

ANNEX A.1.

FRA-CAR-2009-T02

**Provision of AV and Multimedia Products
and Services for the EU Agency for Funda-
mental Rights**

TECHNICAL SPECIFICATIONS

1. Introduction

1.1 Background

The Council adopted a Regulation establishing the European Union Agency for Fundamental Rights (16241/06) In December 2003, the European Council agreed to extend the mandate of the European Monitoring Centre on Racism and Xenophobia, established by Regulation (EC) No1035/97, and transform this Centre into the EU Agency for Fundamental Rights (hereafter referred as “the Agency”). The seat of the Agency remains in Vienna (Austria).

The objective of the Agency is to provide the relevant institutions, bodies, offices and agencies of the Community and its Member States implementing Community law with assistance and expertise relating to fundamental rights in order to support them when they take measures or formulate courses of action within their respective spheres of competence to fully respect fundamental rights. The Agency became operational on 01 March 2007.

1.2 Overview of the Agency policy in the field of communication

The Agency collects and generates a large volume of information in relation with its mandate. In particular the Agency produces a set of different types of publications by using to a lower extent also electronic means of communication. The Agency is firmly committed to inform and communicate about its activities and outputs to various target groups in all European countries. To support effectively this communication, the Agency requires the support of a contractor to prepare and deliver excellent audiovisual services.

The Agency supports the development of an inclusive society and encourages the production of materials and services accessible and E-accessible to the larger population including disabled and/or elderly people and independently from social, financial and technological capacities.

2. Objective

The objective of this tender is, therefore, to supply the European Union Agency for Fundamental Rights (FRA) with products and services enabling FRA to provide the general public and other specific target groups with AV based and multimedia information on FRA activities and FRA research findings.

The Agency intends to establish a Multiple Framework Service Contract with re-opening competition for the provision of audio-visual (AV) services and products (Lot 1) and multimedia solutions and products (Lot 2)..

3. Required services

3.1. Lot 1 – Audiovisual (AV) Services and Products

Lot 1 includes following services and products:

- Development of concepts for audiovisual (AV) presentations and products based on thematic areas, FRA products, FRA events or any occasion with relevance to the FRA activities, incl. target group specific development
- Production of films, TV spots, web-TV materials (e.g. introducing the FRA and its activities)
- Production of summaries and on-site AV services during conferences, meetings, presentations and events taking place at the FRA premises or at any location in any Member State of the European Union including Accession Countries
- Production of audio files; e.g. reading out FRA-reports

- Ability to develop and produce AV products for any channel (TV, web, DVD, Blu-Ray, mobile etc.)
- Preparation (including transcription) and insert of subtitles; production of different language versions. Relevant translations will be provided by the FRA. Assistance in language editing may be asked occasionally on EU official languages or Accessing countries languages.
- Production, and if needed hosting, of both live and on-demand webcasts or podcasts (audio and video)
- Provision of media training using TV crews or TV studios (for FRA representatives in front of the camera)
- Provision of technical training and support for in-house productions
- Production of A-roll and B-roll about the FRA and its activities
- Measuring the impact and efficiency of the products developed with regards to the target audiences

All services and products listed above

- should be in line with FRA Communication strategy and corporate identity;
- should be applicable to any content based on FRA products, FRA events or any occasion with relevance to the FRA activities;
- should include all necessary production steps such as brainstorming, planning, recording, editing, mastering, post production, reporting, copying etc.;
- should include the provision, if needed the production of sound effects, music score, images, moderation (on and off).

3.2. Lot 2 – Multimedia Solutions and Products

Lot 2 covers project or theme specific web enabled multimedia solutions, rich media presentation, animations and content visualization aimed at serving the needs of different target groups:

Lot 2 includes following services and products:

- Development of concepts for specific web and multimedia solutions
- Development of graphic design elements, style sheets, templates, scripting, where necessary for the functioning of the product.
- Development of solutions for content, data visualisation, e-games, animations 2D, 3D, highly interactive applications (e.g. e-books, audio-books, flash animations, shockwave movies et al.)
- Provision of User Interface / Screen design services ensuring usability and applying relevant web standards.
- Ability to develop and implement for any available channel or medium (e.g. web, CD/DVD-ROM, USB-sticks, mobile technology, web, social media et al.)

- Provision of web research (identifying available materials, videos, content we could use related to our activities and for specific target groups)
- Ability to provide web-writing and editing services
- Ability to provide New Media Marketing services

All services and products listed above

- should be in line with FRA Communication strategy and corporate identity;
- May be used to visualize and promote any content based on FRA activities and may be designed to serve the needs of any FRA relevant target group.
- Should include all necessary production steps such as brainstorming, planning, consultancy, development, editing, implementation, testing, training, reporting, producing copy-ing, if required large scale production of specific supports (e.g. USB-sticks) etc.

4. Project management

Under this activity, which is common to both Lots, the overall management of the above activities will be ensured by the contractor(s) under the supervision of the Agency.

4.1. Project organisation

The project organisation will consist of the contractor(s) project team and the project officer of the Agency.

The contractor(s) shall nominate a project manager to have on his/her behalf overall responsibility for the execution of the project and a producer for the specific audiovisual or multimedia tools. The selected tenderer shall supply the curriculum vitae of the proposed project manager and proposed producer and is invited nominating also other staff members for the project team.

A back-up for the project manager and producer in case of unavailability should also be nominated and presented in the application with their CVs. In addition, a description of the tasks, responsibilities and profiles of all members have to be provided. For specific tasks in the context of reopening competition the contractor(s) might be asked to nominate specialists for the project team ensuring the quality of the services requested.

Any change of the core project team (project manager and producer plus their backups) occurring once the specific contract has been signed shall be notified to the Agency in writing. The Agency shall agree to the proposed changes in writing following the review of the curriculum vitae of the new member is inline with the Agency's requirements.

The project manager will ensure that the work under the contract is executed according to the specifications and with respect to the contractual deadlines. The project manager will be responsible to ensure quality-check of all deliverables and to respect the project management and quality plans.

The Agency will nominate a project officer to monitor the project schedule and its progress. He or she will be the main point of contact for the contractor. The project officer may be assisted by other Agency officers, if deemed necessary. The contractor will be informed in such case.

4.2. Project Meetings

It is estimated that during the duration of the framework contract project meetings will take place at the Agency's premises. These meetings might include a kick-off meeting at the beginning of the project. Such meetings will be requested by the Agency in the context of technical specifications for a reopening of competition.

4.3. Communication

Communication between the tenderer and the FRA must be possible by phone, electronic mail, fax, normal and registered mail.

4.4. Language

The working language of the Agency is English. The English language shall be used throughout the project duration for all communication, reports and other documentation.

4.5. Description of profiles

The following profiles are applicable both for Lot 1 & 2:

ID	Profile	Lot 1	Lot 2
1	Project Manager (PM)	X	X
2	Producer	X	X

Tenderers are invited to propose additional team members to ensure maximum efficiency in terms of costs, speed and quality of the services requested.

For Lot 1 – Audiovisual (AV) Services and Products

Project Manager:

Education	<ul style="list-style-type: none">University degree in a relevant subject or as an alternative 10 years experience in project management or management of AV Production projects
Experience	<ul style="list-style-type: none">Minimum 5 years experience in project management or management of AV Production projects
Knowledge and skills	<ul style="list-style-type: none">Fluent knowledge of English (written, understanding and spoken)Able to coordinate several assignments for the Agency simultaneously.Able and willing to follow, propose and develop improvements for the Agency's use of AV toolsFamiliar with the current developments in AV

Producer:

Education	<ul style="list-style-type: none">Training in AV production by an adequate institution or as alternative 5 years of experience in pro-
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Experience	<ul style="list-style-type: none"> • ducing audiovisual products • Expertise in and a minimum of 3 years experience in producing audiovisual tools in several countries and several languages
Knowledge and skills	<ul style="list-style-type: none"> • Fluent knowledge of English (written, understanding and spoken) • Able and willing to follow, propose and develop improvements for the Agency's use of AV • Ability to operate in all 27 EU Member States and the Accession Countries (Croatia, Former Yugoslav Republic of Macedonia, Turkey)

For Lot 2 - Multimedia Solutions and Product

Project Manager:

Education	<ul style="list-style-type: none"> • University degree in a relevant subject or as an alternative 10 years experience in project management or management of multimedia projects
Experience	<ul style="list-style-type: none"> • Minimum 5 years experience in project management or management of multimedia projects
Knowledge and skills	<ul style="list-style-type: none"> • Fluent knowledge of English (written, understanding and spoken) • Able to coordinate several assignments for the Agency simultaneously. • Able and willing to follow, propose and develop improvements for the Agency's use of multimedia solutions • Familiar with the current developments in multimedia

Producer:

Education	<ul style="list-style-type: none"> • Training in multimedia solutions by an adequate institution or as alternative 5 years of experience in producing multimedia tools
Experience	<ul style="list-style-type: none"> • Expertise in and a minimum of 3 years experience in producing multimedia tools in several countries and several languages
Knowledge and skills	<ul style="list-style-type: none"> • Fluent knowledge of English (written, understanding and spoken) • Able and willing to follow, propose and develop improvements for the Agency's use of multimedia tools • Knowledge in accessibility and e-accessibility issues and experience in developing accessible products • Ability to operate in all 27 EU Member States and the Accession Countries (Croatia, Former Yugoslav Republic of Macedonia, Turkey)

5. Deliveries

The tenderer shall provide an e-book version of the report in a form suitable to be read using PDF reader. The file will be available as download on FRA website it shall be protected against misuse, (e.g. modification of content) identifiable always as FRA product. But it shall allow users to copy content and print the report.

The tenderer shall describe how to support accessibility to the e-book information by visually-impaired-people, independently from the users' technological capabilities.

6. General comments

We need to consider the accepted formats that the contractor could forward the files to the Agency