



Request for proposals

Media partnership in Sweden

EIT InnoEnergy

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EIT InnoEnergy is the trading brand of KIC IE AB

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2. Overview of EIT InnoEnergy

EIT InnoEnergy supports and invests 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.

EIT InnoEnergy is one of the World's leading climate tech investors. As a European company with global reach, we are driven by one goal; to accelerate and increase the impact of the innovations we support. In doing so, we help create lasting economic growth and hundreds of thousands of jobs while driving forward Europe's goal of becoming the first climate-neutral continent by 2050. We invest in companies and people spanning the entire innovation cycle from classroom to end customer across a broad range of areas.

Some of our key achievements since the start in 2010 at a glance:

- We have built the largest sustainable energy innovation ecosystem in the world, with +1200 partners and 35 shareholders from the industry, finance, research, and academia. These include firms like Volkswagen AG, Siemens Financial Services, Stena Recycling, Renault, EDF, ING, Engie, Total or Naturgy.
- Since being founded EIT InnoEnergy has supported 500+ start-ups and we are currently invested in appr. 300 portfolio companies.
- In 2022, Startup Genome ranked us as Europe's #1 and the world's #2 impact investor in cleantech. Further rankings include (2020): #1 most active energy investor globally (Pitchbook), the #2 global energy tech investor 2016-2020 (CB Insights), and the #3 largest climate investor by number of deals (PwC).
- We were one of the first investors in Swedish battery manufacturer Northvolt as well as up and coming industry leaders such as Skeleton Technologies, Verkor, Vulcan Energy Resources and H2 Green Steel.
- We play a leading role in the development of three strategic value chains – the European Battery Alliance (EBA), the European Green Hydrogen Acceleration Centre (EGHAC) and the European Solar PV Industry Alliance (ESIA) all of which aim to decarbonise Europe's industry, create millions of jobs and strengthen its competitive position in the world.
- Our EIT InnoEnergy Master School has attracted students from all over the world. To date, we have >1,600 graduates.

By connecting innovators, industry leaders and educational institutions, we foster sustainable energy solutions, support startups and drive global impact. With a vast network, reliable and contributing partners and pioneering initiatives, we are at the forefront of creating a more sustainable energy future.

Bringing these disciplines together maximizes 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. We focus on the following thematic areas, and related subcategories:

Energy storage

Lithium-ion batteries value chain (from raw material to recycling), innovative battery and energy storage technologies (e.g., alternative chemistries, redox flow batteries, pumped hydro), alternative storage business models.

Renewable energies

Solar PV, wind off- and onshore, ocean power (e.g., Wave/Tidal), hydro, solar thermal, other power generation technologies (e.g., fusion).

Energy for transport and mobility

Urban smart mobility for people and goods, e-mobility and energy efficiency for road transport, innovative technologies for rail, marine, plane.

Sustainable buildings and cities

Residential, non-residential, district/city, industry (both hardware, software a/o business model).

Energy efficiency

Thermal systems and equipment, electrification components and systems, water treatment and water efficiency, monitoring and data analytics.

Energy for circular economy

Bioeconomy, waste solutions, power-to-X and CCU.

Smart electric grid

Infrastructure systems and services, grid edge technology and energy sharing solutions, power system cyber security, infrastructure protection.

and

Green hydrogen applications

Hydrogen storage and production, industrial hydrogen applications.

Mission

Our vision is to become the leading engine of innovation in the field of sustainable energy. 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 to the market.

For information about our company please visit the following website:

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

3. Scope of work

We are looking to establish a media partnership with a Swedish media outlet to help meet our business objectives. There is a clear distinction between the media partnership we are looking to establish and regular advertisements. With advertising, we purchase space from a publication to market something, and within reason, we have the freedom to post what we wish.

In contrast, a media partnership is a strategic collaboration that leverages the strengths and resources of both parties to achieve mutual benefits, primarily through increased visibility, credibility, and content sharing. It is a more mutually beneficial and collaborative project, extending beyond a one-off advert.

General objectives:

InnoEnergy aims to significantly enhance its visibility, credibility and influence within the Swedish cleantech investor and entrepreneurship ecosystem, to ultimately drive growth and investment opportunities for both InnoEnergy and its portfolio companies. We are therefore looking to establish a strategic collaboration with a relevant media outlet in Sweden to achieve the following objectives:

- **Position InnoEnergy as a leading investor in Sweden:** Establish InnoEnergy as an active and prominent investor in the Swedish energy sector.
- **Strengthen our Corporate and Investor relationships:** Enhance our market position and credibility by deepening relationships with corporate partners and investors.
- **Build our brand and further foster impact and innovation:** Develop valuable connections with investors, start-ups and leaders at scalable companies to drive innovation and growth in Sweden and beyond.
- **Increase awareness, credibility, recognition and trust in InnoEnergy (and consequently in our supported assets):** Leverage the partnership to boost visibility and credibility of both InnoEnergy and our portfolio companies.

Detailed work scope:

Working in collaboration with the InnoEnergy Scandinavia team, in particular the Marketing and Investment teams, the media partner should provide a platform and channels as well as practical support to enhance brand visibility, establish thought leadership and strengthen industry and investor relationships. This could include for instance:

- Feature InnoEnergy as a partner across the media outlet's channels, including websites, social media, newsletters, or other digital or print materials.
- Acknowledge InnoEnergy as a partner in selected editorial content without compromising the outlet's independent journalism,
- Provide opportunities for InnoEnergy to contribute to editorial content without compromising the outlet's independent journalism,
- Offer privileged access and visibility for InnoEnergy at events organised by the media outlet,
- Grant privileged access to insights and articles to boost our knowledge and understanding of the entrepreneurship and investment landscape in Sweden and beyond.

The work scope is non-exhaustive and is expected to evolve over time as we get to develop our strategic collaboration and support our respective goals.

Deliverables:

- Continuous collaboration during the period the partnership is established.
- Proof or substantiation where InnoEnergy is featured or acknowledged as a partner of the media outlet throughout the partnership's validity.

Timing and planning:

The intended start date of the partnership is in August 2024, after the summer holiday season, and for the remainder of the year 2024.

4. Proposal Process

4.1. Participation

Participation in this proposal procedure is open to all tenderers.

4.2. Submission of proposal

	DATE (calendar days)
RFP to be published on website	2024-06-14
Deadline for requesting clarification from EIT InnoEnergy	2024-06-18
Deadline for submitting proposals (5 p.m. CET)	2024-06-24
Intended date of notification of award	2024-06-25
Intended date of contract signature	2024-06-30

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

Contact name: for the attention of Ms. Johanna Lindahl

E-mail: johanna.lindahl@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 **SEK**. 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 **SEK** 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 counterproposals, 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 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 need 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 the deadline for requesting clarification as specified in 4.2.

Contact name: for the attention of Ms. Johanna Lindahl

E-mail: johanna.lindahl@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 the 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. Proposed media partnership set up (*maximum point: 30*)
2. Type and size of readership reached by the media outlet vs targeted audience (*maximum point: 15*)
3. Fit of media outlet vs InnoEnergy business environment (*maximum point: 15*)

Total technical score: 60 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: 40*)

Total financial score: 40 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 1* 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. The background for this is that such desired changes need to be considered 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 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 3 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, color 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: Draft Contract Template.