



## SHORT TERM CONTRACT(S) – RESULTS TOOL & FEATURE TOOL

# Invitation to submit quotation (s)

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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 (S)**

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

**Contract 1;** A short term contract regarding the production of a web based platform (tool or platform) to capture and showcase results and outcomes of the projects under the Programme, as well as highlight the Programme achievements. The tool must have interactive properties and allow users to select and aggregate data and information as they see fit.

**Contract 2;** 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 both contracts.

Bids may be submitted for either one of the two contracts, or both in combination. Bids submitted for both contracts should highlight the added value of contracting both together.

### **AIM OF RESULTS TOOL / PLATFORM (QUOTATION / CONTRACT 1)**

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

A key issue and topic of concern as the current 2007-2013 Programme funding period is drawing to a close is how to best showcase and highlight the results and outcomes of the circa 60 Programme projects (currently 62, but a few more projects are foreseen), as well as highlight the value of the Programme in itself. There are also important archiving aspects at play.

The Programme and its projects are information heavy and with 60 or more projects, it is sometimes challenging to find relevant information and also to collate and structure different parts and bits of information. The purpose of the results tool would be to enable stakeholders and website visitors to search, find and draw out general information about project results and outcomes, or very specific

information from one or a number of projects. A search functionality, or a functionality which would enable such selection of information and structuring, will therefore be essential.

It is crucial that the tool is designed with user friendliness at the forefront and that the design is graphically appealing.

### **AIM OF RESULTS FEATURE TOOL (QUOTATION / CONTRACT 2)**

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 Programme and its achievements in a limited time. 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 map.

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.

### **CONTENT OF QUOTATION – RELEVANT FOR BOTH CONTRACTS**

The costings 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.

#### **QUOTATIONS 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)
- **(Quotation 1 only) Web based** – The suggested tool / platform should be web based but include a printing option or interface in which parts of the presentation or the presentation in its entirety can be printed
- **(Quotation 1, and 2 if applicable) Open Source** – 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
- **(Quotation 1 only, 2 if applicable) Web Splash / Intro** – 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 TOOLS

- **Promoting the Programme** – The final product is intended to show the work and results of the projects under the North Sea Region Programme 2007-2013 and the Programme itself
- **Accessible and user friendly** – The tool should be as user friendly as possible
- **Versatile** – The tool should be designed and programmed to enable for it to be exported to other media and to enable print versions to be made (in parts or in full – as a choice for the viewer)
- **Intro sequence** – An intro sequence should be developed for the Project Presentation (which could potentially be exported to other media)

#### TECHNICAL FEATURES

- **Copyright issues** – The contractor must ensure world wide copyright for any purchased or otherwise acknowledged music, footage or other material used
- **(Quotation 1 only) Ongoing process** – The work to capture the results and make them available via the tool will be ongoing from present time until at least until 2013 and likely 2014, i.e. the tool must be easy to use and have provision for adding content in a quick and user friendly fashion

#### 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 **6 August 2012**.

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.

It is the aim of the Programme to launch the tool as soon as possible.

#### Please note

The work to collect and structure the content to put into the tool will be ongoing from the present time until at least the end of 2013, but likely some time into 2014. The amount of content will increase over time.

## **FINANCE**

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

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 Results Tool (Contract 1) will cost around € 20,000 maximum, pending design, choice of modules and level of complexity of final tool, and that the Feature Tool (Contract 2) will cost around € 30,000 maximum, 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](mailto:henrik.josephson@northsearegion.eu)

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.

The winning bid will have to show a competitive costing in relation to quality and creative level of submitted work examples, whilst meeting the formal criteria.

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

Results Tool Tender

Att. Henrik Josephson

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8800 Viborg

Denmark

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