

Request for proposals

InnoEnergy MarCom Support DACH

March 2020

www.innoenergy.com



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

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2. Overview of InnoEnergy

EIT InnoEnergy is the innovation engine for sustainable energy across Europe. 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.

Together, our work creates and connects the building blocks for the sustainable energy industry that Europe needs.

For further information, please visit www.innoenergy.com

The European Institute of Innovation and Technology

InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology (EIT). Like all Knowledge and Innovation Communities established by the EIT, InnoEnergy brings together the three elements of the so-called Knowledge Triangle - higher education, research and industry – to tackle some of the biggest challenges facing Europe today. For further information, please visit <http://eit.europa.eu/>

3. Scope of work

Background and Objectives

The Marketing and Communications (MarCom) activities of InnoEnergy are split into corporate and regional activities, much of which is focused on promoting our three business lines – Business Creation Services, Innovation Projects and Education, and creating demand for the products and services we need to commercialise.

Corporate-level marketing and PR are covered by the central team, led by the Marketing & Communications Director, which employs its own agency. For the DACH region (Germany, Austria and German-speaking part of Switzerland), InnoEnergy GmbH seeks a separate agency with special expertise in these markets to help us raise brand awareness and promote thought leadership.

General Requirements

- Deep expertise of the entire range of marketing & communications disciplines, both in terms of strategy consulting and execution.
- In-depth understanding of (sustainable) energy markets in the German-speaking countries and across Europe.
- Proven expertise of and documented strong network across the energy innovation landscape in the DACH region: start-up & investor community, industry, media, government and legislators, industry associations and research institutions.

Regional MarCom priorities DACH

Position InnoEnergy as THE go-to-partner for sustainable and commercially successful energy innovation amongst our key target groups:

- (1) Entrepreneurs/founders
- (2) Industry (e.g. energy, automotive, process industries)
- (3) Political decision makers
- (4) Investor/VC community
- (5) Media
- (6) Associations & research institutions

To achieve that, InnoEnergy in the DACH region must

- Clearly communicate its mission, vision and value proposition to the above target groups.
- Demonstrate impact and success.
- Position InnoEnergy as a thought leader and expert in key fields of sustainable energy transition, e.g. energy storage or mobility & transport.
- Generally: sharpen its profile and value proposition

The support we need entails the full range of marketing and communications:

A. Content creation / copywriting

- Language: all content must be written in German at native level, and in English at (close to) native level for internal approvals.
- Support with regular copywriting of newsworthy content and thought leadership content including
 - Press releases
 - Website news
 - Bylined articles
 - Success stories & case studies
 - Whitepapers
- Video and infographics, e.g. for social media campaigns.

B. Governmental Relations

- Building and extending of relationships into relevant governmental / legislative bodies, e.g. BMWi, BMBF, BMU and parliamentary fractions.
- Help with preparation of topical high-profile meetings with key political stakeholders.

C. Public Relations

- Creation of steady news pipeline to place in priority media.
- Build up and maintain tiered media list with focus on DACH region (general news, business & financial media, startup & investor publications, energy and mobility trade media).
- Building and extending of tier-1 media relationships across relevant business publications, general news, startup & VC/investor media, industry trade (e.g. energy sector, mobility & transportation).
- Monitoring of topics and interview pitching support.

D. Online Marketing

Support includes but is not limited to

- News for the corporate InnoEnergy website.
- Paid promotion campaigns, e.g. via social media.

E. Social Media

- Steady stream of insightful comments, statements of the DACH management team on social media channels (LinkedIn, Facebook, Twitter), as well as content for corporate social media accounts.
- Establish social media editorial calendar.

F. Events

- Monitoring and identification of relevant strategic speaking opportunities for subject matter experts in the DACH region.
- Support with the organisation and execution of own ecosystem events in Germany (e.g. networking events, roundtables & panel discussions, press tours et al.). For 2020 this also includes the **TBB. The Business Booster**, InnoEnergy's annual flagship event (<https://tbb.innoenergy.com/>), which takes place in Berlin in November. The event showcases our ventures and their solutions to the industry and interested public, and is accompanied by a full 2-day conference programme with speakers, pitches, parallel sessions and networking opportunities. The general organization and logistics are covered by the central marketing & events team of InnoEnergy, but there will be plenty of opportunities for InnoEnergy to profit from Germany hosting the event, and perhaps the need for attracting high-profile visitors or speakers.

G. Branding

- Help with maintaining and extending relevant partnerships / sponsorships of high impact in the DACH region.

Reporting

Monthly reporting of achievements against agreed KPIs & outcomes.

Duration of the assignment

Initial contract until 31.12.2020, with the option of possible extension of the cooperation of two times one year (max until 31.12.2022). The contract shall always end automatically by 31.12. each year and can be renewed. Prolongation of contract will be discussed in time before the end of the respective contract periods.

Timing and Planning

The consultancy work is foreseen to start asap.

We expect a volume of approx. 80hrs per month on average (not guaranteed). But there might be months with fewer hours and also months with a high workload, hence some flexibility in staffing and remuneration scheme should be provided for.

Details for the requested Proposal

The Offer for this Request for Proposal shall contain the following deliverables:

1. Competence: profile of the company and staffing
2. Proof of expertise: track record of relevant assignments and client credentials in the energy and innovation sector. Examples of assignments and work undertaken should ideally cover as many as possible of the above outlined areas and target groups.
3. Demonstration of understanding of InnoEnergy's requirements: in order to better judge the competence of the pitching agency and the fit to InnoEnergy, we ask you to submit an outline for a fictive campaign/task for InnoEnergy.

Background

InnoEnergy has played a pivotal role in conceiving and building the European Battery Alliance (EBA) in 2017. Since its launch we have been leading the industry side of EBA initiatives, for which we have been mandated by Vice President Šefčovič. A series of ongoing high-level workshops and consultations, covering the entire value chain of green and sustainable battery production, has recently culminated in the launch of the EBA Business Investment Platform (BIP).

Task

→ ***How do we communicate InnoEnergy's central role in the EBA to our core target group ?***

Please outline your campaign strategy on max. 5 slides including

- General approach
- Mix of different MarCom tools you intend to use
- KPIs – how will you measure the success of individual activities and the overall campaign ?
- Timeline
- Budget: assume that you have a budget of max. 30k€

For more information see

<https://www.eba250.com/>

<https://eit.europa.eu/news-events/news/european-battery-alliance-eit-innoenergy-launch-business-investment-platform>

4. Price offer (per day/hour) containing all costs related to the implementation of the contract, (excluding travel, which will seldom be asked of you). Please provide offers for monthly support as follows:
 - (a) Suggested general setup / remuneration model, i.e. fixed monthly base fee (Retainer), invoicing per campaign etc....
 - (b) A blended hourly rate (projected mix of senior/junior staff) for all additional services regarding the mentioned workscope

N.B.: Please refer to section 4.9 for details on the evaluation criteria and process.

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
Sending out RFP invitations to potential suppliers	13.03.2020
Deadline for submitting proposals	23.03.2020
Intended date of notification of award	30.03.2020
Intended date of contract signature	06.04.2020

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

Contact name: for the attention of Sönke Moosmann and Renata Hofmeister

E-mail: soenke.moosmann@innoenergy.com; renata.hofmeister@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 excluding 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 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 through the InnoEnergy procurement website portal.**

Contact name: for the attention of Sönke Moosmann and Renata Hofmeister

E-mail: soenke.moosmann@innoenergy.com; renata.hofmeister@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 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 (weight in %)

1. Competence: profile of the company and staffing (25%)
2. Proof of expertise: track record of relevant assignments and client credentials (30%)
3. Fictive campaign outline (20%)

Total technical score (weight in %): 75%

4. Price/total cost - lowest offered remuneration model (Retainer/monthly fee) and lowest offered blended rate shall receive the highest score, other shall be calculated in relation to that in linear equation (25%)

Total financial score (weight in %): 25%

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 item 4 above (an increase in InnoEnergy's contractual risk exposure is to be offset by the price). 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 (after the expiry of the appeal period of 5 days) 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 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. *Annexes*

Annex 1: Tenderers' Declaration form

Annex 2: InnoEnergy's Draft Contract Template Service Agreement