



To whom it concerns,

## **Interreg IIIB North Sea Programme**

### **Re: Video Production Project – Invitation to Submit Quotation**

The North Sea Programme Secretariat is inviting you to submit a quotation for the production of a number of videos for the programme.

The costing should be as detailed as possible given the information available, with a break down of the different parts of the quotation. You are free to suggest features and improvements other than what is stated in the specification. If so, the costs and added value of the specific feature should be included.

Please note: this is not intended as a comprehensive and detailed quotation, but rather an indication of the costs involved in a project such as the one suggested.

#### **Content of Quotation**

The quotation should at least contain the following:

- The overall cost for the production of up to 10 PAL format broadcast quality videos of approximately 10 minutes (state cost for 1-10 videos produced with a breakdown of any relevant bulk costs,
- If applicable, software and licences needed to set-up and run the videos or meet the production contract,
- All other relevant costs related to the planning, filming, editing and other production or post production elements in the finalising of the videos,
- Indicative time-frame for the project, from start to finish,
- Hourly/Daily rate for relevant competences in the production process (e.g. Producer, Camera man/Team, Editor) for any work outside of contract.

#### **Please note** (all of the below should be considered in the costing)

- The contractor must be totally self-financed and independent of the Secretariat,
- Extensive travel will be required in the 7 countries which are hosting the programme projects (and possibly beyond),
- Presence in Viborg at the Secretariat will be expected in the work process (at least 3 times, but possibly more),
- All equipment needed for the fulfilment of the contract must be supplied by contractor,
- The secretariat will not provide any kind of office or other facilities or support,

#### **Background information**

The North Sea Programme is an EU programme focused on regional development in the North Sea region. More information about the programme can be found on the programme website ([www.northsearegion.eu](http://www.northsearegion.eu)).

The IIB programme which the videos focuses on will be followed by another programme (Interreg IVB North Sea Region Programme, 2007-2013), which was launched in June 2007. The IIB programme will run until the end of 2008.

In a pilot phase finalised in 2007, 8 videos were filmed and put on the programme website. The videos will give you an idea of the type of production and quality we are looking for in the project this quotation refers to. The videos can be found through this link: [www.northsearegion.eu](http://www.northsearegion.eu)

### **Key features of the (web based) videos**

- **Promoting the programme** – The videos produced are intended to show the work and results of the Interreg IIB North Sea Programme. They follow on the previous set of videos already finalised and should potentially be similar in style and tone,
- **Compatible and Versatile** – The videos must be produced in such a way that they can be transformed into other formats, e.g. as video and audio news releases, podcasts and web-tv,
- **Intro sequence** – A generic intro sequence should be developed for the set of videos (which could potentially be exported to other media).

### **Technical features**

- **Broadcast Quality** - The end product must be made to full broadcast quality and meet all professional standards. i.e. separate film and voice tracks, formats, etc,
- **Language and voiceover** - The videos must be in English but versioned in such a way that a commentary track in any language can be added at any point, along with sub-titles, if required (this relates directly to the Broadcast Quality criteria, above) and a voice-over script in English,
- **Catalogued and Sequenced Material** – Material must be catalogued and sequenced in English for future use,
- **Copyright issues** – The contractor must ensure world wide copyright for any purchased or otherwise acknowledged music, footage or other material used in the videos.

### **Contractor Qualifications and Experience – MUST SHOW**

- Contractor must show substantial experience with planning complex shooting schedules and back to back filming, including experience with working on location in different countries and cultures,
- Personnel supplied by the contractor must show substantial professional experience in broadcast TV, preferably in the news, factual/documentary fields and experience in broadcast television production at senior level and a track record in new media,
- Contractor must show access to necessary personnel capacity and production equipment of broadcast standard for timely delivery according to deadlines,
- Contractor must show experience from multicultural professional environments and experience from English speaking working environments,
- The contractor must show a track record of timely delivery, according to deadlines.

### **Contractor Qualifications and Experience - DESIRABLE**

- Experience of producing same-day conference reports for CCTV.

Please submit links and/or digital copies of previous work in proof of the above, including references with relevant contact details.

### **The contractor should be able to provide the following in an extended contract**

- Contribute to the development of a strategy for including timeline-based media within the work of the North Sea Programme,
- Devise and deliver short courses in basic video production for secretariat staff and other stakeholders, as required, including research, scriptwriting and health and safety, as well as camera, sound recording and editing.

### **Selection Criteria**

All quotations which meet the formal requirements and contain all the stated information will be assessed against how well they meet the criteria stated under 'Contractor Qualifications and Experience' in relation to the total costing for the project.

We look forward to receiving your quotation as soon as possible but no later than 30<sup>th</sup> of July 2008. Please do not hesitate to contact Henrik Josephson if you have questions regarding this tender ([henrik.josephson@northsearegion.eu](mailto:henrik.josephson@northsearegion.eu), +45 4117 1122)

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