



Request for proposals Marketing communications services Skills Institute EIT InnoEnergy

Company KIC InnoEnergy SE

Registered Office Kennispoort 6th floor · John F. Kennedylaan 2 · 5612 AB Eindhoven · The Netherlands

Phone +31 (0) 40 240 60 31 · email info@innoenergy.com · VAT-ID 8500.04.287.B.01 · Bank ABN Amro Bank

Account number 46.58.19.958 · IBAN NL44ABNA0465819958 · SWIFT ABNANL2A

EIT InnoEnergy is the trading brand of KIC InnoEnergy SE

1. Table of contents

1. Table of contents	2
2. Overview of EIT InnoEnergy	3
3. Scope of work	3
4. Proposal Process	5
4.1. <i>Participation</i>	5
4.2. <i>Submission of proposal</i>	5
4.3. <i>Validity of the proposals</i>	6
4.4. <i>Requests for additional information or clarification</i>	6
4.5. <i>Costs for preparing proposals</i>	6
4.6. <i>Ownership of the proposals</i>	6
4.7. <i>Clarification related to the submitted proposals</i>	7
4.8. <i>Negotiation about the submitted proposal</i>	7
4.9. <i>Evaluation of proposals</i>	7
4.10. <i>Signature of contract(s)</i>	8
4.11. <i>Cancellation of the proposal procedure</i>	8
4.12. <i>Appeals/complaints</i>	8
4.13. <i>Ethics clauses / Corruptive practices</i>	8
4.14. <i>Many journeys. One welcome.</i>	8
4.15. <i>Annexes</i>	9

2. Overview of EIT InnoEnergy

EIT InnoEnergy operates at the centre of the energy transition and is the leading innovation engine in sustainable energy. It brings the technology, business model innovation and skills required to accelerate the green deal, progress towards Europe's decarbonisation and re-industrialisation goals, whilst also improving energy security.

Ranked as the most active investor in the energy sector in 2022 by Pitchbook, named in 2023 as one of Europe's top 10 most active deeptech investors by Sifted, and recognised in 2022 as Europe's leading impact investor in cleantech by Startup Genome, InnoEnergy backs innovations across a range of areas. These include energy storage, transport and mobility, renewables, energy efficiency, hard to abate industries, smart grids and sustainable buildings and cities, amongst others.

InnoEnergy is the driving force behind three strategic European initiatives which include the European Battery Alliance (EBA), the European Green Hydrogen Acceleration Center (EGHAC) and the European Solar Photovoltaic Industry Alliance (ESIA).

InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe. Since its inception, EIT InnoEnergy has screened more than 7,000 start-ups, launched more than 300 products to market and overseen its portfolio companies filing 370+ patents. Today, EIT InnoEnergy has a 200+ strong team with offices across Europe and in Boston, US. www.innoenergy.com

The InnoEnergy Skills Institute is an evolution of EIT InnoEnergy's highly successful European Battery Alliance (EBA) Academy, expanding to also include green hydrogen and solar photovoltaics (PV) value chains. Its agile, modular approach to training will deliver the latest trends and training with adaptable, customisable courses and programmes that meet specific needs, regardless of location, size, or technology.

Inspired and informed by the dynamic clean energy ecosystem of EIT InnoEnergy, we equip the global workforce with the expertise and skills required to create a sustainable economy, distilling our unrivalled knowledge and know-how into relevant, applicable, and effective modular training courses and credentials.

So far, the institute has trained and upskilled over 70,000 workers and delivered more than 35 certifications, more than 80 courses and programs in over ten languages. Our agility and expertise transform the skills of today's workforce into those needed for a clean tomorrow. <https://www.innoenergy.com/skillsinstitute/>

3. Scope of work

Interested parties are requested to respond by adhering to the instructions outlined in the **Proposal Requirements** section of this document.

The purpose of this project is to implement a pan-European digital campaign to address workforce shortages in the solar energy sector. The campaign aims to engage Generation Z, encouraging them to consider careers in solar energy by highlighting its essential role in combating climate change and achieving a net-zero economy. The initiative will direct the target

audience to a free, flexible, and fully online course provided by the InnoEnergy Skills Institute, designed to equip participants with industry-relevant skills and career pathways.

Campaign brief:

Objective:

Inspire Generation Z to pursue careers in solar energy by showcasing its pivotal role in achieving a net-zero economy. The campaign will direct the target audience to a free, fully online course by the InnoEnergy Skills Institute, offering industry-specific skills and pathways.

Scope:

A 10-month EU-wide campaign targeting Generation Z (ages 18-25) through selected digital platforms.

Target Audience

Demographics:	Psychographics:	Personas:
Age: 18-25 Location: EEA countries Education: High school graduates, university students, and recent graduates	Values: Passionate about sustainability, seeking purposeful careers Behaviour: Digitally savvy, active on social media Pain Points: Lack of awareness about solar career opportunities and how to align their passion for sustainability with professional paths	Eco-conscious Elena (20, environmental science student): Driven by climate impact, unsure of solar career pathways. Innovator Ivan (22, engineering graduate): Technology enthusiast seeking dynamic, sustainable industries.

Core Message & USP

Tone: Inspirational, relatable, and empowering, resonating with Gen Z's aspirations for impactful, innovative careers.

Value Proposition:

- Purpose: Contribute to combating climate change through meaningful careers in solar energy.
- Skill Development: Comprehensive, industry-specific training.
- Accessibility: Free, online, and flexible courses with no financial barriers.

Channels & Tactics

Digital Channels:

Social Media (Instagram, TikTok, YouTube):

- Stories, solar industry insights, success narratives, and interactive content (polls, Q&A).
- Campaign-specific hashtags and challenges to boost engagement.

Influencer Partnerships:

- Collaborate with eco-influencers and sustainability advocates popular among Gen Z.
- Highlight the benefits of solar careers and the course through co-created content.

Paid Advertising:

- Targeted video, carousel, and interactive ads on social platforms and search engines.

Campaign Duration: April 1st, 2025 – January 31st, 2026

Proposal Requirements

Pitch Document: Include a proposed campaign strategy, creative concepts, and an execution plan aligned with the stated objectives. Including:

- **Creative Examples:** Provide sample creative assets, including videos, graphics, animations, and long-form content.
- **Channel Strategy:** Detail the approach to leveraging platforms like Instagram, TikTok, and YouTube, as well as influencer marketing.
- **Execution Roadmap:** Submit a timeline and phased plan for executing the campaign from inception to conclusion.
- **Cost Breakdown:** Provide a budget, including allocation by channel and itemized agency fees covering creative development, management, and additional services.

All responses must comprehensively address the outlined project scope and align with the objectives to demonstrate capacity for delivering a high-impact, results-oriented campaign.

InnoEnergy intends to send an agreement for a tender winner for 1 year. After the end of the period, in case of budget availability and if we are satisfied with the service, we may extend the contract for another 1 year.

4. Proposal Process

4.1. Participation

- a) Participation in this proposal procedure is open to all tenderers.

4.2. Submission of proposal

	DATE (Calendar dates)
Publishing RFP on the website	04-12-2024
Deadline for requesting clarification from EIT InnoEnergy	15-12-2024
Deadline for submitting proposals	31-12-2024
Intended date of notification of award	13-01-2025
Intended date of contract signature	24-01-2025

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

Contact name: for the attention of Justyna van de Wal

E-mail: Justyna.vandewal@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.

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 Justyna van de Wal

E-mail: Justyna.vandewal@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

Criteria	Maximum Points
Experience in Digital Campaigns for Gen Z and Sustainability Score based on demonstrated expertise in executing digital campaigns targeting Generation Z, particularly in the areas of sustainability, renewable energy, or education.	20
Expertise of Key Team Members: Score based on the qualifications, experience, and competencies of the proposed project team, emphasizing prior success in campaign design, copywriting, and content creation.	10
Innovation & Alignment with Mission: Score based on the creativity of the proposed approach and how effectively the campaign aligns with the goals of promoting sustainability and solar energy careers for Generation Z.	15
Strategy & Execution Plan Score based on the clarity, feasibility, and comprehensiveness of the proposed strategy, including timelines, channel selection, and innovative use of digital platforms.	20
Insurance coverage:	5
Total technical score:	70
Budget Transparency & Feasibility Lowest offered expert unit price shall receive the highest score, other shall be calculated in relation to that in linear equation.	30

Total financial score:	30
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 3 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: Tenderer's Declaration Form

Annex 2: Draft Contract Template.