

**SPECIFIC CONTRACT ENER/A2/ADM/2012-FV93-01/SI2.611144/CS 2-2012/36
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 Fabrizio Barbato, Deputy Director-General of the Directorate-General for Energy and Acting Director of the Energy Policy Directorate,

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 François Lefèbvre, Managing Partner,

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 and its first amendment.
- I.1.2** The subject of this specific contract is the production in 22 languages of a 1' video clip on Nuclear Safety.
- 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 eight 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 65 804.80 (sixty-five thousand eight hundred four 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
Shared Resource Directorate
Mobility and transport DG/Energy DG
Mr Nenko Bonev
SRD.3
DM 24, 01/035
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 Nenko Bonev, SRD.3, DM 24, 01/35, BE 1049 Brussels
- Technical questions: Ms Maria João Amaro Alfaiate ENER A.2 DM24 3/90 BE-1049 Brussels; Mr Kurt Gläser, ENER.A2, DM 24, 08/146, BE-1049 Brussels

For the Contractor:

- Administrative questions: Mr François Lefèbvre, Managing Partner, Emakina Belgique SA, 64a rue de Middelbourg, 1170 Bruxelles
- Technical questions: Ms Weronika Kasprzak, 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
François Lefèbvre, Managing Partner

signature: _____



Done at Brussels, 13/12/2012

For the Commission,
Fabrizio Barbaso,
Deputy Director-General and Acting Director

signature: _____



Done at Brussels, 13/12/2012

In duplicate in English.

ANNEX 1

Specification of tasks

Video clip on Nuclear Safety



Clip video

"Nuclear Safety"

Termes de référence

Objectif

Produire un clip vidéo d'environ une minute pour attirer l'attention des citoyens sur la nouvelle directive sur la sûreté nucléaire. La vidéo doit contenir les messages suivants :

On the basis of the underlying message "Today nuclear safety rules may vary from one EU country to another, the proposed Directive aims at making the highest safety standards applicable across the EU". We should build a visual concept around the following narrative, which would be told by voice-over:

- Nuclear safety is our common concern.
- It is without any doubt a cross-border issue.
- EU citizens need to rely on the highest safety standards applied throughout Europe, independently of varying national regulations.
- We have thus proposed common nuclear safety standards, which need to be evenly applied across the EU by fully independent (national) authorities.

Public visé

Le public en général.

Durée

Comme le clip vidéo est essentiellement destiné à être regardé sur internet, nous envisageons que la vidéo ait une durée d'environ 1'.

Timing

La vidéo devra être prête une ou deux semaines avant l'adoption de la directive sur la sûreté nucléaire en 2013.

Langues

Il sera produit en 22 versions linguistiques (à savoir l'ensemble des langues officielles de l'Union européenne à l'exception du Gaélique). Il aura de voix-off dans les 22 versions linguistiques.

Contenu

Flying paper or Pixels (dernier projet envoyé par le contractant le 6/12)

Délivrables

- 1 projet final de scénario qui développe la proposition avant tournage pour le clip vidéo.
- 1 planning de production avec les dates charnières pour la proposition et approbation du scénario final et pour l'approbation de la maquette du clip vidéo.
- 1 rapport d'activités (production).
- 1 livraison par ftp du fichier source du clip vidéo selon les nouvelles guidelines de la DG COMM à ce sujet.
- 3 copies DVD du clip vidéo contenant toutes les versions linguistiques pour la DG ENER.
- 1 CD-Rom avec compressions multi-format (MPEG2, MP4 (H.264), .mov, .wmv, .flv) pour chargements sur internet.

ANNEX 2

Contractor's specific offer

Video clip on Nuclear Safety



EMAKINA

European Commission
Directorate General for Energy
Communication & Institutional Relations
B-1049 Brussels
Belgium

OFFER

Nuclear Safety – VIDEO CLIP

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.be

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Les différentes photos jouent donc le rôle de **PIXELS** qui forment l'image de fin du film (cfr. illustration 3). Des pixels qui vont permettre de faire ressortir certaines zones de la carte, jouer avec des nivelés et des dégradés de couleurs.

2.6 Target audience

European citizens

2.7 Length

Max. 01:00.

2.8 Languages

The clip (i.e.: the title, the signature panel and the description of the video on YouTube) will be produced in EN and adapted in 21 EU official languages*.

*Excepted the Gaelic.

2.9 Timing

The production should kick off in January 2013 and be completed within 6 months.

2.10 Tasks

- Inception
- Conception
 - Brainstorming
 - Developing treatment document and script
 - Proposing a story-board
- Preproduction
 - Planning, booking, location scouting.
- Production
 - Shooting
- Post-Production
 - Editing
 - Composing the soundtrack
 - Creating the signature panel
- Delivery

2.11 Deliverables

- Planning;
- Storyboard;
- 22 language versions of the clip in FLV, MOV and MP4(H264) H264 level 3 at 10 Mb/s for disseminating online (SD&HD), broadcasting on Europe by Satellite (EBS) and archiving. The delivery should be made by FTP and DVD (x 3) or CD-rom (x 1);
- Report.

2.12 Approval process

Maximum 2 iterations per produced content (i.e.: story-board, translation, music, rough-cut etc.).

3 Budget

AV-PRODUCTION				
Project management				
Coordination	Senior Manager	10,00	458,08 €	4.580,80 €
Sub-total Project Management				4.580,80 €
Inception and concept				
Inception and concept	Script Writer	12,00	353,97 €	4.247,64 €
Inception and concept	Film director	12,00	374,80 €	4.497,60 €
Pictures purchasing	Purchasing photos	4,00	124,93 €	499,72 €
Story board	Senior graphic designer	6,00	468,50 €	2.811,00 €
Subtotal Inception and concept				12.055,96 €
Pre-production				
Pre-production	Production director	6,00	353,97 €	2.123,82 €
Pre-production	Production assistant	4,00	197,81 €	791,24 €
Sub-total Pre-production				2.915,06 €
Production - Crews				
PRODUCTION CREW	Production manager	3,00	312,33 €	936,99 €
	Film director	3,00	374,80 €	1.124,40 €
DIRECTING CREW	Assistant to the film director	3,00	218,63 €	655,89 €
	Script	3,00	156,17 €	468,51 €
FILMING CREW	Director of photography	3,00	385,21 €	1.155,63 €
	Assistant cameraman	3,00	208,22 €	624,66 €
LIGHTING CREW	Head technician	3,00	374,80 €	1.124,40 €
	Technician	3,00	301,92 €	905,76 €
GRIP CREW	Head electrician	3,00	374,80 €	1.124,40 €
	Electrician	3,00	301,92 €	905,76 €
SET CREW	Head set mover	3,00	374,80 €	1.124,40 €
	Set mover	3,00	301,92 €	905,76 €
	Extra (apartment)	20,00	208,22 €	4.164,40 €
HAIR AND MAKE-UP CREW	Make-up artist & hairdresser	3,00	416,44 €	1.249,32 €
COSTUME CREW	Stylist	3,00	260,28 €	780,84 €
DESIGN CREW	Set designer (props researchs)	3,00	468,50 €	1.405,50 €



EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR ENERGY

Deputy Director-General external policy & development of financial instruments

Acting Director Directorate A – Energy Policy

14 DEC. 2012

Brussels,

ENER.A2/MJA/ ener.a.2(2012)1729370

REGISTERED MAIL

Emakina Belgique SA
Mr François Lefèbvre, Managing Partner
Rue de Middelbourg, 64a
BE-1170 Bruxelles

Subject: Specific contract No ENER/A2/ADM/2012-FV93-01/SI2.611144/CS 2-2012/36
Production of a video clip on Nuclear Safety

Dear Sir,

Please find enclosed two copies of the above-mentioned specific contract duly signed and dated by the Commission's authorised representative.

I would be grateful if you could return one copy of this specific contract, dated and signed by your authorised representative. Please note that the specific contract and all annexes must be initialled by you. Please send this specific contract by courier or express mail to the following address:

European Commission
Shared Resource Directorate
Mobility and Transport DG/Energy DG
Mr Nenko Bonev
Unit SRD.3
DM24, 01/035
BE-1049 Brussels

May I also draw your attention to the following:

- for internal budgetary reasons and in order **to be valid**, the specific contract has to be dated, duly signed and initialled by the authorised person by the **31 December 2012 at the latest**,
- In the event of any alteration or modification made to the text of the specific contract or its annexes, these should be regarded as null and void and the Commission should not longer be bound by this specific contract.

Fabrizio Barbaso

Enclosure: 2 copies of the specific contract and its annexes