

Request for proposals

Online Advertising Campaign Agency

EIT InnoEnergy

Company The Institute of Sustainable Energy Stichting (iSE)

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EIT InnoEnergy is the trading brand of The Institute of Sustainable Energy Stichting

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2. Overview of EIT InnoEnergy

EIT InnoEnergy is a European company fostering the integration of education, technology, business and entrepreneurship and strengthening the culture of innovation. 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 them to market. At EIT InnoEnergy we support and invest 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.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises 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.

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

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

3. Scope of work

EIT InnoEnergy is looking for an agency to lead the creative, content development and implementation of digital marketing and advertising efforts focused on lead generation and conversion within the framework of its various product/business value propositions.

The activities developed by the agency will complement activities that EIT InnoEnergy runs such as event management, content generation, affiliate network, one-to-one nurturing, communications, amongst others. The work performed by the agency should have a direct contribution to the revenue targets set by the different business activities, for example: fee-paying students in EIT InnoEnergy's educational programmes, event registrations, boosting assets, recruitment of ventures, projects, and partners, amongst others.

Some of the key EIT InnoEnergy initiatives that the agency will support include:

- Master School Campaign: marketing and recruitment campaign of fee-paying students for EIT InnoEnergy's Master's programmes performed on a yearly basis with always-on components and prospecting efforts starting in July 2025.
- The Business Booster: EIT InnoEnergy's flagship event which gathers its entire ecosystem to introduced some of the latest innovations in the energy sector to investors,

entrepreneurs, partners, and policy makers. The event takes place every year in the fall with campaigns running through spring and summer.

- More activities for the different business of EIT InnoEnergy that run throughout the year. For more information, please visit www.innoenergy.com

The activities expected to be performed by the agency include:

- Creative and content development: from ideation to the creation of the collateral that support the creative concept developed, use of market intelligence data and insights as input for this development and the evolution of the various expressions.
- Online advertising and campaign management: creation and execution of multi-channel campaigns across regions following a well-defined conversion funnel with relevant content per stage/channel and continuous monitoring, optimisation, and reporting of campaign performance.
- Measurement and tracking: integration of online advertising and campaign management with measurement tools such as Google Analytics, HubSpot, etc by setting up measurement goals, dashboards, reports and more.
- Search Engine Optimisation and Advertising: defining and deploying search engine optimisation and search engine advertising strategies to support the campaign objectives across platforms (i.e. Google, Bing, Baidu, etc)
- Conversion Rate Optimisation and customer experience design: assessment, evaluation and reporting of conversion optimisations possibilities and customer experience design on the different constituents of EIT InnoEnergy's website in line with campaign objectives including elements like content governance, testing, and more.

EIT InnoEnergy intends to engage in a contractual agreement with the contracted supplier for above mentioned services between July 2025 and July 2027 with optional possibility to extend the contract for an additional period of up to 2 years in case of available resources and mutual satisfaction.

The supplier will be able to perform activities and submit invoices for different legal entities 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	2025-03-25
Deadline for requesting clarification from EIT InnoEnergy	2025-04-15
Deadline for submitting proposals	2025-04-18
Intended date of notification of award	2025-04-30
Intended date of contract signature	2025-05-02

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

Contact name: for the attention of Ms. Anna Kazaeva

E-mail: anna.kazaeva@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 Ms. Anna Kazaeva

E-mail: anna.kazaeva@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.

Technical criteria	Points
Proven ability to create and run multi-channel online advertising campaigns including new channel testing, Western and non-Western media, continuous optimisation and campaign performance indicators.	20
Proven experience in development of effective creative concepts and online advertising collateral in same or similar industries as EIT InnoEnergy. This includes examples of the impact of the concepts developed in the commercial performance of the client as well as proven native English-speaking capabilities.	15
Proven experience defining and deploying search engine optimisation and search engine advertising strategies to support the campaign objectives in same or similar industries as EIT InnoEnergy and across platforms (i.e. Google, Bing, Baidu, etc)	15
Proven impact on the conversion rate and user experience as a result of assessment, evaluation and continuous improvement of client's website in same or similar industries as EIT InnoEnergy.	10
Ability to set up and optimise measurement and tracking mechanisms aligned with the campaign objectives.	5
Availability of company liability insurance and proof of GDPR compliance	5
	70
Financial criteria	
Lowest offered expert unit price shall receive the highest score, other shall be calculated in relation to that in linear equation	30
Total maximum score	100

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.
- Information on GDPR compliance
- 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.

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.