



Request for proposals

Video production services

EIT InnoEnergy

Company KIC InnoEnergy SE

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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 and Europe's decarbonisation goals.

Recognised globally as the most active sustainable energy investor and one of the largest climate tech and renewable energy tech investors in 2020, EIT InnoEnergy backs innovations across a range of areas. These include, energy storage, transport and mobility, renewables and sustainable buildings and cities – leveraging its trusted ecosystem of 500+ partners and 29 shareholders.

The 300 portfolio companies are on track to generate €72.8 billion in revenue and save 1.1G tons of CO₂e annually by 2030.

EIT 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 Initiative (ESI).

EIT 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. Today, EIT InnoEnergy has offices across Europe and in Boston, US.

www.innoenergy.com



3. Scope of work

A. Background

The marketing activity for EIT InnoEnergy is split into Corporate, Business Creation Services, Innovation Projects, and Education. We will need the support of one or more video agencies to help us promote our brand, assets, and events.

We are looking for video production companies which can become an integral part of our team. We see the role of all our appointed suppliers as essential in helping us work towards our goal of becoming a commercially and financially sustainable company.

Target audiences

- **Education:** Students and graduates, universities, employers/industry
- **Innovation:** Inventors, innovators and researchers, industry partners
- **Business creation:** Start-ups, scale-ups, SME's
- **Corporate:** all the audiences above and in addition EIT and European authorities (e.g. European Union)
- **Energy Value Chain Customers:** market segments along the energy value chain (for the innovative solutions of the start-ups and innovation that we help commercialise)
- **Investors and partners**

B. Deliverables

As we need several types of videos, we have divided the scope of work into three LOTs:

LOT N° 1: Videos promoting the EIT InnoEnergy brand. This could include corporate videos to promote the company as a whole or business line videos promoting specific initiatives. The videos could include interviews with key staff members, our impact statistics, footage of the innovation projects and start-ups we support and possibly motion graphics. Ultimately, they should help us work toward our goal of becoming a commercial and financially sustainable company. The work will include:

- Pre-production (this could include writing the script, selecting and recording appropriate voice overs, storyboarding, arranging interviews, scheduling trips and selecting music)
- Production (this could include shooting, editing and the use of motion graphics)
- Post-production (this could include editing based on feedback)

Expected number of videos over two years: approximately between 5-10.

For example: <https://youtu.be/H4buqxaiL1A>

LOT N° 2: EIT InnoEnergy supports selected assets, many of which need promotional videos to support them to become commercialised. The videos could include images and short clips of how the product works and interviews with the CEOs of the commercialising company to explain the key features of the product. The work will include:

- Pre-production (this could include writing the script, selecting and recording appropriate voice overs, storyboarding, arranging interviews, scheduling trips and selecting music)
- Production (this could include shooting, editing and the use of motion graphics)
- Post-production (this could include editing based on feedback)

Expected number of videos over two years: approximately between 50-70.

For example: <https://www.youtube.com/watch?v=sEQfiL8BYps>

LOT N° 3: Promotion and coverage of internal and external events. For example, filming our flagship event The Business Booster and filming of EIT InnoEnergy and our assets at key industry events such as Corporate Day and The Business Booster. This type of events generally require 3 days of work including travelling, and require two or three team members with their respective cameras (because there are things to film in parallel), and it would occur as follows:

- Pre-production (this could include: a preparatory visit to the venue, writing the script, storyboarding, selecting music)
- Production (this could include shooting, live interviews at the event and editing)
- Post-production (this could include editing based on feedback, providing short clips of the longer video for social media)

Expected number of videos over two years: approximately between 20-30.

For example: <https://youtu.be/NuAH5xgCtoc>

Notes regarding the videos:

- The videos should be compliant with EIT InnoEnergy visual identity guidelines, which will be provided alongside this proposal.
- All films should be delivered in two formats:
 - Full broadcast quality, uncompressed MOV or equivalent – for backup purposes
 - Medium quality MP4 or equivalent – for viewing purposes



- The final films will be used by EIT InnoEnergy for social media, they will be embedded onto our websites and posted on our YouTube channel:
<https://www.youtube.com/user/InnoEnergy/featured>
- Creating most of the videos will require travel to various locations within Europe. The estimated time for each shooting is 1-3 days including travel. For the purpose of this tender, quotes should **not** include travel costs.
- All films must be created in English.
- We need the option to have English subtitles included in the final video.
- Safely store and backup all digitised raw content from all productions for at least two years from the date of final delivery.
- **EIT InnoEnergy will own all rights to all videos and raw footage produced on its behalf.**

Notes about the LOTS:

- Only approximate numbers of videos are known at the time of writing this RFP, as stated above. This should be taken into account when you quote per LOT.
- Depending on the proposals we receive, it might be that one bidder is appointed for two lots or all three.
- In the case of LOT 2, given the high number of assets concerned (200+), EIT InnoEnergy might appoint several bidders to ensure that we will get our needs covered at all times.
- The result of this RFP will be a framework agreement with each of the awarded tenderers.

C. Expectations from the firm and their submissions

For the purpose of this tender, we require you to submit a written proposal which responds to the following:

For the LOT/s you wish to tender for, please provide the following:

1. A completely filled out *Annex 3 Price Offer Template with a quote for each example/s provided above in section B*. For additional work, not mentioned in the price list, you will invoice us against the hourly rate mentioned in row 8 of Annex 3 Price Offer Template (for example, extra rounds of edits).
2. Originality and creativity highlighted in your suggested approach and 3 portfolio samples per LOT, not related to EIT InnoEnergy (40%).
3. Project experience and competences of the members of the proposed project teams. You must provide a short description and experience of your team members (20%).

D. Length of contract

This contract will be awarded for a duration of 2 years. Once the budget for 2023 and 2024 is known, EIT InnoEnergy reserves the right to initiate a direct award procedure and conclude an extension of this contract with the winner of the present procedure. Prior to the initiation of procedure for the new contract, all deliverables and actions related to the contract of the first 2 years should be completed according to the conditions laid down by the RfP and to the satisfaction of EIT InnoEnergy.



4. Proposal Process

4.1. Participation

Participation in this proposal procedure is open only to the invited tenderer.

4.2. Submission of proposal

	DATE (Calendar dates)
Sending out RFP invitations to the potential supplier	22 March 2022
Deadline for requesting clarification from EIT InnoEnergy	28 March 2022
Deadline for submitting proposals	5 April 2022
Intended date of notification of award	11 April 2022
Intended date of contract signature	13 April 2022

Proposals must be emailed **in English** to the following address until the deadline 5 April 2022 to:

Contact name: for the attention of Ms. Christine Strik

E-mail: Christine.strik@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.

Response 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 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, please address it to the address below. **All information requested or answered may only be done through written communication – email only.**

Contact name: for the attention of Ms. Christine Strik

E-mail: christine.strik@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 the proposal 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 can 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.

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. Competencies criteria (weight in %) 60%

- Originality and creativity highlighted in your suggested approach and 3 portfolio samples per LOT, not related to EIT InnoEnergy (40%).
- Project experience and competences of the members of the proposed project teams. You must provide a short description and experience of your team members (20%).

2. Total financial score (weight in %): 40%

- Lowest offered unit price per production shall receive the highest score, other shall be calculated in relation to that in linear equation (40%).

Total Maximum score: 100%

The best price-quality ratio is established by weighing technical criteria, based on the items in 3.10 against price.

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 1 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. 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 the tenderer 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

In case the tenderer believes that he/she has been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT InnoEnergy. The tenderer has 3 days to file the 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. Annexes

Annex 1: Tenderer's Declaration form

Annex 2: Draft Contract Template from EIT InnoEnergy

Annex 3: Price Offer Template

Annex 4: EIT InnoEnergy brand guidelines