

Description of sample task:
Lot 2 – Interactive content development and production
Framework contract for audiovisual services to the EEA
Call for tender EEA/CCA/07/001

1. Objective

One of EEA's main missions is to deliver information to the general public. It does so through different channels including content on its website especially adapted for a non-expert audience, such as encyclopaedia-like material and Eco-Agents, an educational portal for children. The target audience includes the general adult public for the former and European children aged 9-12 for the latter.

The encyclopaedia-type of web material illustrates environmental issues (climate change for instance) and facts around main themes, using different types of multimedia materials, such as short explanatory videos or interactive animations. These segments consist of a main message, data derived from documents such as Agency reports or indicator fact sheets, graphics, and sound. To engage the users and challenge them on some specific topics, these thematic animations feature an interactive approach to help the users in understanding the main facts, and discover the latest environmental issues. Examples of these can be found under the following addresses:

<http://epaedia.eea.europa.eu/page.php?pid=200&open=animation2>

<http://epaedia.eea.europa.eu/page.php?pid=200&open=animation1>

<http://epaedia.eea.europa.eu/page.php?pid=372&open=animation2>

The Eco-Agents website is scheduled for re-launch in September 2007 and will contain brand new content of which some will include segments mixing both videos and animations. The contractor will be provided with clear instructions and scripts and the end products, once delivered and approved, will be made available in streaming format on the Eco-Agents website.

2. Sample task

As a sample task that will help evaluate companies responding to the above call for tender, the bidders are requested to present a creative approach of around one page in length, supplemented with a storyboard of around 4 pages (or around 20 sketches), accompanied by an artboard. The sample task is meant to give an idea of the contractor's creativity, and the overall style of design for a thematic animation.

This short sample animated segment would be part of the encyclopaedia-type of material found on the website, hence the target audience includes the general public starting with young adults from 14 years of age onwards.

The purpose of this particular animation would be to help the public at large understand the issues surrounding Europe's imminent freshwater shortages (namely, that the water resources are under pressure.). Background information including text, graphs and maps are available on the website's section (and subsections) about Europe's Freshwaters at <http://epaedia.eea.europa.eu/page.php?pid=505>.