

ThermEcoWat Consultation
Production of Two Motion Design Videos
Clarification Note No. 2

As part of the consultation for the production of two motion design videos for the **ThermEcoWat** project, a question was raised by one of the candidates.

To ensure equal treatment of all candidates, the following clarifications are communicated to all tenderers and form an integral part of the consultation documents.

Important Reminder

In accordance with Clarification Note No. 1, the reference duration to be taken into account for Video 1 remains 3 minutes 40 seconds. All proposals must be based on this duration.

Questions and Answers

1. Translation and management of texts and subtitles

Question: Will the translation of the content be provided by the client or is it expected from the service provider? If applicable, will the translations be validated beforehand by you or by the project partners?

Answer: The translations of the content and subtitles will be provided by Thermauvergne and validated by Thermauvergne as well as by the project partners. The service provider will ensure the integration of the provided translations and subtitles into the videos.

2. Advice on the script and storyboard

Question : The specifications indicate that the storyboard and script are provided by the client and must be followed. Is it possible to provide advice on the script, storyboard, and animation choices to ensure coherence with the target audience, message clarity, and pacing?

Answer: Minor advice is possible, respecting the provided storyboard and script, but the main task remains the production of the videos, not consulting.

3. Difference between annexes 4 and 5

Question : The voice-over in Annex 4 corresponds to about 1'45", while the text in Annex 5 seems longer. Could you clarify the exact use of the two annexes?

Answer:

- **Annex 4:** Illustrative excerpts to present visuals and keywords.
- **Annex 5:** Detailed text of the voice-over in English and subtitles in the four languages. The texts in Annex 5 are therefore the ones to be considered.

4. Expected graphic style

Question : Are there any visual references to prioritize for the graphic style of the videos?

Answer: Candidates may propose a graphic style consistent with the ThermEcoWat project and European projects, respecting the graphic charter provided by the Interreg SUDOE program, while ensuring readability and appeal for the general public. Creativity will be evaluated under the quality criterion (45%). Candidates must plan realistic time and resources for their proposal.

5. Formation and distribution

Question : Should specific versions for social media (square, vertical, short formats) be planned?

Answer: No specific social media versions are required.

6. Estimated budget

Question : Can you provide a rough budget to adjust the creative and technical proposal?

Answer: Thermauvergne does not provide a precise budget. Candidates must submit an offer in accordance with the specifications. Selection will be based on the best value for money (see the selection criteria paragraph in the consultation/specifications document).

7. Intellectual property and delivery of source files

Question : How will source files and rights to the videos be managed?

Answer: Intellectual property and delivery of source files

The validated final files can be freely used by Thermauvergne for all needs related to the ThermEcoWat project and associated communication, promotion, or capitalization activities. Source files may be made available upon request, only for specific project-related needs, with the prior agreement of the service provider or through an amendment if necessary. Any major modification likely to alter the spirit or artistic coherence of the work will be communicated in advance to the service provider, ensuring respect for their moral rights and the artistic coherence of the project.

All other provisions of the regulations and specifications remain unchanged.

Done on Friday 6th February 2026.

For Thermauvergne