Request price indication for tailor made song European Cooperation Day 2015

Background

Since 2012, INTERACT has been coordinating a Europe-wide campaign called European Cooperation Day (EC Day) with the aim of highlighting results of European Territorial Cooperation and neighbouring programmes and projects. Each year, the campaign is celebrated on 21 September. In the surrounding weeks, hundreds of local events are organised throughout Europe and its neighbouring countries to improve the visibility of Territorial Cooperation, to disseminate its outcomes and to show how it has impacted the quality of life for the population it serves. More information can be found on the campaign website: www.ecday.eu

The kick-off of European Cooperation Day 2015 is part of the celebration of the 25th anniversary of European Territorial Cooperation/Interreg on 15 September 2015. On this occasion, INTERACT will contract a singer-songwriter who can develop a tailor-made song for the celebration of the 4th edition of European Cooperation to serve as an attractive promotional tool for this initiative, and moreover for the promotion of Interreg achievements in general.

Aim and context

The aim of the tailor-made song is to promote the achievements of European Territorial Cooperation and the world of European cooperation in general in a funny, attractive but accurate way to the public. The song will be presented as an ‘EC Day initiative’ but will serve as a promotor of Interreg overall.

Idea:

- ‘to draw people in’ (make the public feel more identified with Interreg) by using the way people often perceive European cooperation and the EU in general in a funny way
- a light and upbeat song with catchy lyrics regarding European cooperation in general, Interreg, EC Day, ... that sticks in your head and makes you want to sing a long (engaging chorus, easy to sing along for non-native English speakers)
- the singer-songwriter will be provided with a list of keywords that can be used in the song. The added-value of the contracted person should be the ‘look from the outside’ to Interreg, European cooperation, etc. The keywords will provide a framework for the singer-songwriter in which to compose the song.

Scope of work

1) 3-minute (maximum) promotional song to create a ‘buzz’ around the kick-off of EC Day, celebrated during the celebration for the 25th Anniversary of Interreg. This buzz will be created by releasing a teaser (1-minute version of the song which will be accompanied by a funny, attention-drawing video ) prior to the event, which will then be disseminated as widely as possible through different channels

2) 1-minute version of the song

Deliverables

All items described below are relevant for both the 3 min and the 1 min version of the song:

1) Complete song (lyrics + music) approved by INTERACT
2) studio recorded performance of the song (lyrics + music) ready to be distributed
Selection Procedure

INTERACT is requesting price indications for the elaboration of a tailor-made song, including both music and lyrics, in close collaboration with the INTERACT Communication Group. Quotations should include a detailed overview of the prices for the different items required for the writing and producing of the song.

The production process of the song will take place in 2 phases: a draft version should be handed in to which INTERACT can provide comments and suggestions. The singer-songwriter takes on board the feedback and hands in the final version in the 2nd phase of the process.

Timeline (indicative)

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>30 January 2015</td>
<td>Deadline handing in price indication</td>
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<tr>
<td>1st week of February 2015</td>
<td>Selection/contracting singer-songwriter</td>
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<tr>
<td>End of February</td>
<td>First phase: Handing in first version of song</td>
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<tr>
<td>First week of March 2015</td>
<td>Feedback on first version by INTERACT Communication group</td>
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<tr>
<td>21 March 2015</td>
<td>Second phase: Handing in final version of song + 1-minute version of song by singer-songwriter</td>
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Technical specificities

- Format: wav-file
- Maximum length full song: 3 minutes
  Maximum length teaser version of the song: 1 minute
- Commissioning this work (song writing, composing, performing), INTERACT will be the exclusive owner of the copyrights and will be free to use and distribute in any form or medium (this includes but does not limits to reproduction, communication distribution, fixation, sharing, broadcasting, translation and editing).

More info

- The bid should be submitted in English
- The title should be “Song 25 Years of Interreg”
- The quotation must be in Euro
- Deadline for submitting your price indication is 30 January

For more information regarding the European Cooperation Day campaign, please visit the EC Day website (www.ecday.eu). You can download the factsheet and have a look at the EC Day Youtube channel (https://www.youtube.com/user/CooperationDay).

In case you have any questions, please contact Sarie Bongers: sarie.bongers@interact-eu.net