



ANNEX I – Technical specifications

External services and products supporting FRA communication activities for the Fundamental Rights Forum 2018

D-SE-18-T08

1 Introduction and Objective of the Contract

The European Union Agency for Fundamental Rights (FRA), hereinafter referred to as "FRA", was established by Council Regulation (EC) No 168/2007 on 15 February 2007. Its primary objective is to provide assistance and expertise relating to fundamental rights to the relevant institutions, bodies, offices and agencies of the EU and its Member States (MS) when implementing EU law. The objective of this contract is to develop and implement public relations services for the Fundamental Rights Forum 2018, hereinafter referred to as "FRF 2018".

2 Background information

The FRF 2018 is a unique space for dialogue on pressing human rights challenges in the European Union. Leading global and European voices from politics, human rights, international and regional intergovernmental organisations, civil society, faith communities, the arts, business, trade unions and others meet in Vienna every two years to engage in new conversations and shape critical human rights agendas. It is the second time the Agency organises this Forum: in 2016 the Agency organized the Fundamental Rights Forum 2016 resulting in the Chair's Statement which called for concerted action by international, European and national institutions as well as civil society and other leaders to promote human rights.

The FRF 2018 will build upon the 2016 Forum and focus on 'belonging' -> strengthening the ties that bind all persons in the EU in the societies they live in. The Forum will explore the theme of 'Belonging' as an overarching theme, understood as a dynamic process, constructed and negotiated along multiple axes of differences – as Member States to the European Union, as citizens and non-citizens to their EU Member States, and as individuals to their cities, neighbourhoods and communities. The Forum will demonstrate that human rights are *for* everyone and must be respected *by* everyone. The Forum will



steer towards concrete partnerships among communities and institutions that rarely engage with each other.

FRA seeks the assistance of an economic operator able to support FRA task of developing and implementing public relations and external communication activities for the FRF 2018, to ensure that the Forum can deliver a high impact.

3 Requested services

The services to be provided by the contractor need to comply with the minimum requirements described below:

The contractor is asked to provide the below described specific services and products based on the concept note of the Fundamental Rights Forum (FRF) (see annex) and starting from the FRA's FRF branding strategy and graphic design. The contractor will work closely with FRA colleagues in its communication sector and FRF project team for the further elaboration of the communication aspects of the FRF's theme of 'belonging'. The contractor should take into account the existing communication tools the Agency already has (Facebook, Twitter, Instagram).

The project language shall be English and all deliverables and communication will be provided in English. The timeline of this contract runs from date of contract signature until the final evaluation meeting taking place within 2 months after the FRF (30 November 2018).

The activities/tasks to be carried out by the contractor are – see also detailed list of requested deliverables – chapter 6):

3.1 Support of the Agency in developing a communication and promotion concept for FRF 2018

The contractor is requested to support the FRA task of developing a multi-channel communication and promotion concept for the FRF 2018.

This includes:

- support in the development of a targeted multi-channel dissemination model, including identification of potential multipliers to ensure an EU-wide and MS outreach
- support in the identification of a set of main key performance indicators enabling FRA to measure the impact of the dissemination model
- support in the development of a strong human centred narrative of 'belonging' as overarching theme

- support in the identification of key slogans and messages as well as a family of visuals, like photo, pictures, and illustrations that can be used to depict the different slogans and messages
- support in the identification of innovative and tailored print, digital (web) and audio-visual promotion and external communication material including the use of social media

We rely on the contractor's ability and experience in producing such products for identification of the target audience's needs.

The contractor will provide the above described support activities in form of a report to be integrated during a meeting with the contracting authority in Vienna into the FRA communication and promotion concept.

The contractor will then implement the below mentioned activities (see 3.2 to 3.5) under guidance of the Agency as an integral part of the FRA communication and promotion concept.

Any product developed in performance of this contract shall become the property of FRA that may use, adapt, publish, assign or transfer them as it sees fit, without geographical or other limitation. Except where prior rights are applicable e.g. for third party material like pictures and others.

This includes inter alia

- production of proposed material by FRA or by another external contractor
- translation into other EU languages
- further adapt promotion concept and materials for other FRA key stakeholder
- enable FRA partner and stakeholder to reuse promotion material within their national or thematic context
- reuse promotion concept and material for other FRA activities and projects

3.2 Development of a general brochure type of publication on FRF

In order to advertise the Forum as an ongoing process beyond the purpose of the FRF 2018, FRA needs a general brochure on the Forum that is emphasizing the series of Fora to be organised by the Agency and stressing the policy relevance of the Forum.

Basis texts for the brochure will be provided by FRA. The contractor will need to transform these into a journalistic text. The brochure will be in English only.

The design of other FRF event materials (banners, roll ups) is also foreseen (production to be done by PO), the basis of which will be the brochure design.

The contractor should ensure that the deliverables are copy-edited to the highest quality in terms of grammar and spelling, clarity, consistency, completeness and correctness.



This includes cross-checking information within texts; checking the content of visual elements (such as graphs, tables, etc); and ensuring consistency between the main text and any visual elements.

The contractor would be responsible for:

- Editing the texts provided by FRA in a digestible journalistic manner using simple and clean writing. This may include restructuring the text to make it more readable.
- 3 rounds of revisions of the text prior to approval before layout commences. The development - based on the FRF branding - of three design proposals for the brochure. The brochure will be produced in full colour with a size up to A4 and will count 8 pages excluding 4 cover pages.
- Layout of the approved text with 3 rounds of corrections.

FRA will print the brochure. The brochure must also be delivered in a web friendly format.

3.3 Promo-video clip

The contractor is requested, based on FRF branding strategy and graphic design, to develop a multi-channel promotion clip on the Forum as such and the theme 'belonging' specifically for FRF 2018.

This includes:

- developing a strong human centred narrative of 'belonging' also inspired by FRA's EU Midis 2 report that refers to 'belonging'
- developing a targeted multi-channel dissemination model, including identification of potential multipliers to ensure an EU-wide outreach

FRA will then use the clip as part of the overall FRA communication strategy. Contractor will assist FRA in doing so.

Promo-clip: objective and scope

The clip will be used for the following purposes:

- To support the communication and awareness-raising activities of the FRA about the FRF
- To support the promotion, branding and visual presentation of the FRF and its main themes

The target audiences for this clip are:

- Policy and decision makers at European, national, regional and local levels
- UN bodies, Council of Europe, OSCE/ODIHR
- Experts, networks and civil society organisations
- Interested general public



Promo-clip: description of main activities

a) Developing concept, video script and storyboard:

- developing a strong human centred narrative of 'belonging'
- should contain main themes and key facts of the FRF based on the FRF concept paper
- should make use of FRF's specific branding and slogan "connect.reflect.act".

b) Preparation and filming:

Following the agreement on the basic storyboard for the clip, preparation and filming should be fully implemented by the contractor. The filming should be undertaken at a high level of professionalism. The clip should be filmed in Full HD quality minimum (1920×1080p). The contractor is encouraged to work with bloggers and vloggers that the Agency will invite for FRF 2018. They could serve as a 'test panel' or provide suggestions.

c) Data protection and authorisation:

Please note, if necessary, any filming permits from the local authorities must be obtained by the contractor. Any persons foreseen to appear in the videos must be asked to give their consent in writing by signing a consent form. Special attention should be given when taking the consent of children.

The contractor is liable for ensuring that all participants in the audio-visual materials have given their consent and be aware that their image will be used for publication and communication purposes.

d) Editing and post-production

The contractor must ensure that the video clip is edited and finalised according to the technical standard and description as provided in the script and storyboard. The post-production phase will be fully implemented by the contractor.

This process will include:

- adding graphic design (CVI provided by FRA)
- voice-over in all 24 official EU languages (performed by professional native speaking voice over artist)
- voice-over translations in all 24 official EU languages, if necessary, e.g. when interviewees or others speak (not lip-sync needed)
- captioning and subtitles in all 24 official EU languages
- integration of music as agreed in the script and storyboard

Depending on the agreed concept, one and the same clip has to be delivered in 24 language versions. This needs to be considered when editing the clip (different timings needed for voice over in different languages). The contractor is responsible for the correctness and the filmic style of the translations.

The contractor should submit a rough cut in EN of the clip and after feedback a second version in EN before finalising all language versions.



Please consult the overview of deliverables and timeline at the end of this document.

All clips must be delivered in .mp4 format and in Full HD resolution (1920×1080p).

3.4 Develop a web content plan to use FRF event app and website for community building

The FRA launched the website <http://fundamentalrightsforum.eu/> for the Forum and an event app will also be available for participants. The contractor should make recommendations on how to develop and use the website as an effective communication tool, also stressing the process the Forum is (not only an event). The contractor should in this respect propose how to best use the features and website in compliance with the event mission and communication concept.

Any technical development for the FRF website will be undertaken under the FRA web development services framework contract. The contractor is requested to closely cooperate with the Agencies Web Development Contractor, this includes the drafting of technical specifications and the testing the requested features.

As part of this task the contractor should develop a web content plan which focuses on the planning, creation, delivery, and governance of content. Content should include words on the page but also the images and multimedia that are used.

As a result of this plan the contractor should provide all content and images for the website and event app in an online content plan. If necessary, the contractor may add content directly in the app to populate features such as Activity Feed, Beacons, curate social content on a SocialWall, set up social games and interactive features such as quizzes/polling/discussion boards.

The website and all content delivered must comply with WCAG 2.0 AA and the [EDPS guidelines related to the use of the web applications](#). The website should continue to accommodate multilingual functionality even if the current version will only be in English.

3.5 Develop a social media plan and implement and monitor social media activities

The plan should outline how we should engage our community including the community of communicators (bloggers, vloggers and participants of the FRA's 'community of practitioners' that is set up by FRA). It should be based on the FRF concept and mission. The plan should list all posts including objectives, target audiences and KPIs.

The contractor should also monitor the social media activities to ensure that they meet the desired goals. Weekly reports should be produced to show performance and the social media plans should be revised if necessary to ensure the goals are reached.



4 Meetings and reporting

During the course of the contract period the following 2 meetings are envisaged between the contractor and FRA

- Inception meeting as soon as possible after contract signature (at FRA)
- Monthly project report meetings (via tele- or videoconference)
- Meeting for integrating contractor's contributions to the FRA task of developing a multi-channel communication and promotion concept

All possible travel and any other costs related to the participation of the contractor in this meeting must be included in the financial offer and consequently be borne by the contractor.

5 Contract's performance

The place of performance of the tasks shall be the contractor's premises or any other place indicated in these Technical Specifications.

6 Requested deliverables

In accordance with the tasks aforementioned, the contractor will need to accomplish the following deliverables

Activity/Deliverables: Support of the Agency in developing a communication and promotion concept for FRF 2018	Timeline
Inception meeting	At the latest 2 weeks after contract signature.
Summary of the points discussed and action decided at the inception meeting	2 days after meeting
Video conference to present the first draft of concept for the implementation phase	4 weeks after kick-off
Summary of the points discussed and action decided at the video conference	2 days after meeting
meeting for integrating contractor's contributions to the FRA task of developing a multi-channel communication and promotion concept	7 weeks after kick-off

Activity/Deliverables: general brochure, Promo-clip	Timeline
First draft of FRF brochure	At the latest 9 weeks after contract signature.
Second (final) draft FRF brochure	12 weeks after contract signature
First script for FRF 2018 promo clip in EN	10 weeks after contract signature

Amended (final) script and storyboard FRF promo clip in EN	12 weeks after contract signature
Delivery of first clip in EN ('rough cut')	16 weeks after contract signature
Delivery of second version clip in EN	19 weeks after contract signature
Final clip (if applicable, all 24 language versions)	21 weeks after contract signature
First set of proposals for new features website	10 weeks after contract signature
Uploads and content generation	Starting 14 weeks after contract signature and ongoing till and after FRF 2018
Technical specifications for new features for website	12 weeks after contract signature

Activity/Deliverables: web content and social media plans	Timeline
First draft of web content plan	10 weeks after contract signature
Second (final) draft of web content plan	12 weeks after contract signature
First draft of social media plan	14 weeks after contract signature
Second (final) draft of social media plan	15 weeks after contract signature
Adding content for community building on app and FRF website	Starting 14 weeks after contract signature and ongoing till and after FRF 2018
Implementing social media plan	Starting 14 weeks after contract signature and ongoing till and after FRF 2018
Testing of new features for website	Depending on timeline of web development services contract

7 Project management and project team

7.1 Responsible body

The overall responsibility for executing the contract, including the implementation of all measures necessary to provide FRA with deliverables of the highest quality on time, lies with the contractor.

7.2 Management structure

Tenderer is requested to propose a project team suitable for the performance of the contract. Clear description of the tasks and experience of each team member. The project team shall at least include a project manager, who is responsible for the project's overall coordination, a public relations consultant and other supporting team member(s) like an English editor and a web content manager. The project manager will be in close contact with FRA staff responsible for FRF (external) communication.

7.3 Minimum educational and professional requirements of the project team:

Project manager:



- University degree or secondary education followed by three (3) years of experience in project management and/or external communication
- A minimum of three (3) years of proven professional experience out of which at least one (1) year of project management experience in external relations
- Excellent knowledge of English (level C1 based on the Common European Framework of Reference (CEF))

Public relations/ communication consultant:

- University degree or secondary education followed by three (3) years of experience in external communications
- A minimum of three (3) years of proven professional experience in external communications out of which at least one (1) year of public relations consultancy.
- Excellent knowledge of English (level C1 based on the Common European Framework of Reference (CEF))

English editor:

- University degree or secondary education followed by three (3) years proven experience as English language editor
- Proficiency in English (level C1 based on the Common European Framework of Reference (CEF))

Web content manager:

- University degree or secondary education followed by 3 years of professional experience
- Minimum 1 years of professional experience in IT
- Minimum 1 years of professional experience in web content management
- Excellent knowledge of English (level C1 based on the Common European Framework of Reference (CEF))