



Framework agreement for editing, proof-reading, web-editing and journalistic work for the EEA

Objective

The successful company/companies will be offered a framework agreement of three years with two possible extensions of one year each, to carry out editing, proof-reading, web-editing and journalistic writing work for the Agency. Companies may either apply for all lots or specific individual lots according to their particular expertise. Tenders must clearly state which lots are being applied for.

EEA addresses a wide range of target groups with its products, from policy-makers, civil servants and professionals active in the environmental field, to students, persons active in environmental NGO's, journalists and the environmentally interested general public. The Agency therefore tries to adapt the content, angle, format and presentation to suit the needs and conditions of the target group in question.

The Agency aims at ensuring a high quality in all aspects of its products. In that connection, the Agency needs to engage outside contractors possessing specialised competence in number of areas, including those covered by this call for tender.

Tasks

Lot 1: Editing, copyediting and proof-reading

EEA produces each year a substantial number of reports and other products on various aspects of Europe's environment. The products vary in scope, topic and with regard to primary target groups. Some products are reports aimed at a fairly "narrow" segment of environmental scientists and experts, other aim at civil servants and policy-makers at the European and national level while some are more popular in nature and intended for a wide audience.

An important element in the production process is the editing and proof-reading of the finished manuscripts. Good language and correct orthography a prerequisite for easy digestion of the texts, especially when these are in a language foreign to the reader. Furthermore, a presentation that is substandard in these aspects will also inevitably lose in credibility with the reader.

The contractor will be requested to carry out more substantial editing with a view of improving accessibility of texts as well as to proof-read and improve the language in reports. The material will be delivered from the Agency as electronic files or, in exceptional cases, in hardcopy.

Lot 2: Web-editing

Usage of the Internet as a means for presenting and disseminating its information is given high priority by EEA. The Agency already puts its reports and other products in full-text on the website, from where they are frequently downloaded in more copies than is disseminated of the printed version.

There is, however, a need for the Agency to strengthen its capacity with regard to adapting and editing material in order for it to be better suited for the electronic format. The web-editing will include this “repackaging” and developing of the web-presentation of material, making the most of the opportunities that the medium offers (hyperlinking, audiovisual elements, interactivity, user profiling etc.).

The aim is to ensure that the material suits the interest, conditions and needs of the various users. In many cases, the starting point for the editor will be a planned or existing Agency report, but the editor will also be expected to be able to generate new information products by pulling together and processing material from various sources.

Lot 3: Journalistic writing

The Agency is mandated to make the result of its work available to the general public. In order to fulfil its mandate, original texts that are more scientific in nature must often be adapted and rewritten in an accessible, journalistic style, while retaining the accuracy of and essential information contained in the original. The end product for these exercises are usually in the form of:

- press releases intended for international press
- articles aimed at environmental magazines
- shorter promotional texts for sales flyers and other marketing material
- 20-40 page summaries of larger products

Language

Many of the Agency’s reports are first written in English. The contractor should therefore be able to work with texts, deliver drafts and communicate with Agency staff in this language.

Duration

The contract will be awarded for a period of three years from the date of signature, with the possibility of two extensions of one year each and on the condition that requirements are constantly met.

Place of work

Contractor's premises, the EEA premises in Copenhagen, other European locations defined by the requirements of the individual tasks.

Costs

Maximum amount of 500,000EUR excluding travel and subsistence expenses.

9. Selection criteria

- Financial stability of the vendor, as evident from inscriptions in VAT register, trade register, recent annual report and financial statements.
- Whether the business activity of the company is relevant from the standpoint of the task in question
- Understanding of the European Environment Agency's international business and experience in services for similar institutions
- Clarity of documentation and presentation

10. Awarding criteria for framework contract for editing, proof-reading, web-editing and journalistic writing:

- experience in working with environmental issues
- experience in working with scientific material
- experience in working in an EU-context
- subsistence expenses per day for periods of *intra muros* work in Copenhagen

Additional criteria, lot 1:

- cost per page - substantial editing
- cost per page - copyediting
- cost per page - proof-reading
- certification as editor in life sciences

Additional criteria, lot 2:

- cost per day - web-editing work
- experience in writing informative texts for web-publishing
- experience in addressing an international audience

Additional criteria, lot 3:

- cost per day - journalistic writing
- experience in addressing an international audience