

Request for proposals

PR services 2020/2021

EIT InnoEnergy

www.innoenergy.com



InnoEnergy is supported by the EIT,
a body of the European Union

1. Table of contents

1.	Table of contents	2
2.	Overview of InnoEnergy	3
3.	Scope of work	3
4.	Proposal Process	6
4.1.	<i>Participation</i>	6
4.2.	<i>Submission of proposal</i>	6
4.3.	<i>Validity of the proposals</i>	7
4.4.	<i>Requests for additional information or clarification</i>	7
4.5.	<i>Costs for preparing proposals</i>	7
4.6.	<i>Ownership of the proposals</i>	7
4.7.	<i>Clarification related to the submitted proposals</i>	7
4.8.	<i>Negotiation about the submitted proposal</i>	8
4.9.	<i>Evaluation of proposals</i>	8
4.10.	<i>Signature of contract(s)</i>	8
4.11.	<i>Cancellation of the proposal procedure</i>	8
4.12.	<i>Appeals/complaints</i>	9
4.13.	<i>Ethics clauses / Corruptive practices</i>	9
4.14.	<i>Annexes</i>	9

2. Overview of InnoEnergy

InnoEnergy SE 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 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

The marketing activity for InnoEnergy is split in to corporate and regional activities, much of which is focused on promoting our services to our main customer groups, students and learners, innovators, start-ups and scale-ups and corporates, and creating demand for the products and services we need to commercialise, in order to generate revenue.

The agency must be able to provide a dedicated team that will be able to quickly understand and adapt to the complex nature of InnoEnergy and our revenue targets – in particular:

- **Our corporate objectives:** we need an agency which will actively seek out opportunities to raise the profile of InnoEnergy and our thought leaders, our corporate products and services which we need to generate revenue from.
- **Services for start-ups, scale-ups and innovators:** We are about to complete a major re-positioning of two of our business lines (Business Creation Services and Innovation Projects) which will merge our offer and services and support for innovative start-ups, entrepreneurs, SMEs, corporates and investors. PR will play a fundamental role in raising awareness of these services, and the new positioning and generating demand for our market ready products.

- A key initiative is InnoEnergy's flagship annual event, [The Business Booster](#), where we showcase 150+ start-ups under one roof. In 2020 it will be held in Berlin on 4-5 November. Our target is to have attendance from and coverage by the tier A press from each of our regions, and in high profile financial, entrepreneurial and energy press pan-EU and internationally.
- **Education:** One of our key sources of revenue from our Education business line will be from our Master School programmes and attracting fee-paying students. We see PR as a supporting tool in raising awareness of these programmes and supporting our missions internationally to generate coverage.
- **Regional objectives:** Much of the above will be replicated on a regional level. In particular, they will have a focus on raising awareness and creating demand for our business activities and our commercially viable products and services at a local level.
- **US opening:** in early 2020 we have launched our expansion into the US with an opening in Boston. This is a strategic move for us and we see PR as a fundamental tool in raising our profile in the US to meet business objectives.

We need an agency which has the right amount of expertise within the PR and energy industry to challenge us with proactive initiatives that will improve our brand awareness. This should support us in becoming a Thought Leader within the energy world and help promote our assets to the relevant customers, ultimately supporting us on the road to financial sustainability.

Expectations from the agency, each of which should be responded to in your offer:

A team which can support us at a native English level. Please provide us with two quotes:

- A quote for three days per week
- A quote for four days per week

Each quote should be based on providing one full time equivalent (FTE) staff member for 8 hours per day (excluding travel, which will seldom be asked of you), for the above mentioned number of days, for 12 months, to cover all the aforementioned needs.

- Ability to provide local PR support (advice for local stories, updating media lists, credible relationships with top tier press, proven ability of pitching and securing coverage) within each of our regions (Scandinavia, Benelux, France, Iberia, DACH, Poland, US). However, we reserve the right to exclude regions.
- Demonstrated experience of handling complex, international accounts with multiple stakeholders, and proven understanding of international cultures and their different ways of working.
- Proven knowledge of the energy landscape with access to relevant, high profile, press contacts which will propel our thought leadership strategy,

generate awareness of our business activities and create demand for our market-ready assets.

- Proven ability to provide creative integrated marketing communication campaigns (PR, social, digital, positioning, SEO), which set your clients apart from their competitors and generate demand for their products and services.
- The structure of delivering our PR requirements both at a central and regional level are not defined and should be proposed by you.

Location, timing, planning, reporting

- Start date and period of implementation: the intended start date is 04-04-2020 and the period of implementation of the contract will be 12 months from this date. In case the budget coverage for future provides support for the services presently tendered, EIT InnoEnergy intends to extend the contract with the winner of the present supplier selection process. This will be done through a direct award procedure for an additional year to cover the services for April 2021-April 2022. This extension is subject to financial coverage and high quality performance of the contractor as well as continuing need for the services but does not bind InnoEnergy to carry out this special procedure.

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 InnoEnergy attached to the request for proposal document.

4.2. Submission of proposal

	DATE (Calendar dates)
Sending out RFP invitations to the potential suppliers	5 March 2020
Deadline for requesting clarification from InnoEnergy	13 March 2020
Deadline for submitting proposals	<i>18 March 2020</i>
Intended date to pitch proposals	<i>19-20 March 2020</i>
Intended date of notification of award	24 March 2020
Intended date of contract signature	31 March 2020

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

Contact name: for the attention of Mrs. Kayla Ebert

E-mail: Kayla.ebert@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 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 Mrs. Kayla Ebert

E-mail: Kayla.ebert@innoenergy.com

The 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 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, 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

1. Project experience and competences of the agency and project team to deliver PR requirements (maximum point: 25)
2. Methodology approach to deliver PR requirements centrally and regionally (maximum point: 30)
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: 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 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 5 days of receipt of the contract from InnoEnergy, the selected tenderer shall sign and date the contract and return it to the 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 5 days to file their complaints from the receipt of the letter of notification of award.

4.13. Ethics clauses / Corruptive practices

The 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, the 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 the InnoEnergy immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

4.14. Annexes

Annex 1: Tenderers' Declaration form.

Annex 2: Draft Contract Template.