

## Annex 1: Requirements Specification

### Instructions for tenderers:

- A Minimum Requirement is a requirement that must under all circumstances be complied with. The tenderer shall not respond to the Minimum Requirements. When making an offer it is assumed that all minimum requirements are complied with, unless it shows in the offer that this is not the case. If the offer does not comply with one or more Minimum requirements, the offer is rejected.
- A Requirement is a requirement that must be complied with. The tenderer shall not respond to requirements unless otherwise stated below. When making an offer it is assumed that all requirements are complied with, unless otherwise stated in the offer. If the offer does not comply with all requirements, the Contracting Authority can choose to accept the offer anyway, in return for a deduction in the price.
- An Evaluation Requirement is a requirement of which the fulfilment will be subject to evaluation in order to choose the winning offer.

| No. | Type        | Description   |
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| 1.  | Requirement | The Supplier will produce content for a new <a href="http://www.interreg.eu">www.interreg.eu</a> website that aligns with the content principles included in the "Strategic Digital Communication of Interreg" (Annex 4). The Supplier will also provide communication and editorial advice in relation to the website.   |
| 2.  | Requirement | The content produced by the Supplier shall apply the principles of the Interreg Brand Manual (Annex 3)  |
| 3.  | Requirement | <p>The Works will be defined by the Customer in a dialogue with the Supplier to respond to annual plans and to other emerging needs. The services to be provided might include the following, but are not limited to:</p> <ul style="list-style-type: none"><li>- Graphic design: creative layout for infographics, simpler illustrative graphics, etc.;</li><li>- Photography, including research, pre-production, shooting and post-production;</li><li>- Blogposts, articles, including research, pre-production, writing and editing;</li><li>- Proofreading, including the revision of texts produced by the Customer to ensure the texts are grammatically and orthographically correct, and SEO-friendly;</li><li>- Advice on strategic communication for the web;</li></ul> |

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|    |                        | <ul style="list-style-type: none"> <li>- Animation videos, including story board, creation of visuals, narration, voice over, animation and post-production;</li> <li>- Live-action videos, including research, pre-production, filming, audio-recording and post-production; and</li> <li>- Podcasts, including research, script, recording, narration and post-production.</li> </ul> <p>For the creation of infographics, the Customer will provide an initial brief and the necessary content (in text). The Supplier will develop all infographics, including design, layout, inserting copy, adjusting, etc. For the creation of videos, the Customer will provide an initial brief and contribute to the script and quality assurance. The Supplier will provide the entire production.</p>  |
| 4. | Requirement            | It is expected that the Supplier will start working immediately after date of the contract. Work shall start with an inception meeting between the Supplier and the Customer. In this inception meeting, Customer and Supplier shall discuss the overall project in general and, in particular the details of the assets to be provided in 2024, for the release of the new website.  |
| 5. | Requirement            | <p>The Supplier shall allocate an appropriate and sufficient project team for the execution of the tasks and deliverables in this Contract. At the outset of the project, the Supplier shall allocate the following <b>key</b> team members:</p> <ul style="list-style-type: none"> <li>• Copywriter for the web</li> <li>• Animator</li> <li>• Graphic Designer</li> <li>• Video Producer</li> </ul>   |
| 6. | Evaluation Requirement | <p>The tenderer shall submit an offer that will include a <b>Methodology Note</b> describing their approach to this project in order to fulfill the requirements. The Methodology Plan shall include:</p> <ul style="list-style-type: none"> <li>- <u>Description of the overall methodology</u> and approach to this project, including the activities to be carried out by the Supplier.</li> <li>- <u>Project Management Approach</u>: Outline the project management framework that will be used to plan, execute, monitor, and control the project. Describe how the tenderer will allocate resources, manage timelines, and mitigate risks to ensure project success.</li> <li>- <u>Creative process</u>: Outline how the Supplier will go about understanding the Customer's needs; idea generation; concept development; content creation; feedback from the Customer and revision; and finalisation and delivery.</li> </ul> |
| 7. | Evaluation Requirement | <p>The Supplier shall submit <b>CVs and portfolio</b> for the members of the team that will be fulfilling the following roles:</p> <ul style="list-style-type: none"> <li>• Communication strategist</li> <li>• Copywriter for the web</li> <li>• Animator</li> <li>• Graphic designer</li> </ul>   |

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|     |                     | <ul style="list-style-type: none"> <li>• Photographer</li> <li>• Video producer</li> <li>• Videographer</li> <li>• Video art director</li> <li>• Audio engineer</li> <li>• Voice narrator</li> <li>• Podcast producer</li> <li>• Digital journalist</li> </ul> <p>Emphasis will be on the level of experience of the team members and the estimated quality of their previous work.</p>   |
| 8.  | Requirement         | Throughout the first 8 months after the date of the contract, the relevant members of the team should make themselves available for tasks for the Customer with a reasonably short notice.  |
| 9.  | Requirement         | For the rest of the duration of the contract, the relevant members of the team should make themselves available for tasks for the Customer with a reasonable notice.  |
| 10. | Requirement         | The Supplier cannot replace the key employees of whom they have submitted CV's for as part of their offer, unless it is due to personnel circumstances of the employee, including termination of employment or any similar circumstances, without the consent of the Customer. The Customer cannot withhold this consent if the replacement holds at least the same qualifications.   |
| 11. | Minimum Requirement | Communication skills are very important for all communication related tasks under the Contract. The members of the team allocated to the tasks shall have an excellent command of English, according to their respective tasks. The level must be CEFR C2 or similar.   |
| 12. | Requirement         | The Supplier shall include the Customer in all approvals, in accordance with a clear, agreed process, always allowing the Customer sufficient review time.  |
| 13. | Requirement         | For reviews, the Customer shall have at least 5 business days from receiving the relevant documents. In case of documents of more than 20 pages, several documents or complex matters, the Customer shall have extended review time as appropriate.   |
| 14. | Minimum Requirement | The Content delivered by the Supplier must comply with international accessibility standards, such as the Web Content Accessibility Guidelines (WCAG) 2.1, to ensure accessibility for users with disabilities.   |
| 15. | Requirement         | <p>The Supplier shall if requested revise text content produced by the Customer to ensure the texts are correct and SEO-friendly. This includes, for example:</p> <ul style="list-style-type: none"> <li>o Short form copy and FAQ about Interreg</li> <li>o Generic copy for site sections</li> <li>o Short form copy to describe programmes, open and coming calls and relevant links</li> <li>o Glossary</li> <li>o Campaign toolbox</li> <li>o Job lists</li> </ul> |
| 16. | Requirement         | The Supplier shall if requested contribute to the production of the website's Editorial and Content Contribution Guidelines, aimed at people in the whole Interreg community who will be contributing   |

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|     |                     | content to the website. That involves advising the Customer on the content and providing the creative layout. The purpose of this document is to guide contributors on how to submit all types of content (text, images), what formats are acceptable, and any specific requirements for each type of contribution. They provide instructions on maintaining consistency, clarity, and professionalism across all content. They emphasize the overall style, tone, and quality of content. They will cover topics like submission formats, preferred file types, image resolution, attribution, and legal considerations. |
| 17. | Requirement         | The Supplier shall if requested provide the creative layout for the website's Editorial and Content Contribution Guidelines   |
| 18. | Requirement         | The Supplier shall comply, for the production of the website's content and for all graphic design work, with the Interreg Visual Identity delineated in the Interreg Brand Manual (Annex 3)   |
| 19. | Minimum Requirement | The content shall be accepted by the Customer prior to publication.   |
| 20. | Requirement         | The Supplier shall deliver the requested assets in formats specified by the Customer.   |