



SHORT TERM CONTRACT – TEXTS FOR MAGAZINE

Invitation to submit quotation

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INVITATION TO SUBMIT BID

The North Sea Region Programme 2007-2013 invites you to submit a bid for a short term contract regarding the production of a number of articles for an upcoming publication on transport issues. Depending on the success of the first publication there is a possibility that the contract will be extended to cover three additional publications.

SUBJECT OF THE CONTRACT

The publication will be magazine-style and will aim to promote the achievements of different transport projects being funded with a view to encouraging readers to find out more about these results and use them in their own work. Texts should be interesting and informative and should appeal to both experts and those less familiar with the subject (though all readers can be assumed to have basic background knowledge). Information should be presented in such a way that it is free of jargon and excessive terminology, and the importance of the issues discussed is clear.

The magazine will be approximately 20 pages. It will include articles, interviews, fact boxes and editorials. You will be expected to assist with the production of all of these texts.

Your bid should be as detailed as possible given the information available, with a break down of the different parts of the bid. You are free to make suggestions and improvements other than what is stated in the specification. If so, the cost and added value of your suggestions should be included. You are advised to read this document in detail before drafting and submitting a quotation.

WORKING METHOD

Two basic approaches are planned and your bid should include a price for each type of work. In some cases the programme will provide a rough text and you should edit this to publishable quality. It is important to note that this involves much more than proof-reading and that you will also be expected to provide constructive criticism of the content, tone and interest of each piece. In other cases, you will be provided with the theme for a piece, key messages that need to be included, background documents and web links, and possibly contacts for interview. Here you will have to research and write the piece. Examples of inputs for both type of document are provided in the appendix and you should also comment in your bid if you would like to receive such input in a different format or with other types of information. Please note that the documents in the appendix are only examples of the type of text that can be produced and will not form part of the current assignment.

In both cases your bid should take account of the fact that after submission of your first draft, you will be expected to re-edit the text based on the programme's feedback. You should also be ready to identify headlines/titles, introductory paragraphs, sub-headings for different sections and quotes for highlighting.

Your bid should provide a price per 1000 words for each approach.

Your bid should at least contain the following:

- **Text - Edit** – The cost for editing 1000 words and working as necessary with the programme to modify content and terminology
- **Text – Writing** - The cost for writing 1000 words based on a brief from the programme and including research time and possible phone interviews
- **Travel time** – In order to complete the contract it may be necessary to have a small number of travel days for meetings with the programme and/or interviews with contributors. In the case of interviews, you will generally be accompanied by a programme representative. The ability to provide us with print quality photos of interview subjects would be a strong advantage but is not essential. Please include a price per day for such activities covering your working time. All meals, extras and allowances are to be included in this daily rate but economy travel to such events and reasonable accommodation costs can be refunded by the programme provided that the costs have been agreed in advance
- **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 pay for any such items on behalf of the contractor
- **Editing** – Final editing and finalising of the texts must be included in the offer
- **Additional work** – Please provide a price for any work outside the scope of the contract as described here. This should be specified per hour.

TIMING OF THE WORK

You should submit your offer no later than Wednesday 8 June and be ready to start as soon as possible after notification of a decision on the contract. Drafting and editing will take place in June/July with on-going delivery of completed texts. All drafting should be completed no later than mid-August 2011. Publication is envisaged for early September 2011.

WORK NOT COVERED BY THIS OFFER

Graphic design and printing are covered by separate contracts and are not part of this offer. The successful contractor may indicate where figures/diagrams would significantly improve the quality of the publication but these would also be the subject of a separate contract. Where possible the contractor should provide to the programme any relevant print quality images obtained during the course of their research.

Secretariat staff will be assisting in finding relevant stakeholders and participants to interview and guide the work towards covering all relevant aspects. Secretariat staff will also conduct the initial research and may be contacted for follow-up research in so far as this is realistic within the time available.

BACKGROUND INFORMATION

The North Sea Region Programme 2007-2013 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

CONTRACTOR SKILLS

Essential

- **Work experience** – Several years' experience working at a professional level in text production to publication quality
- **Professional standards** – Substantial experience from daily work with all relevant professional standards in the field is essential. Please note that information gathered in the completion of this assignment is to be regarded as confidential

Desirable

- **Multicultural experience** – Experience from multicultural environments with different languages and communication cultures is an advantage
- **European experience** – Experience of working with EU programmes and projects and in particular Regional Development funds would be an advantage
- **Photography skills** – Bidders who can provide print quality photos of interview subjects and project sites will be preferred. Any extra costs for this service should be included in the bid. The programme will hold all rights to any such images provided.

PRACTICALITIES

References and examples of work

You should provide a written offer covering all of the points outlined above. In addition you should provide at least three relevant and up-to-date examples of work (preferably digital, website address included).

Questions

You may contact the programme by e-mail if you have questions regarding the content of this document or your bid. Please note that we will not provide feedback on the quality of proposals and that information provided to you will be also be shared with other potential bidders. In this connection you are strongly recommended to inform us of your intention to submit a bid in order to ensure that you receive all relevant information.

Assessment Criteria

All submitted quotations will be assessed according to relevance, experience, overall cost and the submitted examples of work. The winning bid will show a competitive costing in relation to quality and the creative level of the examples submitted will be high. Bids must be submitted in one complete set of electronic documents in a scanned signed version. All bids arriving by 13.00 (CET) on Friday 10 June will be assessed. Bids which do not meet these formal criteria will not be assessed.

Terms and conditions

The North Sea Programme will hold full ownership and copyright for all work covered by the contract and will be able to use the material or part of it as and how it sees fit.

Submit to:

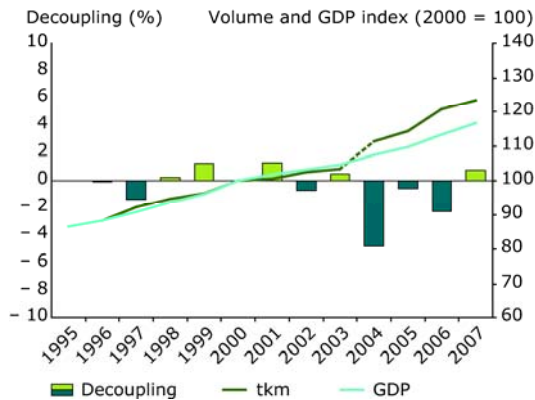
The North Sea Region Programme
Att. Matt Nichols
Jernbanegade 22
8800 Viborg
Denmark

matt.nichols@northsearegion.eu

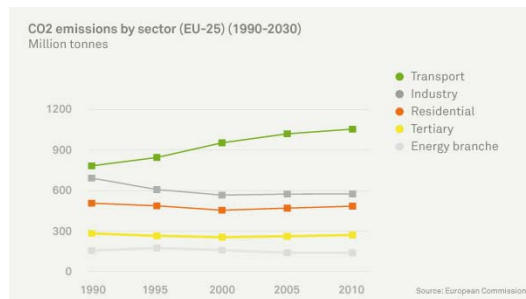
Appendix: Example of full text

Basic transport facts and figures

The amount of stuff being transported around the world continues to grow especially when the economy as a whole grows. Given that most people apparently will not accept less transport, current policies aim at 'decoupling': Continued economic growth without increased carbon dioxide emissions.



Unfortunately we're not doing too well. Transport volumes continue to rise and CO2 emissions with them. Other sectors have broken the CO2 curve but transport is lagging so far behind that it could wipe out the savings in all other sectors.



The situation is not hopeless though. Rising oil prices are converting even the most sceptical to support for a fossil-free future - a necessity given that the International Energy Agency now estimates that oil production may already have peaked back in 2006.

There's also lots of ideas for reducing the carbon footprint for travel and transport...

Appendix: Example of brief/outline (more details will be provided for the full assignment in dialogue with the programme)

Interview with someone at Commission about Transport White Paper. Rather than just doing a straight description of the policy, get them to talk about life in 2050 around normal themes like going to work, going on holiday, transporting goods etc. Should finish by asking what are the most urgent things to be done and what do they think European Territorial Cooperation should contribute? Might need to identify someone from DG REGIO to supplement this information.