,0	334,34	668,68	1 set shoot
21	Make-up Assistant	Maquilleur / Day	2,0	303,00	606,00	1 set shoot
small crew + equip. for location shoot						
22	Video direction	Réalisateur / Day	20,0	438,82	8.776,40	10 locations x 2 days
23	Filming	Cadreur / Day	20,0	397,03	7.940,60	10 locations x 2 days
24	Sound sampling	Ingénieur du son / Day	20,0	417,93	8.358,60	10 locations x 2 days
25	Equipment	Equipelement ENG / Day	20,0	417,93	8.358,60	10 locations x 2 days
26	Light material	Light kit éclairage / Day	20,0	125,38	2.507,60	10 locations x 2 days
Production Sub-Total						60.839,8
other production costs						
27	Video media	DV CAM tape 90min	20,0	40,75	815,00	2 tapes/day x 10 shoots



28	Shooting insurance/day	Logisticien voyage et séjour / Day	20,0	365,69	7.313,80	
Sub-Total						8.128,8
Post-production						
29	Post-production supervision	Producteur / Day	6,0	522,41	3.134,46	
30	Director	Réalisateur / Day	12,0	438,82	5.265,84	
31	Editing	Salle de montage SD/HD / Day	12,0	407,48	4.889,76	
32	Editing	Ingénieur vidéo / Day	12,0	438,82	5.265,84	
33	Voice over actor	Speaker commentaire / Day	6,0	261,21	1.567,26	
34	Voice recording	Ingénieur du son / Day	6,0	417,93	2.507,58	
35	Recording and mixing	Studio son numérique / Day	6,0	606,00	3.636,00	
36	music composer	Compositeur musique / Day	5,0	940,34	4.701,70	
37	Beta SP Tape	20' Beta SP cassette	10,0	27,17	271,70	
38	Copying film to Beta SP	Duplication to Beta SP	10,0	75,23	752,30	
39	Compression WMV and Quicktime	Compression/files	10,0	78,36	783,60	
40	Compression MPEG	Compression/files	10,0	94,03	940,30	
41	creation of animation elements	Infographiste / Day	3,0	397,03	1.191,09	
42	animation & After Effects	Concepteur graphic / Day	3,0	397,03	1.191,09	
Sub-Total						36.098,5
TOTAL without reimbursable costs and contingencies						119.485,65

Reimbursable costs - travel & accomodation (provision to be justified)						
43	travel to 10 European destinations (ex. DE)	Flight tickets	30,0	500,00	15.000,00	3 crew x 10 destinations
44	accomodation 10 destinations (ex. DE)	Hotel + breakfast	60,0	115,00	6.900,00	3 crew x 2 nights x 10 destinations
45	food / per diem 10 destinations (ex. DE)	Lunch + dinner	60,0	93,00	5.580,00	3 crew x 2 days x 10 destinations
46	local transport 10 destinations (ex. DE)	Minibus rental	20,0	111,26	2.225,20	2 days x 10 destinations
Total reimbursable costs						29.705,20
Total including reimbursable costs						149.190,85
Contingencies						2.983,82
Total including Contingencies						152.174,67

Guy DE SAN
General Manager

TIPK Communication Agency S.A.

[Signature]
02-12-2021





COMMISSION EUROPÉENNE
DIRECTION GENERALE DE LA RECHERCHE ET DE L'INNOVATION
Direction K - Energie

Bruxelles, 15 décembre 2011
RTD.K.1/mjs D(2011) S/ 1461369

RECOMMANDE
TIPIK Communication Agency
270, avenue de Tervuren
1150 Bruxelles

Objet: Contrat spécifique n° 30-CE-0466884/00-09
Production of 10 videos promoting Energy Research projects funded by
DG RTD
Réf.: Contrat-cadre n° JLS/2008/A5/lot 3/01- Votre offre du 02/12//2011

Messieurs,

Nous avons le plaisir de vous faire parvenir votre exemplaire du contrat, dûment signé par la Commission.

Veuillez agréer, Messieurs, l'expression de nos salutations distinguées.

Raffaele LIBERALI
Directeur – RTD.K
Date :

Annexe: Contrat spécifique signé