

Annex 3 – Technical response requirements (Market Research Services RFP)

Format: InnoEnergy welcomes proposals in either text or presentation formats.

Please structure your technical response as outlined below. If InnoEnergy cannot easily and sufficiently identify evidence for each criterion the tenderer may receive a score of zero for the section.

Explanation of the Assignment:

Given the comprehensive scope outlined in the main RFP document, we have chosen to narrow down the focus for the purpose of this RFP and have scoped an assignment open to all the tenderers. This assignment can also serve as the first project for the winner of the RFP. While we do not expect the agency to conduct extensive research at this stage, we aim to gain insights into their methodologies, frameworks, ways of working, and examples of previous work. This will enable us to evaluate and select the most suitable partner agency to collaborate with. We have narrowed down the scope and are requesting proposals for two areas of research only: market analysis and customer segmentation, within the specific industry of Solar PV Manufacturing and the designated region of the EU.

Please be advised that while we do not require extensive familiarity with the Solar PV manufacturing sector, we do expect a comprehensive approach to market research, particularly in industries with analogous characteristics and target audience groups.

Section 1: Methodology and approaches to market analysis and customer segmentation (aligned to evaluation criteria 1)

Please provide a research methodology framework for conducting market analysis and customer segmentation for the Solar PV Manufacturing in the EU markets.

What approach would you use to provide insights into the following two areas:

- **Market Analysis:** competitive landscape, market drivers and growth areas
- **Customer Segmentation:** target audience profiling, market understanding and identification of market variances

Section 2: Demonstrated evidence of success in market analysis and customer segmentation (in similar industries where possible) (aligned to evaluation criteria 2)

Please provide examples of previous work similar to this assignment, demonstrating your experience and expertise in market research. If possible, highlight your proficiency within similar industries and target audiences, particularly within the sustainable energy, education, and/or training sectors.

Section 3: Proposed processes to manage the project (aligned to evaluation criteria 3)

For this section describe how you would support the management of the individual projects and refer to any expertise that you have in your team that could support this function.

Section 4: Insurance coverage (aligned to evaluation criteria 4).

The proposal must specify whether the supplier has taken out company liability insurance and/or professional liability insurance including the maximum amount of coverage in Euro per event per insurance.