

Request for proposals

Marketing and communication support 2024 - 2026

EIT InnoEnergy

Company KIC InnoEnergy SE

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EIT InnoEnergy is the trading brand of KIC InnoEnergy SE

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Overview of EIT InnoEnergy

EIT InnoEnergy operates at the centre of the energy transition, we build connections worldwide, bringing together innovators and industry, entrepreneurs and investors, graduates and employers.

How we do it

- Industry are linked with innovation and alumni, providing commercially attractive technologies spanning the energy value chain, and top talent to enhance innovation.
- Start-ups, scale-ups, and innovators receive tailor-made support to boost and de-risk business cases and speed up time to market.
- Students and learners have access to master's programmes at 16 top technical universities and business schools.
- The global workforce have access to more than 35 courses, provided in 10 languages, to equip them with the skills required to create a sustainable economy.

As a result, we have built the largest sustainable energy innovation ecosystem in the world:

We are also spearheading the way to a decarbonised Europe by 2050 through the leadership of three industrial alliances: battery storage, green hydrogen and solar photovoltaics.

These alliances bring together the knowledge and experience required to support large industrial projects, which directly impact the energy trilemma: reducing the cost of energy, limiting greenhouse emissions and increasing availability and security.

Ultimately, these actions play a fundamental role in realising our goal of a carbon neutral Europe by 2050.

All this is made possible thanks to our rich network of more than 1,200 key players from 18 different countries. Together we act as a key vehicle for the energy transition and make up the ingredients needed to bring a constant pipeline of sustainable energy innovation to market.

Established in 2010 and supported by the European Institute of Innovation and Technology (EIT), we have offices and hubs across Europe and in Boston, US. For more information about our company please visit the following website:

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

3. Scope of work

A. Background

The marketing activity for EIT InnoEnergy is split into Corporate and four areas or business lines:

- Innovation business line
- Products and services business line,
- Education
- Skills Institute

We will need the support of one or more communication specialists to support our communication efforts when we have an increase of workload in certain periods.

We see the role of all our appointed suppliers as essential in helping us work towards our goal of becoming a commercially and financially sustainable company, as we work towards fast tracking the energy transition.

Target audiences

- **Education:** Students and graduates, universities,
- **Skills institute business line:** employers/industry, workforce
- **Innovation business line:** Inventors, innovators and researchers, Entrepreneurs and start-ups
- **Products and services:** corporates and investors along several target industries, for the innovative solutions of the start-ups and innovation that we help commercialise)
- **Corporate:** all the audiences above and in addition to EIT and European authorities (e.g. European Union)

As we have different needs we have divided the scope of work into LOTs. **InnoEnergy reserves the right to award multiple winners for each LOT and to distribute the workload among the selected winners as deemed appropriate, with no obligation to notify any third party about the allocation of tasks.**

LOT 1: COMMUNICATION AND CONTENT CREATION

Throughout the year we have a number of campaigns that we need to run to increase awareness of an offering or an event, and drive registrations. To do this we often need support with content creation, which can include, but is not limited to, the following:

- Writing and setting up mailers
- Publishing content in wordpress
- Writing blogs, insights and news articles
- Editing reports, white papers and other communications
- Setting up ads on social media and monitoring them
- Managing, producing, editing PowerPoint slides and presentations

LOT 2: EVENT LOGISTICS SUPPORT

EIT InnoEnergy organises and participates in a number of events. This includes our flagship event The Business Booster, events related to the Masterschool, and internal corporates events, to name a few.

We are looking for one or several event specialists which can support our internal event manager with event logistics, including:

- Liaising with our exhibitors for all the logistics: booth production, pitching sessions organisation, shipping of prototypes when needed, etc
- Organising flights and accommodation together with a travel agency if required by the event manager
- Organising shipping of materials, speaker logistics and other event logistics (AV, catering, etc)
- Onsite support for the set-up of the event, the days of the event and dismantling if necessary

This list is non-exhaustive and it might be completed with some other tasks the event manager might need support with.

LOT 3: MARKETING

Marketing automation support:

All our marketing automation is done via the HubSpot platform. This includes all our mailers and workflows which are connected to our various websites and social media platforms. We need someone specialised in this system to provide both strategic and practical support. This may include:

- Auditing how we use the tool and recommend best practises to be implemented.
- Marketing automation: implement workflows for target audiences
- Helping us with cleaning our contacts
- Support lead generation activities

Marketing persona research:

We need to complete and consolidate persona research, which began in 2020, to support our objective of generating revenue through exits. The work will include:

- surveys and/or field interviews to several individuals of the same profiles on their goals, their key challenges, possible objection, etc.
- a presentation with the analysis of the interviews conducted and the conclusions and action recommendations, for each persona.

Notes about the LOTS:

- All the work defined above will be on an adhoc basis, depending on the needs that arise. To provide an estimate, this may range from 5-15 hours per week, but there may be quieter weeks where we require no support.
- The lists of tasks above are non-exhaustive and they might be completed with some other tasks the InnoEnergy team might need support with in terms of marketing and communication.
- Depending on the proposals we receive, a different bidder may be awarded to each LOT or it may be that one bidder is appointed for two, or all three LOTS.
- InnoEnergy reserves the right to award multiple winners for the same LOT and to distribute the workload among the selected winners as deemed appropriate, with no obligation to notify any third party about the allocation of tasks.
- The result of this RFP will be a framework agreement with each of the awarded tenderers.

B. Expectations from the bidders and their submissions

For the purpose of this tender we require you to submit a written proposal which responds to the following:

For the LOT/s you wish to tender for, please provide the following:

1. Three portfolio samples per LOT. These will be assessed on relevance to the energy and sustainability sector (40%).
2. Project experience and competences of the bidder. Please provide a short description and experience of you or your team. This will be assessed on years of experience and relevance to the energy and sustainability sector (20%).
3. An indication of your insurance coverage (5%).
4. Your day rate and availability per month (35%).

A. Length of contract

This contract will be set up for two years from the date of award and it can be extended for two more years if InnoEnergy deems it necessary. Prior to the initiation of procedure for the new contract, all deliverables and actions related to the contract from the first year should be completed according to the conditions laid down by the RfP and to the satisfaction of EIT InnoEnergy.

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)
Sending out RFP invitations to the potential suppliers/Publishing on the website	18 March
Deadline for submitting proposals	30 March
Intended date of notification of award	10 April
Intended date of contract signature	20 April

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

Contact name: for the attention of Susana Maure Pérez

E-mail: susana.maure-perez@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.** 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 Susana Maure

E-mail: susana.maure-perez@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.

Evaluation criteria

1. Three portfolio samples per LOT. These will be assessed on years of experience and relevance to the energy and sustainability sector (40%).
2. Project experience and competences of the bidder. Please provide a short description and experience of you and your team if applicable. This will be assessed on relevance to the energy and sustainability sector (20%).

Competencies criteria (weight in %) 60%

3. An indication of your 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 (5%).

Insurance coverage (weight in %) 5%

4. Price or total cost: lowest offered expert unit price shall receive the highest score, others shall be calculated in relation to that in linear equation (maximum point: 40)

Lowest offered unit price per production shall receive the highest score, other shall be calculated in relation to that in linear equation (35%).

Total financial score (weight in %): 35%

Total maximum score: 100.

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 5 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..