



# Request for proposals

**Content Creation services for EBA Academy**

**EIT InnoEnergy**

Company KIC InnoEnergy SE

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EIT InnoEnergy is the trading brand of KIC InnoEnergy SE



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## 2. Overview of EIT InnoEnergy

EIT InnoEnergy is a European company fostering the integration of education, technology, business and entrepreneurship and strengthening the culture of innovation. The challenge is big, but our goal is simple: to achieve a sustainable energy future for Europe. Innovation is the solution. New ideas, products and services that make a real difference, new businesses and new people to deliver them to market. At EIT InnoEnergy we support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

For more information about our company please visit the following website:

<http://www.innoenergy.com/about-innoenergy/>

## 3. Scope of work

The European Battery Alliance (EBA) Academy is a newly founded public-private education business line to support the transformation of the European industry towards an electrified and green future, funded by the European Union (EU). The EBA Academy will provide training and skills solutions for the whole battery value chain as new and strong, strategic industrial pillars are established across Europe. The goal is to set up and run a pan-European training and skills platform with a strong focus on distance learning tools and e-Learning embedded in the European Battery Alliance network and all its industry partners.

EBA Academy has an existing portfolio of battery training programmes, mostly online but also as blended courses. Most of these programmes have been designed for higher education levels and engineering target audiences. The programmes cover topics on the entire battery value chain; from raw materials for battery production to battery and electricity basics, from battery technologies and battery system components to different battery-based applications such as mobility, grid support, and electrification of industry, from technological innovations to new business models supporting the energy transition.

EIT InnoEnergy wants to focus on the strategic elements in the development of the portfolio. This means focus on high level product and portfolio development, relationship building with European institutions and accreditation policies.

EIT InnoEnergy licences its portfolio of around 30 online and blended professional learning courses directly to key customers or to local content providers. The EBA Academy Business Model covers two delivery tracks:

- i. Direct industry contacts where we want to deliver the content eventually combined with services for the A-to-Z management of the Learning and Development process.
- ii. Collaboration with Local Training Providers (LTPs) who will execute and deliver the training available in the EBA Academy portfolio to their customers throughout Europe and beyond. Also, here we want to offer the content eventually combined with the service that we organise the complete course delivery and learner follow up. If the LTP can provide these services, we also want to keep the option open that the training delivery and learner management is done by the LTPs via their delivery system. To realise these different operational options, we need to have a flexible solution linking our systems with the LTP delivery systems.

Courses of EBA Academy are updated on a yearly basis and are progressively translated and offered in all languages of the EU where battery production plants are being deployed.

Also, new courses are continuously being developed in close collaboration with all stakeholders.

### **Framing the collaboration EIT InnoEnergy is looking for in this RFP**

EIT InnoEnergy is looking for one or more partners internationally in the Learning and Development (L&D) field to create a bespoke and scalable A-to-Z content creation and distribution service organisation. We are looking for partner(s) with a proven track record in the complete end-to-end Learning and Development Process management and delivery for large multinational organisations (multi-lingual, over 100,000 employees to be trained in various courses).

We are looking for partners who can deliver a professional service, delivering perfect quality, and who can help us to shorten delivery deadlines for courses to our customers.

EIT InnoEnergy wants to engage in this partnership in such a way that a lean EIT InnoEnergy organisation takes the lead in strategy development and the partner(s) takes the lead in the operational execution. EIT InnoEnergy is looking for a long-term partnership(s) to develop European-wide content creation and delivery service. As a first step, the focus is on the current existing battery content but it will be expanded in the coming years to cover the complete sustainable energy area.

EIT InnoEnergy is looking at about 400 hours of new learning content creation per year with the following distribution of learning modalities:

- i. 85% online
- ii. 10% onsite or Face-to-Face (F2F) learning labs
- iii. 5% - Immersive AR VR simulation courses

Please note, the above information is indicative. The actual may differ depending on the needs.

Online courses or lessons developed by EIT InnoEnergy typically contain the following learning activities:

- introduction to the Intended Learning Outcomes
- short video lecture with illustrated transcript
- glossary of important concepts
- interactive practice activities or in-between knowledge test with feedback
- reflection and discussion activity, such as business examples and online problem-based cases
- extra reading resources
- summary

Content creation services are required for the following subject areas:

- Battery Energy Storage
- Green Hydrogen
- Photovoltaics/Solar Energy
- General Topics on Renewable Energy

Refer the following links for demo versions of a few courses:

- [Introduction to Batteries](#)
- [The Energy System: Present and Future](#)
- [European Legislation and Policy Background](#)

**Service Description: Content Creation Services**

EIT InnoEnergy is looking for the following as part of Content Creation services:

- Learning Design & Development
- Media Production
- Quality Assurance
- Translation Services

Notes about the LOT(s)

The tenderer may choose to submit an offer for one or more component (A through D) in this RFP. Please clearly indicate which components/LOT(s) you will be participating. Each offer should indicate a price for the individual components and a (potential) volume discount for each component, or combination of components. Due to the expected large volume of work and depending on the offers we receive it might be that the contract for each LOT is awarded to one or multiple parties. This is to ensure all requested needs are met timely. Selected vendors will be assigned work on a project-by-project basis, depending on their availability, expertise, and expected delivery time for each call-off of services. The contract will be a framework agreement with each of the awarded tenderers. EIT InnoEnergy cannot not commit to a minimum volume of work, neither in time spent on the services, nor in compensation paid.

***A. Learning Design & Development – LOT 1***

The Partner’s approach to learning design should be learner-centric with content aligned to the learning outcomes and focus on experiential learning and instructional content.

EIT InnoEnergy Activity	Content creation and adaptation services will be outsourced to the Partner on a per project basis.  EIT InnoEnergy will provide necessary support in the form of source content including links to supplemental reading material, SME support for content
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	and reviews, technical images and information, access to existing content, and any other input required for the project.
Output	Program/course maps, blueprints, course design strategy, storyboards, assessments, visual development notes for media asset creation, reviews, checklists
Partner Activity	<p>Content creation tasks related to Learning Design and Development include:</p> <p><b>Learning Design</b></p> <ul style="list-style-type: none"> <li>• need analysis and identifying content enrichment opportunities</li> <li>• curriculum design</li> <li>• online course designs</li> <li>• offline/blended course designs</li> <li>• blueprints, plans, templates</li> <li>• lesson storyboarding</li> <li>• personalised learning</li> </ul> <p><b>Content Development</b></p> <ul style="list-style-type: none"> <li>• writing performance outcomes and learning objectives</li> <li>• developing course blueprints, storyboards, and templates</li> <li>• preparing guidelines, style guides, and checklists</li> <li>• storyboarding course content, assessments, activities</li> <li>• adapting existing content to new delivery models</li> <li>• developing faculty success guides</li> <li>• carrying out content revisions</li> </ul> <p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>• writing alt text and video descriptions</li> <li>• CAST/508 Compliance</li> </ul> <p><b>Content Review</b></p> <ul style="list-style-type: none"> <li>• accuracy check, copyediting, and proofreading</li> <li>• client feedback implementation</li> </ul>

***B. Media Production – LOT 2***

EIT InnoEnergy Activity	<p>Media production services will be outsourced to the Partner on a per project basis.</p> <p>EIT InnoEnergy will provide necessary support in the form of source content, images, branding guidelines, SME support for lecture videos, any other input, review, etc.</p>
Output	Media design strategy, visual storyboards, media assets (interactives, animations, videos, etc.), review checklists

Partner Activity	<p>Partner must have deep experience in developing media assets such as:</p> <ul style="list-style-type: none"> <li>• graphics/infographics</li> <li>• interactives</li> <li>• visualisations/animations</li> <li>• simulations (2D/3D)</li> <li>• video (talking heads, lecture video, animations, etc.)</li> <li>• gamified learning and assessment</li> <li>• job aids</li> </ul> <p>The media production tasks outsourced to the Partner include:</p> <p><b>Planning and Design</b></p> <ul style="list-style-type: none"> <li>• requirement analysis</li> <li>• design discussions</li> <li>• finalisation of design approach</li> <li>• media checklists, branding guidelines</li> <li>• visual storyboards</li> </ul> <p><b>Media Development</b></p> <ul style="list-style-type: none"> <li>• production setup - tools, templates, illustrations, video setup etc.</li> <li>• media development - shooting, building animations etc.</li> <li>• editing, reviewing, aligning, adding effects, adding audio etc.</li> </ul> <p><b>Review</b></p> <ul style="list-style-type: none"> <li>• internal reviews and client feedback implementation</li> </ul> <p><b>Tool-based Authoring</b></p> <ul style="list-style-type: none"> <li>• Partner must have expertise with authoring content in different tools such as Articulate Storyline, H5P, HTML, etc.</li> </ul>
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### C. Quality Assurance – LOT 3

EIT InnoEnergy Activity	EIT InnoEnergy outsources this function to the Partner. However, EIT InnoEnergy will perform independent quality checks (by themselves or by an assigned independent third party) on all levels of the delivery process.
Output	<p><b><u>Quality Management Handbook</u></b></p> <p>EIT InnoEnergy and the Partner will agree upon the reporting structure of the Quality delivered performance on a regular basis.</p>
Partner Activity	<p>The whole delivery process needs to be quality assured. This is necessary for internal reasons and also for the accreditation bodies.</p> <p>The Partner can propose their own processes around the tasks described in this document. This will enable the Partner to propose their own quality processes accompanied by the Quality Management Handbook with a minimum number of adaptations to the specific EIT InnoEnergy situation. In this way, EIT InnoEnergy can bootstrap on the already existing processes, related Quality Handbooks and Quality Assurance procedures.</p>

	The Partner will make sure the developed Quality Standards are in line with the Accreditation needs as defined by EIT InnoEnergy. Details about the Accreditation requirements will be shared once the project is awarded.
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***D. Translation Services – LOT 4***

EIT InnoEnergy Activity	Translation services will be outsourced to the Partner on a per project basis.
Output	Audio narration, transcripts, and alt text, video description in English to any requested languages (e.g. French, German, Spanish, Polish, Romanian, etc.)
Partner Activity	<p>The Partner must have significant experience in providing linguistically and culturally appropriate translation services for EIT InnoEnergy's content materials. The translated materials should provide the same learning experience as that of the English originals. The Partner must have translation expertise in the subject areas relevant to EIT InnoEnergy's content materials.</p> <p><b>Translation</b></p> <ul style="list-style-type: none"> <li>• machine translation</li> <li>• text to voice</li> <li>• voice-over talent</li> <li>• translation and localisation services</li> </ul>

***Operational Execution***

As per the agreement between EIT InnoEnergy and the selected Partner, an implementation project will be set up to execute the processes described above. The aim is to have a basic setup for the operational execution in a 3-6 months' time frame. In the second phase, the plan is to scale up the operations based on the volume and desired timeline.

After the selection of Partner(s), Project Managers from both sides will be assigned. The high level implementation plan will be available one month after assigning the Partner. The Project Managers will define the Project Governance structure including reporting structures, escalation structures, and fixed yearly meeting schedules. The Project Managers will agree on a more detailed implementation scheme and the necessary project follow up procedures.

Once Project Managers are assigned, working teams will be set up on both sides to discuss the Business, Legal, Finance and Operational setup. Post this discussion, the different working groups can start further detailed discussion, planning and execution in their specific areas.

As described above EIT InnoEnergy is looking for an experienced Partner(s) to execute these services. The Partner(s) is requested to propose a high-level project plan to realise the implementation of the processes mentioned above.



The Partners can choose to propose its implementation methodology if it is different from what is shared in this document. An implementation strategy that is mutually agreed upon between EIT InnoEnergy and the Partner(s) will be worked out.

#### Contract duration

This contract will be awarded for a duration of 2 years. Once the budget for 2025 and 2026 is known, EIT InnoEnergy intends to initiate a direct award procedure and conclude a contract extension with the awarded tenderer(s) of the present procedure. Any possible pricing changes during the contract extension must be incorporated in the submitted offer that will be part of the financial evaluation. No adjustments can be made in the pricing conditions during the extension unless specified in the proposal.

EIT InnoEnergy reserves the right to extend the contract based on mutual agreement but it does not bind EIT InnoEnergy to carry out this procedure. The extension is subject to financial coverage, satisfactory work provided, high quality performance of the awarded tenderer(s) as well as continuing need for the services.

## 4. Proposal Process

### 4.1. Participation

- a) Participation in this proposal procedure is open to all tenderers.
- b) All participants must sign the Tenderers' declaration form attached and submit it with the proposal. Please note that the tenderer may not modify the text, it has to be submitted signed as provided by EIT InnoEnergy attached to the request for proposal document.

### 4.2. Submission of proposal

	DATE (Calendar dates)
Publication on EIT InnoEnergy website	20 March 2023
Deadline for requesting clarification from EIT InnoEnergy	7 April 2023
Deadline for submitting proposals	14 April 2023
Intended date of notification of award	24 April 2023
Intended date of contract signature	04 May 2023

Proposals must be emailed in English to the following address to:

**Contact name:** for the attention of Mr. Katja Trued

**E-mail:** [katja.trued@innoenergy.com](mailto:katja.trued@innoenergy.com)

The proposal shall contain:

- the technical response to the service requested (point 3).

- **the financial offer (the price for the services.)** The Financial offer must be presented in Euro. Prices must be indicated as net amount + VAT.
- **an indication of supplier's insurance coverage.** The proposal must specify whether the supplier has taken out a company liability insurance and/or professional liability insurance including the maximum amount of coverage in Euro per event per insurance.

Responses should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer represents that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also affirms that it has read the instructions to tenderers and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

Tenderers are requested to submit with their proposal together with the filled-out Tenderers' declaration form (see point 4.1).

#### **4.3. *Validity of the proposals***

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 60 days to close the contract.

**Proposals not following the instructions of this Request for Proposal can be rejected by EIT InnoEnergy.**

#### **4.4. *Requests for additional information or clarification***

The request for proposal should be clear enough to avoid tenderers having to request additional information during the procedure. In case the tenderers are in need of additional information or clarification, please address it to the address below. **All information requested or answered may only be done through written communication – email only. Questions and answers will be published on our website. All questions should be sent prior to deadline for requesting clarification as specified in 4.2. In case of complex or high value procurements, EIT InnoEnergy could arrange a clarification session which will be communicated to the tenderers.**

**Contact name:** for the attention of Mrs. Katja Trued

**E-mail:** [katja.trued@innoenergy.com](mailto:katja.trued@innoenergy.com)

EIT InnoEnergy has no obligation to provide clarification.

#### **4.5. *Costs for preparing proposals***

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

#### **4.6. *Ownership of the proposals***

EIT InnoEnergy retains ownership of all proposals received under this tendering procedure. Proprietary information identified as such, which is submitted by tenderer in connection with this procurement, will be kept confidential.

The potential or actual supplier should accept that during the implementation of the contract and for four years after the completion of the contract, for the purposes of safeguarding the EU's financial interests, EIT InnoEnergy may transfer the proposal and the contract of the supplier to internal audit services, to the EIT, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

#### **4.7. Clarification related to the submitted proposals**

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT InnoEnergy may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. **All information requested or answered may only be done through written communication – email only.**

#### **4.8. Negotiation about the submitted proposal**

After checking the administrative compliance of the tenderers, EIT InnoEnergy may negotiate the contract terms with the tenderers. In this negotiation EIT InnoEnergy will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, EIT InnoEnergy shall provide further information about the proceedings and timing.

#### **4.9. Evaluation of proposals**

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 3 of the document.

<b>Criteria</b>	<b>Maximum Points</b>
1. Project experience and competences of the members of the proposed Partner project teams.	10
2. Showing evidence of the proven track record of experience with implementing international Learning and Development processes at scale.	15
3. The individual requirements stated in point 3 will be evaluated against the submitted proposals.	20
4. Methodology approach of the project implementation and processes proposed to manage the outsourced tasks. This includes project management and interaction with EIT InnoEnergy for planning, delivery, quality feedback, proposed timeline, proposed procedures for outsourcing, follow-up and reporting.	20
5. Liability exposure: tenderer with best insurance coverage and least changes to contract template shall receive the highest score.	5
<i>Total technical score:</i>	<i>70</i>
6. Price or total cost of the project covering the installation and maintenance until end of 2026: lowest offered price shall receive the highest score, other shall be calculated in relation to that in linear equation.	30
<i>Total financial score:</i>	<i>30</i>
<i>Total maximum score:</i>	<i>100</i>

#### **4.10. *Signature of contract(s)***

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure.

For the contract the Service Agreement in Annex 2 shall apply. Any change desired by the tenderer in the provisions contained in the body of this Service Agreement needs to be communicated to EIT InnoEnergy as part of the proposal of such tenderer. Background for this is that such desired changes need to be taken into account in the evaluation of the proposal of each tenderer under Liability Exposure above. Significant changes are likely to lengthen the negotiation process, making it less likely that the Service Agreement can be signed in time.

Within 5 days of receipt of the contract from EIT InnoEnergy, the selected tenderer shall sign and date the contract and return it to EIT InnoEnergy. Upon receipt, EIT InnoEnergy shall also sign and send back to the winner one signed copy. In case the winning tenderer is unable to enter into the contract within the above mentioned time period, EIT InnoEnergy may decide to contract the second best.

#### **4.11. *Cancellation of the proposal procedure***

In the event of cancellation of the proposal procedure, EIT InnoEnergy will notify tenderers of the cancellation. In no event shall EIT InnoEnergy be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT InnoEnergy has been advised of the possibility of damages.

#### **4.12. *Appeals/complaints***

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT InnoEnergy. The tenderers have 10 working days to file their complaints from the receipt of the letter of notification of award.

#### **4.13. *Ethics clauses / Corruptive practices***

EIT InnoEnergy reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities, or fraud. If substantial errors, irregularities, or fraud are discovered after the award of the Contract, EIT InnoEnergy may refrain from concluding the Contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). He should inform EIT InnoEnergy immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

#### **4.14. *Many journeys. One welcome.***

Diversity, inclusion and equality of opportunity are core EIT InnoEnergy values. We are committed to extending the same warm welcome to everyone, whatever their personal journey. We strive to ensure every voice is heard.

We value the contribution that different viewpoints make to our business of innovation. Having a variety of perspectives at all levels also equips us to meet the needs of the diverse communities we serve.

We extend our commitment across the career cycle. We recruit people from diverse backgrounds—for example, as of 2022, we employed 39 nationalities split 50-50 male-female. We then ensure that

every member of our team is involved and valued, and receives equal recognition and opportunities for advancement.

In all areas of the employee experience (including recruitment, compensation and career development), and in all dealings with customers and communities, EIT InnoEnergy staff will value merit regardless of age, social status, race, colour or genetic features, disability, ethnic/social origin or national minority membership, gender, gender reassignment, sexual orientation, language, marital or partnership status, political or any other opinion, economic status, religion or spiritual belief.

Although we do not use this as a vendor selection criterion, we are interested in learning from others, and would be happy to receive anything about your Diversity values or policy that you would care to offer.

#### **4.15. Annexes**

*Annex 1: Tenderers' Declaration form.*

*Annex 2: Draft Contract Template.*