



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

i.e. Smart



Präsidialabteilung
EUROPA BÜRO
Auerspergstr. 15/42
A-1080 Wien
Österreich

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF

Vienna, 10 February 2014

TERMS OF REFERENCE

Creation and Development of a video “What is i.e. SMART?”

The present call for tenders for service provision is launched as part of the i.e. SMART project funded by the European Union.

1. Project Background

The project i.e. SMART is funded under the European Regional Development Fund and the CENTRAL EUROPE Programme until December 2014. The partner consortium consists of 12 partners from seven CENTRAL EUROPE Regions.

In the framework of i.e. SMART a new transnational start-up business training approach for emerging entrepreneurs will be developed and implemented.

The European Office of the Vienna Board of Education is acting as Lead Partner (LP).

The European Office of the Vienna Board of Education (LP) is responsible for the video “What is i.e. SMART?” disseminating the preliminary results after an internal project development process.

2. Required Services

The project consortium has already produced a first online video at the beginning of the project to raise general awareness of entrepreneurship and of the project’s objectives. This video can be found on the official project website www.ie-smart.eu, such as further information about the i.e. SMART project and its background.

The i.e. SMART project consortium currently wants to produce a video in English and in Czech, German, Hungarian, Italian, and in Slovakian language versions to record the achievements and progress of the project from its beginning (2012) until the present day. The contractor will provide CZ, DE, HU, IT and SK language voice-overs. The video should be of similar techniques to the first video that is already uploaded on the project’s homepage. It should include 3D animation and live action filming.

The length of the video should be around 4 minutes long.

The specific requirements are listed below:

- 2 minutes of 3D CGI animation which will include 3D animated characters, various 3D buildings and an artistic 3D map of Central Europe;
- 3D models of the region capitals landmarks (e.g. Stephansdome for Vienna);
- Filming of interviews with key players in the project (Stakeholders, consortium members, entrepreneurs);



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- Recording of an approx. 1 minute long narration from the project coordinator;
- Editing of the video (incl. digital corrections, if needed);
- Copyright free music;
- Various exports (for Web projection and HD presentations);
- Update of the final versions of the video in Czech, German, Hungarian, Italian, and in Slovakian languages in April, 2014;
- Uploading the video to the project website.

The external contractor will submit a **global fee offer** to cover the above mentioned responsibilities. The monetary unit used will be the Euro. The VAT is included if due.

3. Submission of the offers

Offers should be submitted in English by **19 February 2014** in electronic version to the email address:

Email: judit.makkos-kaldi@ssr-wien.gv.at

The propositions are left with the appreciation of every company and should contain in particular:

- References of the company,
- Similar projects,
- Send URL or DVD for demonstration of previous realizations.

4. Selection

Selection will be performed between the 20th and 21st of February 2014 and the winning bidder will be notified on the 24th of February 2014.

Selection will be done based on the principle of cost effectiveness.

5. Contract

The contract will cover the period 24 February 2014 - 30 April 2014 and will include the remote briefing for video description.

However, the English version should be delivered to the contracting authority by **21 March 2014** (Phase 1). Update of the final version of the video in Czech, German, Hungarian, Italian, and in Slovakian languages should be delivered in **April, 2014** (Phase 2).

6. Further details

Person responsible for the present call for tenders to be contacted for any further request for clarification:

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