

Request for proposals

New corporate website - development

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

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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, bringing the technology and skills required to accelerate the green deal, progress towards Europe's decarbonisation goals, and improve energy security.

According to the PitchBook Global League Tables for 2023, InnoEnergy was the most active investor in energy worldwide for the third consecutive year. Backing innovations across a range of areas, InnoEnergy has an ecosystem of 1200+ partners and 38 shareholders. InnoEnergy has a portfolio of more than 200 companies, which are estimated to generate €110 billion in revenue and save 2.1 gigatonnes of CO₂e accumulatively by 2030.

Collectively, these companies have raised more than €25 billion in investment to date.

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

Established in 2010, InnoEnergy is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.

Since its inception, 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, InnoEnergy has a 200+ strong team with offices across Europe and in Boston, US.

For more information about our company please visit the following website:

<https://www.innoenergy.com/about/about-eit-innoenergy/about-us/>

3. Scope of work

BACKGROUND

The reason we launch the website is that we are undergoing a transformation. This involves a rebranding process. And this is the opportunity to build a new website that supports our growth strategy for the next years. Different growth scenarios have been considered, but the objective is to reach a valuation of 10B€ in 2030, with the brand valuation getting a percentage of this valuation. The website will be supporting the brand valuation

Our current corporate website was launched in July 2019. It has been designed for desktop (safari, chrome, opera, firefox, Microsoft edge) and mobile devices (smartphones and tablets). Design is responsive and adapts to the visitor's screen. The main focus of EIT InnoEnergy website (www.innoenergy.com) is to promote our business lines: Masters+ Education, Skills Institute and Investment business line with a customer and user focus to the following audiences:

- **Entrepreneurs**, start-ups and scale-ups: We offer access to the InnoEnergy Ecosystem. For start-ups a path from the idea to the customer: we assess the idea, work with a coach to develop the venture, deliver the most appropriate services needed, invest in the company, provide support through the process of business creations and enable entrepreneurs to benefit from a powerful network of partners. For more mature start-ups and companies this service is offered in expansion and commercialisation.

- **Industry:** We offer our industrial partners, both SME and large corporations, several ways of involvement in all our business lines, including access to talent, skilling their workforce, investment in or pilots with our start-ups, and possibility of getting involved in company builders, when we identify a market gap. We also offer access to strategic alliances to reindustrialise value chain of importance for the decarbonation and energy sovereignty, and finally they can also be shareholders of InnoEnergy.
- **Students:** We offer Masters + programmes. Our students have access to our portfolio of start-ups and have the opportunity to get involved in industry projects.
- **Investors:** this audience is not explicitly taken care in our actual website, but it will be key in the future to attract funding for our portfolio companies.

The current InnoEnergy website faces challenges in effectively segmenting these groups and addressing their unique needs efficiently. The new design should prioritise more personalised, streamlined customer journeys, clearly segmenting audiences and guiding them to their objectives with fewer clicks.

The website is our main channel for lead generation for our business line Master+ and Skills Institute, and has also a big importance in the raising the brand awareness of InnoEnergy.

The website needs to be maximised for lead generation and have this built in to the website at every opportunity. We would like to present our offer in a modern way. The marketing and sales teams are using Hubspot and connecting Hubspot forms and activation materials along the customer journey are of utmost importance on the website. In addition to a focus on lead generation we have set good SEO scores and user experience as our highest priorities from a marketing point of view. For the presentation of our start-ups, we use integrations with our internal tools so that the data is consistent and the same across all places.

Currently, InnoEnergy is undergoing a rebranding and is working with an agency in a new web design, aligned with the new branding.

DETAILED SCOPE OF WORK

EIT InnoEnergy is looking now for a supplier that will take over responsibility for following area:

1. **Building** the website on the basis of the provided new design.
The new website should use all frameworks in the latest and stable versions. It should be secured against external attacks. It must be based on a Wordpress CMS preferably using Headless Wordpress with next.js and Vercel. The website should use HubSpot integration and be able to connect to our internal application using a REST API to present a fresh information about our startups. The new website should comply with the most recent SEO requirements and be integrated with google tools such as GA, GTM and others. The CMS itself should be easy to use and include features to facilitate content creation, should have a graphics engine installed that compresses files without loss of quality. It should not contain elements that are not used on the website. It should be secure against unauthorised use. Users should be divided according to the roles they perform and should only have editing access to selected elements. All news and events present on the website must be transferred to the new CMS. The new website should be provided with a tool that will notify selected CMS operators of the existence of 404-type pages. It should be assumed that the website will be of a similar size to the current one - 447 pages in published status, about 70 components to build the content of the page and about 60 page templates. It is required that the InnoEnergy team has access to a change tracking tool like Jira.
2. **Installation** of the produced app on the designated servers and monitoring of the app for the next 2 weeks to minimise problems with the app. All necessary components such as

- access to Vercel and the servers on which the website will be hosted will be provided by the EIT InnoEnergy
3. Annual **maintenance** at corporate website
40 hours for technical maintenance of the app, i.e. CMS updates, updates of the frameworks used to the latest stable versions, security patches, other administrative things.
 4. **200 hours in 2025 for new features**
Once the app has been installed and is up and running, we will need hours of development work to implement ideas and needs that arise during the development of the new site. The number of hours may be reduced during the project. If we do not use the entire package by the end of 2025, it should move to the following year.
 5. **150 hours in 2026 for new development.**
The website will be evolving and resources are needed to meet our needs in future years. If we do not use the entire package by the end of 2025, it should move to the following year.

NOTE: Please provide a price separate for each area. The sitemap, all graphical material, the user journey, components in especially the header, footer buttons in various states, and other graphical material such as images or vector graphics will be delivered with the design. We are already working on this element and the first materials are expected to be ready around mid December.

There is a mandatory deadline to have the new website live by at latest the 1 of April.

4. Contract duration and terms

The contract's duration is 24 months. In case the budget coverage for future support for the services presently tendered, plus the continuing need for the services provided by the tenderer, EIT InnoEnergy intends to extend the contract with the winner/s of the present supplier selection process with another 24 months. The contract extension will be done through a direct award procedure. This extension is subject to financial coverage and high-quality performance of the contractor and continuous need for the services, but this does not bind EIT InnoEnergy to carry out an extension

5. Proposal Process

a. 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.

b. Submission of proposal

	DATE (Calendar dates)
Publish of the RFP on EIT InnoEnergy website	14.11.2024
Deadline for requesting clarification from EIT InnoEnergy	21.11.2024
Deadline for submitting proposals	29.11.2024 17:00 CET
Intended date of notification of award	02.12.2024
Intended date of contract signature	06.12.2024

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

Contact name: for the attention of Susana Maure Perez and Marcin Szajowski

E-mail: susana.maure-perez@innoenergy.com; marcin.szajowski@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 **EUR**. 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 **EUR** 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).

c. Validity of the proposals

Tenderers are bound by their proposals for usually 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 90 days to close the contract.

Proposals not following the instructions of this Request for Proposal can be rejected by EIT InnoEnergy.

d. 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 Perez and Marcin Szajowski

E-mail: susana.maure-perez@innoenergy.com; marcin.szajowski@innoenergy.com

EIT InnoEnergy has no obligation to provide clarification.

e. 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.

f. 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.

g. 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.**

h. 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.

i. 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.

Our evaluation will be geared to identify those proposals that offer the best combination of expertise and value, considering the following:

General and technical:

- general information on your company strategy (1p)
- how many countries do you operate in (1p)
- please provide short information about well-known customers that you serve (1p)
- 3 references from customers of your choice. We may approach these customers to find out about their experiences of working with you (3p)
- Please provide Insurance Coverage information (company liability insurance and/or professional liability insurance including the maximum amount of coverage in per event per insurance) (5p)
- preferred Issue tracking tool (1p)
- experience with Hubspot (4p)
- preferred project management approach (1p)
- quality assurance (3p)
- timeline (15p)
- compliance with the latest SEO requirements (5p)
- Will the project use headless wordpress technology with next.js and vercel (20p)

Total General and technical score: 60 points maximum

1. 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.

j. 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.

k. 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.

l. 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.

m. 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.

n. 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.



o. Annexes

Annex 1: Tenderers' Declaration form.

Annex 2: Draft Contract Template.