



# **Request for proposals NA Marketing communications services 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 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](http://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

InnoEnergy Skills Institute is at the forefront of green energy workforce transformation, dedicated to driving innovation and expanding market presence across North America. Our focus is on building brand awareness, engaging with target audiences, and establishing a solid market presence through strategic marketing communications.

We aim to partner with a marketing agency that will help us achieve these objectives by developing marketing communications collateral, sales enablement materials, and executing market activation

activities. This includes outreach, campaigns, and event support to enhance our footprint in the North American market.

### Proposal Requirements

We expect proposals to include the following:

1. **Examples of Previous Work:** Provide examples of previous work in the green energy sector focusing on B2B audiences and education. These examples should showcase the variety of services your agency can offer, spanning across digital, PR, sales enablement, and events.
2. **Overview of the Team:** Include an overview of the team that will be working with InnoEnergy Skills Institute. Highlight the experience and expertise of key team members.
3. **Motivation:** Explain why your agency wants to work with InnoEnergy Skills Institute. What draws you to this project, and how do you align with our mission?
4. **Cost Breakdown Example:** Provide an example of a cost breakdown for creating a pitch for a North American customer segment, specifically an automotive OEM. This example should include all relevant costs associated with the pitch development.
5. **Price List:** Include a price list with hourly or project-based rates for different roles within your agency, such as consultant, designer, copywriter, and project manager.

Note: The examples of deliverables mentioned below showcase the types of work we anticipate needing. However, the exact brief and detailed requirements will be provided after the RFP process is finalized.

### Strategic Partnership

**Objective:** InnoEnergy Skills Institute seeks a strategic partner to refine our positioning and messaging for the North American market, focusing on green energy sector penetration and establishing us as a leading upskilling provider in green energy workforce development.

**Capabilities:** The ideal partner should have experience in driving market growth within the green energy sector and proven success in crafting messaging that positions brands as industry leaders, tailored to North American audiences.

**Scope:** This partnership will involve providing strategic guidance on positioning and messaging, while supporting the day-to-day execution of marketing communications to strengthen our brand's presence as a top provider in green energy workforce development.

### Marketing Communications Collateral

**Objective:** Develop a suite of marketing materials, including brochures, and digital content, aligned with InnoEnergy Skills Institute's brand identity and messaging, and tailored to resonate with the North American market.

**Content:** The deliverables should include compelling narratives, infographics, and high-quality visuals that effectively communicate our value proposition.

**Scope:** Concept development, copywriting, and design work, with strategic advice to ensure effective market alignment.

### Sales Enablement Materials

**Objective:** Create tools that empower our sales team to effectively communicate our value proposition and close deals.

**Content:** This may include sales decks, case studies, one-pagers, and interactive PDFs, all designed to address the specific needs of our target market.

**Scope:** Copywriting, design, and template creation, with a focus on optimizing sales effectiveness.

#### Market Activation

**Objective:** Execute comprehensive campaigns that increase brand visibility and generate leads.

**Activities:** This includes social media campaigns, email marketing, webinars, and in-person events, all tailored to effectively reach and engage our target audience.

**Support:** The agency will provide strategy development, content creation, campaign execution, and post-campaign analysis, with a focus on regional adaptation.

**Scope:** End-to-end campaign management, including outreach, content creation, and event support, with strategic communications advice to ensure alignment with market demands.

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)
Sending out RFP invitations to the potential suppliers	10-09-2024
Deadline for requesting clarification from EIT InnoEnergy	20-09-2024
Deadline for submitting proposals	04-10-2024
Intended date of notification of award	10-10-2024
Intended date of contract signature	18-10-2024

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
<b>Experience in Green Energy Sector</b> Score based on previous work in the green energy sector with a focus on B2B audiences and education.	30
<b>Expertise of Key Team Members:</b> Score based on the qualifications, experience, and relevant competencies of the proposed project team, with an emphasis on past work that aligns with the scope (digital, PR, sales enablement, and events).	25
<b>Innovation &amp; Alignment with Mission:</b> Score based on how innovative the proposed approach is and how well the agency's goals align with the mission of InnoEnergy Skills Institute.	20
Insurance coverage:	5
<b>Total technical score:</b>	<b>80</b>
Price of services:	20
<b>Total financial score:</b>	<b>20</b>

Total maximum score:	100
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1. Project experience and competences of the members of the proposed project teams (maximum point: 50)
2. Methodology approach of project and proposed project implementation (maximum point: 10)
3. Liability exposure: tenderer with best insurance coverage and least changes to contract template shall receive the highest score (maximum point: 5)

**Total technical score: 65 points maximum**

4. Price or total cost: lowest offered expert unit price shall receive the highest score, other shall be calculated in relation to that in linear equation (maximum point: 35)

**Total financial score: 35 points maximum**

**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.*