



SHORT TERM CONTRACT – FEATURE TOOL

RE-ADVERTISED

Invitation to submit quotation

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Please Note

- The bid should be submitted in English
- Interested agents are advised to read this document in detail before drafting and submitting any bids

INVITATION TO SUBMIT QUOTATION

The North Sea Region Programme Programme 2007-2013 (Programme) is inviting interested parties to submit a quotation for the following:

A short term contract regarding the production of a new media feature tool to highlight - in an accessible and summary like way - the main value of the Programme and its projects. It is not decided what this should be or look like, and creative proposals are encouraged (it could for example be in the form of an animation, a movie / video, or some form of mapping structure).

Please see below for further clarifications on the contract.

AIM OF FEATURE TOOL

General background information about the Programme can be found on the Programme website.

Given the information and data heavy nature of the Programme and its projects and the interest to find ways to communicate the value of the same to non-professional audiences, there is a need to design some sort of tool to facilitate this communication.

The main aim of such a tool would be to generate interest in the achievements of the Programme in a fresh and innovative way. This could be done in a number of ways and creative suggestions as to how to best design such a tool and what it should be are encouraged. Examples of such a tool could be an animation of some sort, a short video / movie, or some kind of mapping function.

It should be stressed that the feature tool should have a very accessible and easily digested way of communicating the chosen content and that the focus should be on getting the viewers attention.

Creative suggestions are encouraged.

PLEASE NOTE:

For this tool there would **not** be a need to incorporate all levels of information or data, but rather to look at key points and values to communicate. The selection of what to communicate would be done in cooperation between the contracted agent and staff members of the Programme, once the contract has been decided on.

It should be stressed that the Feature Tool will be expected to function as a complement to the Results Tool currently in development. The latter has a more technical nature and will display information on different levels about the Programme and the projects (it is currently in development and cannot be displayed, but the tool will in its technical outline have similarities with the tool developed for the 2000-2006 Programme: <http://www.northsearegion.eu/iiib/projectpresentation/overview/>).

The proposal should outline how the feature tool will complement and integrate (if relevant) with the more technical Results Tool.

It should furthermore be noted that the project section of the Programme website (<http://www.northsearegion.eu/ivb/projects/>) provides a good understanding of the depth and type of information which will be available to design the tool around.

The collection and structuring of data and information to use in the feature tool other than what is available on the Programme website, would largely fall upon the contracted agent and should therefore be part of any quotation that relies on such data and information.

CONTENT OF QUOTATION

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 make suggestions and improvements other than what is stated in the specification. If so, the costing and added value should be included.

THE QUOTATION SHOULD AT LEAST CONTAIN THE FOLLOWING:

- **Complete tool proposal** – A proposal as to how the results and outcomes of the projects under the Programme as well as the Programme itself should be showcased, based on the assessment of relevant materials and information to include (please see Project Section of Programme website for an overview of projects and type of information which will have to be included)
- **Open Source (if applicable)** – The tool / platform must be based on an open source structure, with a design which takes into account the future perspective of moving it between service providers. The choice of open source structure should be supported by references of similar work carried out for other customers, as well as arguments as to why it would be a relevant choice
- **New Media** – The tool should have functionalities to integrate video materials and related and also relevant social media platforms, i.e. Youtube, Facebook, Twitter, etc
- **Web Splash / Intro (if applicable)** – A moving graphics intro to the platform which should also be possible to export and use in other settings and environments
- **Design cost** – Cost to design the interface, including all different pages and relevant layers and elements
- **All materials included** – The overall cost for the all relevant programming measures needed to implement the above design (with a breakdown of any relevant bulk costs)
- **Licences** – All other relevant software and licences needed to set-up and run the tool / platform, if any
- **Running costs** – If set up on an independent server or system from the current contracted service provider for the website, the cost to host and maintain the tool must be included as a separate costing
- **Time frame** – Indicative time-frame for the project, from start to finish (taking into account the prospect of a soon as possible launch)
- **Daily rate** – Hourly/Daily rate for relevant competences in the production process for any work outside of contract

KEY FEATURES OF THE TOOL

- **Promoting the Programme** – The final product is intended to highlight the value of the Programme itself, and if relevant, projects under the North Sea Region Programme 2007-2013
- **Accessible and user friendly** – The tool should be as user friendly and accessible as possible
- **Copyright issues** – The contractor must ensure world wide copyright for any purchased or otherwise acknowledged music, footage or other material used, i.e. all third party copyrights

PLEASE NOTE

- **All inclusive** – All hardware and software including relevant equipment, licensing, materials and supplies should be included in the costing, the Programme will not provide any of the above or accept to pay any such items on behalf of the contract agent (see also above under Content)
- **2 meetings with Secretariat staff** – At least two meetings with Programme Secretariat staff are foreseen. The project manager and/or executive director and any other relevant person representing the contract agent must be present, this should be included in the costing as a separate item
- **Other Meetings** - Cost for any meetings outside of the contract at the Programme offices in Viborg, Denmark
- **Additional work** – The costing for any work outside of the contract, should the need arise, specified per hour

TIME FRAME

Bids must be submitted no later than **14 January 2013**.

A timeline including breakdowns of relevant steps in the production should be drawn up by the contract agent and agreed with the organiser. An indicative timeline including steps to be taken should be included in the quotation.

FINANCE

The contract should be a fee for service contract. All costs should be quoted and subsequently invoiced in euros (€). The bid should state VAT if relevant.

All costings in the quotation should be as detailed as possible, with breakdowns of different segments as relevant. This is particularly important should the quotation include parts and segments outside the minimal requirements stated.

For orientation, it is calculated that the Feature Tool will cost around € 30,000, pending on level of complexity and solution chosen.

Payment arrangements will be agreed and clearly stated in the subsequent contract following the tendering procedure.

GENERAL PROVISIONS

During the bidding process, it will not be possible to obtain additional information to that stated in these Terms of Reference (ToR). Should the need arise for clarification or interpretation, address a written request to the Programme Secretariat by e-mail to: henrik.josephson@northsearegion.eu

All submitted questions and subsequent answers referring to the ToR will be posted online on the Programme website. Questions or clarifications should be submitted within two weeks after the publication of the ToR.

A copy of the reply will be forwarded to all bidders to guarantee fair competition. No other form of contact is to be made during the bidding process.

KEY FEATURES OF GRAPHICAL DESIGN OF THE PROGRAMME

The Programme has its own graphical identity, all designs made should take this into consideration. Logos and other relevant materials necessary will be provided.

BACKGROUND INFORMATION

More information regarding the Programme and the principles of transnational cooperation can be found on the Programme website.

CONTRACT AGENT COMPETENCES

- **Experience** – Contractor must show substantial experience with planning projects as the one indicated
- **Personnel** – Personnel supplied by the contractor must show substantial professional experience in relevant fields of work
- **Capacity** – Contractor must show access to necessary personnel capacity and production equipment for timely delivery according to deadlines
- **English speaking Environment** – Contractor must show experience from multicultural professional environments and experience from English speaking working environments

PRACTICALITIES

References and examples of work

In addition to the specification under the headline Content of quotation, at least two relevant and up to date references including examples of work should be supplied.

The references and work examples need to confirm the work experience and competences stated in the quotation.

Assessment criteria

All bids must be submitted in English, it is the working language of the Secretariat of the Programme.

All submitted quotations will be assessed according to relevance, fulfilment of formal criteria, overall cost and submitted examples of work including references. All bidders will be notified of the outcome of the assessment no later than 30 days after the deadline for submissions.

Quotations must be submitted in one complete set of print documents and one complete set of electronic documents.

Quotations which do not meet the formal criteria may be exempt from the assessment.

The final contract will be drawn up under and follow Danish law.

Submit to:

North Sea Region Programme
Feature Tool Tender
Att. Henrik Josephson
Jernbanegade 22
8800 Viborg
Denmark

Send electronic copy to: henrik.josephson@northsearegion.eu and info@northsearegion.eu