



# **Request for proposals Marketing Communications Services InnoEnergy: Skills Institute and Masters+**

Company KIC InnoEnergy SE

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InnoEnergy is the trading brand of KIC InnoEnergy SE

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## 2. Overview of InnoEnergy

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, 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.  
[www.innoenergy.com](http://www.innoenergy.com)

The InnoEnergy Skills Institute is an evolution of 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 delivers 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 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, and 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/>

Masters+ is InnoEnergy's innovative educational programmes designed to develop the next generation of clean energy leaders. The programmes offer a specialised, high-quality master's courses and training modules that combine technical knowledge, business insight, and practical skills. Masters+ equips students with the expertise to tackle challenges across the energy transition, preparing them for impactful careers in sustainable energy innovation and entrepreneurship.

<https://mastersplus.innoenergy.com/>

Additionally, the company receives funding from several EU initiatives, including AI4GD, ReSkill4NetZero, the European Solar Academy, and the European Institute of Innovation and Technology (EIT). As a result, projects supported by these grants are subject to strict branding and compliance requirements.

### **3. Scope of work**

InnoEnergy Skills Institute is leading the transformation of the green energy workforce across Europe, driving innovation and expanding its presence in the region. Our mission is to build strong brand awareness, engage with key target audiences, and establish a solid market position through strategic marketing communications.

Masters+ is at the forefront of shaping the next generation of clean energy professionals, advancing innovation and expanding its reach across Europe. Our mission is to strengthen brand recognition, engage with prospective students and stakeholders, and establish a leading position in the sustainable energy education market through targeted, strategic design and communications.

We are seeking a marketing agency to help us achieve these goals by creating high-quality marketing collateral, developing impactful sales enablement materials, and executing market activation initiatives. This will include outreach, targeted campaigns, and event support to strengthen our footprint in the European and global markets.

#### **Proposal Requirements**

We expect proposals to include the following:

##### **a) Relevant Work Samples**

Provide examples of your work in the clean energy or related sectors, focusing on B2B and B2C marketing, education, and workforce development.

##### **b) Team Overview**

Introduce the team assigned to this project, emphasising their experience and expertise, particularly in the European market for Skills Institute and global market for Masters+.

##### **c) Cost Breakdown**

Please provide a detailed cost breakdown for developing online campaign ad visuals (static image ads), with one variation per channel: Meta (Facebook and Instagram), LinkedIn, and Google Ads, for both Skills Institute (B2B) and Masters+ (B2C). The breakdown should include design, copywriting, and project-management hours and costs as well as include the average hourly rate covering all activities across the entire scope of work.

##### **d) Pricing Structure**

Provide a price list with hourly or project-based rates for roles such as designer, copywriter, and project manager, as well as include the average hourly rate for all activities involved.

##### **e) Approach and Timeline**

Outline your proposed approach and a high-level timeline for deliverables, including your project management process. Specify turnaround times and expected response times, including availability during holidays and weekends.

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 finalised.

## **Campaign Assets**

The focus is on creating a variety of visually engaging assets and templates for social media and web platforms to support InnoEnergy's campaigns. These will include carousels, static graphics, mini animations, and short videos, all designed to capture attention and drive engagement. Every asset will follow InnoEnergy, Masters+ and Skills Institute brand guidelines, using approved colours, typography, and visuals. Each piece will be optimised for platform-specific requirements, ensuring a seamless and effective user experience. The work will cover concept development, copywriting, design, and animation.

## **Product Marketing Collateral**

We will develop clear and impactful materials such as one-pagers, cheat sheets, and brochures, courses and syllabus pamphlets to support product launches and campaigns. These deliverables will distill complex information into digestible, visually appealing formats. Following InnoEnergy, Masters+ and Skills Institute brand standards, the materials will feature custom visuals and infographics to enhance understanding and engagement. The process includes concept development, copywriting, and design.

## **Whitepapers & Reports**

Whitepapers and reports will be designed to present information in a professional and visually engaging manner. These documents will be delivered as high-quality PDFs, along with the original InDesign files. Infographics, charts, and licensed photography will be used to break up text-heavy content and improve readability. While copywriting is not part of the scope, the designs will strictly adhere to InnoEnergy, Masters+ Skills Institute brand guidelines, ensuring consistency and professionalism.

## **Sales Enablement Materials**

To support the sales team, we will create visually compelling materials, including PowerPoint presentations of approximately 20 slides, custom templates, and pitch decks. These materials will be designed to effectively convey key messages, incorporating up to 10 licensed photos for enhanced visual impact. If required, we will also refine and improve existing templates. This includes concept development, copywriting, and design.

## **Video and Animation Content**

We will produce engaging video and animation content tailored for social media, websites, and other digital platforms. This includes approximately 1-minute videos and short animations such as GIFs and 2D motion graphics. These assets will combine visual storytelling, motion design, and concise messaging to effectively communicate campaign objectives. Videos will incorporate stock footage, motion graphics, and voiceovers, with licensed audio enhancing the overall impact. The entire process—from concept development and scriptwriting to animation, voiceover selection, and final production—will align with InnoEnergy, Masters+ and Skills Institute brand guidelines.

InnoEnergy intends to send an agreement for a tender winner for 2 years. 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 2 years.

## 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	17-12-2025
Deadline for requesting clarification from InnoEnergy	07-01-2025
Deadline for submitting proposals	16-01-2026
Intended date of notification of award	20-01-2026
Intended date of contract signature	02-02-2026

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 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, 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

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***

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, InnoEnergy may transfer the proposal and the contract of the supplier to internal audit services, to the, 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, 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, InnoEnergy may negotiate the contract terms with the tenderers. In this negotiation InnoEnergy will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, 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 the B2B and B2C sectors</b> Score based on previous work with a focus on B2B and B2C audiences and education.	25
<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 (design, copywriting, campaign assets development)	20
<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 and Masters+	20
Insurance coverage:	5
<b>Total technical score:</b>	70
Price of services:	<b>30</b>
<b>Total financial score:</b>	30
<b>Total maximum score:</b>	<b>100</b>

1. B2B and B2C Experience – Score based on past work targeting B2B and B2C audiences, particularly in education. (Max: 25 points)
2. Team Expertise – Score based on the qualifications, experience, and relevant skills of the project team, focusing on past work in design, copywriting, and campaign asset development. (Max: 20 points)
3. Innovation & Mission Alignment – Score based on the creativity of the proposed approach and how well the agency's goals align with InnoEnergy Skills Institute's mission. (Max: 20 points)

**Total technical score: 70 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: 30)

**Total financial score: 30 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 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 InnoEnergy, the selected tenderer shall sign and date the contract and return it to InnoEnergy. Upon receipt, 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, InnoEnergy may decide to contract the second best.

#### **4.11. *Cancellation of the proposal procedure***

In the event of cancellation of the proposal procedure, InnoEnergy will notify tenderers of the cancellation. In no event shall 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 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 InnoEnergy. The tenderers have 10 days to file their complaints from the receipt of the letter of notification of award.

#### **4.13. *Ethics clauses / Corruptive practices***

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, 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 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 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, 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.*