

Technical specifications call for tender EEA/ITS/02/004: Audiovisual procurement and production work for EEA

1. Introduction

An important element of the European Environment Agency's mandate is to make the environmental information it produces known and available to current and potential users. The diversity of information needs, areas of interest and advance knowledge of the various end user groups necessitates adaptation of the information to suit their different profiles.

In many cases it is desirable to make use of audiovisual presentation techniques. This requires both acquiring suitable equipment and preparation of content derived from base material in the form of for instance reports or fact sheets. In order to ensure a high professional standard in connection with selection of equipment and the preparation and production of content, there is a need to supplement the Agency's own capacity in this area with that of an external provider of audiovisual equipment and production services. The objective of this call for tender is to establish framework agreements with one or more such providers.

2. Task description

Lot 1: Procurement of audiovisual equipment

The contractor will be expected to advise and assist the Agency in procurement of various types of audiovisual equipment. Tasks will include to:

- analyse the Agency's needs and advice on choice of technical solutions
- undertake market surveys and formulate concrete proposals on the choice of equipment that gives best value for money
- procure and arrange for delivery of equipment chosen
- manage service and repair agreements with providers

Although the following list is not exhaustive, the equipment in question will include:

- data/video projectors and screens
- CRT, TFT and plasma screens
- still and video cameras with additional equipment
- video editing equipment
- software needed for audiovisual processing and presentation
- rental of still and video images and material from sound libraries or procurement of licence-free versions of such material
- PA and other sound equipment

- film, video tapes, CD/DVD discs, cables and connectors, batteries and miscellaneous other equipment

Lot 2: Audiovisual content production

The contractor should be able to assist the Agency with all technical tasks relating to the planning, preparation and production of audiovisual material.

Although the following list is not exhaustive, the categories of material will include:

- flash MX animations for use on the Agency website
- flash MX animations for use on public displays at the Agency premises
- flash MX animations for use at exhibitions and other events
- powerPoint overhead presentations for use in connection with product launches and other one-off events
- powerPoint overhead presentations for general information use
- video clips in streaming media formats for use on the Agency website
- video clips in formats suitable for use on CD and DVD
- recording of stills images in electronic and film format at the Agency or other premises for use in Agency publications and in relation to the press

The contractor may be requested to deliver the end product in electronic format only, in the form of a physical product such as acetates of overheads, or as both. The contractor will be expected to liaise with subcontractors where necessary in order to be able to prepare and deliver the product formats required.

The contractor is expected to take part in planning meetings at the Agency premises when required, to advise and propose alternative technical and design solutions, if needed accompanied with cost and time estimates for carrying out the different alternatives. However, after an initial run-in period it is expected that much planning communication and exchange between the Agency and the contractor can be undertaken electronically.

The preparatory activities will include tasks such as development of initial draft texts and graphic designs on the basis of input from the Agency, adjustments of these after consultation with the Agency and production preparation, including booking of necessary subcontractors.

Production will include finalisation of the master of a given product and duplication of it in the number of copies required, as well as delivery to the Agency premises or other venue of the finished material.