



EUROPEAN COMMISSION

Directorate-General for Trade

Directorate G – Market Access and Industry
The Director

SPECIFIC CONTRACT No 2-2011/19/TRADE/SI2.612741

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 Ms Signe Ratso, Director of the Market Access and Industry Directorate of the Directorate-General for Trade,

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 to produce a video tutorial on the Market Access Database.
- 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 12 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 reports drawn up 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 50.653,30 (fifty thousand six hundred and fifty three euro, thirty cent) 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
Directorate-General for Trade
Unit A.1, Resources and Strategic Planning
CHAR 07/03
B - 1049 Brussels

ARTICLE I.7: ADMINISTRATIVE PROVISIONS

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

For the Commission:

- Administrative and technical questions: Ms Marie-Hélène Obadalek, Trade G1,
CHAR 8/99, B-1049 Brussels

For the Contractor:

- Administrative questions: Mr François Lefebvre, General Manager, Emakina
Belgique SA, 64a rue de Middelbourg, B-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

Annex 2 – Contractor's specific offer

SIGNATURES

For the Contractor,
Emakina Belgique SA,
Denis Steisel, CEO

signature: _____

Done at Brussels,

In duplicate in English.

For the Commission,
Signe Ratso
Director

signature: _____

Done at Brussels,



EUROPEAN COMMISSION

Directorate-General for Trade

Directorate G - Market access and Industry
Market Access

Brussels, 21 October 2011
G1/MHO D(2011)

Production of a video presentation of the Market Access Database

TECHNICAL ANNEX

1. Background information on Directorate-General for Trade

Under the direction of the Commissioner for Trade, Karel De Gucht, the Directorate-General for Trade is in charge of the Union's trade policy in accordance with the objectives set out in Article 207 of the EU Treaty.

Trade plays a key role in the European Union's relations with the rest of the world and the EU is one of the most important players in international trade, accounting for a fifth of all world trade. Trade is crucial to the economic recovery and for fuelling jobs and growth.

The EU's trade policy enables its 27 members to speak with one voice on the international stage, when we negotiate trade deals, attempt to remove barriers that stand in the way of EU exports and stand up for EU interests, when our businesses face unfair trade practices.

Open markets are at the heart of the EU's trade policy, but this also means agreeing and applying international trade rules that can ensure trade is free and fair. The EU is committed to using the opportunities of globalisation to address citizens' concerns regarding environment, health, social welfare and cultural diversity and trade has a role to play in achieving that goal. The EU is also working hard to ensure that all its partners, particularly developing countries are more fully integrated into the world trade system so that they can share in its potential benefits.

2. Overview of the project

One key aspect of DG Trade's activities is the implementation of the *Market Access Strategy*¹, which helps European exporters to draw full benefit from the international trading system through the removal of discriminatory or disproportionate regulations or standards in foreign markets.

¹ <http://ec.europa.eu/trade/creating-opportunities/trade-topics/market-access/export-from-eu/>

The aim of the project is to produce a video presentation of the Market Access Database (<http://madb.europa.eu>) which is one of the instruments of the EU's Market Access Strategy and offers businesses free on-line information on market access conditions, such as product requirement, import tariffs, formalities and documents, trade barriers and statistics. The database is managed by the Market Access Unit (G1). The technical maintenance is undertaken by the IT department of DG TRADE.

The MADB is composed of 11 main sections, of which 6 are interactive, searchable data sources:

- Applied Tariff's section
- Exporter's Guide to Import Formalities
- Statistics
- Complaint register
- The trade barriers database
- The Sanitary and Phytosanitary (SPS) Export Database

3. Objective

The objective of the contract is to develop a video presentation (tutorial) of short duration (around 5 minutes) of the MADB. First findings from the ongoing evaluation study of the MADB mention that not all users are aware of the level of detail provided by the database. "Stakeholders use the database to the best of their ability but are not adequately aided by the website in terms of identification of all options and resources available".

A video tutorial should address this lack of knowledge on the full usage of the database. The presentation will be based on a series of screen captures and will be commented in 22 official EU languages.

Target audience: Business, public trade promotion agencies, public authorities, business associations.

4. Nature of the services requested

This e-learning tool will be hosted on DG TRADE's website and distributed via other media support tools (dvd, usb sticks) through other specific channels such as business associations, stakeholder conferences or Member States. A format compatible with television broadcasting will be provided for possible diffusion through TV media partners.

The contractor will be required, in collaboration with the Directorate-General for Trade, to carry out the following tasks:

1. Edit and produce a video showing a simulation of a presentation (video tutorial) based on a series of screen captures provided by Directorate-General for Trade:
 - The presentation will show application simulations and search scenarios, including mouse movements and keyboard activity while capture screen motion

(e.g. rotation);

- The video should include all necessary sound effects: soundtrack, voice-over in 22 official EU;
- Focus attention by zooming into different parts of the screen and magnifying a chosen area of the screen or place a different image into the zoom area;
- The tutorial should start with an introduction picture with the title of the MADB, including media and sound.
- Video should be adapted in order to deliver the best quality possible to be distributed via media tools and when distributed via the Trade websites in streaming mode.
- Video usability standards must also be added such as the possibility to view the audio text.

2. Provide the final product in relevant formats and supports, including

- the widely accepted MP4 format for high-quality video streaming and podcasts that can be played on a large range of devices (computers, laptops, tablets and smartphones);
- a video format that can be played on the most common used plug-ins by web browsers such as real player, windows media player, quick-time player , flash video amongst others.

3. Based on one master document, provide the voice-over in 22 official EU languages.

Deliverables:

- 1) Script scenario for the video with the main screen captures that will be used;
- 2) Document with the audio text that will be used in the 22 languages (DG Trade will provide the translations);
- 3) Videos and audio files in all 22 official EU languages to be distributed via different media tools and the web;
- 4) Technical documentation on the creation of the video and audio files;
- 5) Report about the results of different tests performed on the final video (start time, performance, quality, etc)

4. Timing of the project

It is intended to produce the video tutorial in the second half of 2012.

European Commission
Directorate-General for Trade / DG MOVE-ENER
Brussels
Belgium

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

OFFER – Video tutorial Market Access Database

Original

Emakina
Rue Middelbourg 64A
B-1170 Brussels
Belgium
Tel : +32 2 400 40 00
Fax : +32 2 400 40 01
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www.emakina.com / www.emakina.eu

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Offer for the production of a Video tutorial on ten Market Access Database

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1. Request details

Production of a video tutorial of 5 min max of the MABD for the Directorate-General for Trade.

- **Requester**

Marie-Helène Obadalek

Email : "Marie-Helene.OBADALEK@ec.europa.eu"

Tel : +32-2-296.59.50

- **References**

R1: Request for services – 21th of October 2011

2. Introduction

One key aspect of DG Trade's activities is the implementation of the Market Access Strategy which helps European exporters to draw full benefit from the international trading system through the removal of discriminatory or disproportionate regulations or standards in foreign markets.

The aim of the project is to produce a video presentation of the Market Access Database (<http://madb.europa.eu>) which is one of the instruments of the EU's Market Access Strategy and offers businesses free on-line information on market access conditions, such as product requirement, import tariffs, formalities and documents, trade barriers and statistics. The database is managed by the Market Access Unit (G1). The technical maintenance is undertaken by the IT department of DG TRADE.

The MADB is composed of 11 main sections, of which 6 are interactive, searchable data sources:

- Applied Tariff's section
- Exporter's Guide to Import Formalities
- Statistics
- Complaint register
- The trade barriers database
- The Sanitary and Phytosanitary (SPS) Export Database

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3. Request details

3.1 Purpose and scope

The objective of the contract is to develop a video presentation (tutorial) of short duration (around 5 minutes) of the MADB. First findings from the ongoing evaluation study of the MADB mention that not all users are aware of the level of detail provided by the database. "Stakeholders use the database to the best of their ability but are not adequately aided by the website in terms of identification of all options and resources available".

The video tutorial should address this lack of knowledge on the full usage of the database. The presentation will be based on a series of screen captures and will be commented in 22 official EU languages.

3.2 Target Audience

Target audience: Business, public trade promotion agencies, public authorities, business associations.

3.3 Distribution

DG TRADE web site
Give away (dvds, Usb sticks...)

3.4 Length

The video clip should be maximum 5 minutes.

3.5 Language

The video tutorial will be edited in 22 language versions. If key words are to be used, they must remain in EN.

3.6 Timing

TBD. Production foreseen during the second semester of 2012.



3.7 Style

Depending on the chosen concept, Emakina suggests a creative approach that will combine footages and animation. The film will receive original music and a sound background, to create a rich audio environment.

3.8 Deliverables

- 1) Script scenario for the video with the main screen captures that will be used;
- 2) Document with the audio text that will be used in the 22 languages (DG Trade will provide the translations);
- 3) Videos and audio files in all 22 official EU languages to be distributed via different media tools and the web;
- 4) Technical documentation on the creation of the video and audio files;
- 5) Report about the results of different tests performed on the final video (start time, performance, quality, etc)

3.9 Copyright

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

Production video:

- Advising, preparing the project (methodology for reaching target audiences, content, detailed planning and budget), monitoring the work and co-ordinating the project throughout its duration;
- Organizing two or three preparatory meetings;
- Concept, drafting of video script/storyboard in English;
- Imagining snappy slogan and title of the video;
- Pre-production;
- Film shooting in Belgium based on a selection of screenshots made and approved by DG TRADE (no one is to be seen on the screen);
- De-rushing;
- Video editing;
- Animate, create 2D, animated texts, graphics;
- Create original soundtrack / music, audio effects;
- Voice over recording
- Mixing;
- Approval flow of the first version;
- Finalising first version;
- Creation 22 language versions;
- Final delivery.

Emakina is asked to

- Edit and produce a video showing a simulation of a presentation (video tutorial) based on a series of screen captures provided by Directorate-General for Trade:
 - o The presentation will show application simulations and search scenarios, including mouse movements and keyboard activity while capture screen motion (e.g. rotation);
 - o The video should include all necessary sound effects: soundtrack, voice-over in 22 official EU;
 - o Focus attention by zooming into different parts of the screen and magnifying a chosen area of the screen or place a different image into the zoom area;
 - o The tutorial should start with an introduction picture with the title of the MADB, including media and sound.
 - o Video should be adapted in order to deliver the best quality possible to be distributed via media tools and when distributed via the Trade websites in streaming mode.
 - o Video usability standards must also be added such as the possibility to view the audio text.



-
- Provide the final product in relevant formats and supports, including
 - o the widely accepted MP4 format for high-quality video streaming and podcasts that can be played on a large range of devices (computers, laptops, tablets and smartphones);
 - o a video format that can be played on the most common used plug-ins by web browsers such as real player, windows media player, quick-time player , flash video amongst others.
- Based on one master document, provide the voice-over in 22 official EU languages.

4.2. Methodology

The preparation, work concept and selection of visual material will be done in close co-operation with DG TRADE. The preparation, concept and drafting of the script will be done in close and permanent co-operation with DG TRADE.

All production steps will be prepared by the project director and his team will be subject for validation by communication unit. A permanent contact between Emakina's project manager, the communication officer of the communication unit and the project officer within DG TRADE will allow a precise follow up and quality control of the different stage of production.

Two or three preparatory meetings will be organized in Brussels.



4.3. Validation steps

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

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

- Preparatory minutes;
- Detailed planning on budget, timing and validations process;
- Dissemination plan;
- Concept, draft script in English;
- Slogan / title of the video;
- Rough cut of video clip;
- Original music / soundtrack;
- Final version of the video in EN ;
- Translations in all different languages (21 European languages) ;
- All final language video versions (22 European languages) ;
- Final report containing uptake figures of the video.

4.4. Limitations

- Any major changes requested after validation of planning will have an impact on final delivery date (topic, project);
- Emakina will have one single contact point at DG TRADE for the project ;
- DG TRADE will give all technical information in order to facilitate the content creation.

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5. Pricing

Tutorial MADB				
Tasks to be carried out	Unit	Number	Unit€ (excl. VAT)	Subtotal (excl. VAT)
Project management				
Coordination	Senior Manager	10,00	440,00 €	4.400,00 €
Sub-total Project Management				4.400,00 €
Inception and concept				
Brain storming script	Film Director	2,00	360,00 €	720,00 €
Brain storming script	Scriptwriter	6,00	340,00 €	2.040,00 €
Storyboard	3D graphic artist	40,00	55,00 €	2.200,00 €
Storyboard	Senior graphic designer	5,00	450,00 €	2.250,00 €
Sub-total Inception and concept				7.210,00 €
Pre-production				
Booking	Production assistant	0,00	190,00 €	0,00 €
Authorisation	Production assistant	0,00	190,00 €	0,00 €
Equipment	Production assistant	0,50	190,00 €	95,00 €
Location	Production assistant	0,00	190,00 €	0,00 €
Planning	Production assistant	1,00	190,00 €	190,00 €
Sub-total Pre-production				285,00 €
Production				
Shooting	Production director	2,00	340,00 €	680,00 €
	Film Director	3,00	360,00 €	1.080,00 €
	Production assistant	3,00	190,00 €	570,00 €
	Director of Photography	3,00	370,00 €	1.110,00 €
	Camera Assistant	3,00	200,00 €	600,00 €
	Camera man	3,00	325,00 €	975,00 €
	Studio sound engineer	3,00	400,00 €	1.200,00 €
Sub-total Production				6.215,00 €



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

Post-production				
Derush and selection	HD editing (editor included)	24,00	90,00 €	2.160,00 €
Editing	HD editing (editor included)	40,00	90,00 €	3.600,00 €
Animation	Senior graphic designer	10,00	450,00 €	4.500,00 €
Video export	Senior graphic designer	3,00	450,00 €	1.350,00 €
Sound production	Studio Sound engineer	5,00	400,00 €	2.000,00 €
Music	Musical adaptation (With assignments of rights)	5,00	122,00 €	610,00 €
	Recording studio recording	16,00	15,00 €	240,00 €
Voice over		88,00	48,00 €	4.224,00 €
Mixing	Studio Sound engineer	8,00	400,00 €	3.200,00 €
	Recording studio mixing	56,00	15,00 €	840,00 €
Translation	Translation/adaptation into an EU language	65,00	35,00 €	2.275,00 €
Subtitling		105,00	30,00 €	3.150,00 €
Testing	Senior Graphic Designer	2,00	450,00 €	900,00 €
Activity Report	Production assistant	2,00	190,00 €	380,00 €
Sub-total Post-production				29.429,00 €

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

Copy / delivery / sending				
Authoring DVD	Junior programmer	1,00	240,00 €	240,00 €
	Creation of master DVD's	1,00	13,00 €	13,00 €
	Copy DVD	5,00	1,40 €	7,00 €
DVD folder + label	Senior graphic designer	2,00	450,00 €	900,00 €
Coding and compression	Video editor	1,00	360,00 €	360,00 €
	CB-ROV	1,00	1,30 €	1,30 €
Sending	Production assistant	0,25	190,00 €	47,50 €
	Delivery by express courier/messenger service (national)	1,00	35,00 €	35,00 €
Sub-total Production				1.603,80 €
Equipment				
Sony HD camcorder HDW-F900 R Cinealta		1,50	650,00 €	975,00 €
Tripod Vantop 80 75/2		1,50	200,00 €	300,00 €
SD Card for camcorder 920 / 64GB / 530 / 64GB / 510 / 64GB / 450		1,50	50,00 €	75,00 €
Arriflight kit 3X 300W/500W + tripods		1,50	30,00 €	45,00 €
Sound device 2		1,50	30,00 €	45,00 €
Microphones Beyer Dynamic series 100 G2		1,50	35,00 €	52,50 €
Boom		1,50	12,00 €	18,00 €
Sub-total Equipment				1.510,50 €
SUB-TOTAL MDAB				50.653,30 €

6. Management & administration

6.1. Project leader

He will take overall responsibility for the management of the project and ensuring that the product meets the requirements of DG TRADE. 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 TRADE.



7. Planning

The project will start when the contract has been signed by both parties. The accurate delivery date has to be agreed between the parties.

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, 05.12.2011

Handwritten signature and vertical line