

Request for proposals

EIT InnoEnergy MarCom Support DACH

EIT InnoEnergy

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2. Overview of EIT InnoEnergy

[EIT InnoEnergy](#) operates at the centre of the energy transition and is the leading engine for sustainable energy, bringing the technology and skills required to support the green deal and Europe's decarbonisation goals.

Recognised globally as the [most active 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 24 shareholders.

To date, it has invested €560 million in energy innovations, which are on track to generate €72.8 billion in revenue and save 1.1G tons of CO₂e annually by 2030. It has 1,400 Master School alumni and has directly and indirectly created 24,930 jobs.

EIT InnoEnergy is the driving force behind several European initiatives, including the [European Battery Alliance](#) (EBA), [the European Green Hydrogen Acceleration Centre](#) (EGHAC) and the [European Solar Initiative](#) (ESI).

Established in 2010 and supported by the European Institute of Innovation and Technology (EIT), EIT InnoEnergy has offices across Europe and in Boston, US.

www.innoenergy.com

3. Scope of work

Background and Objectives

The Marketing and Communications (MarCom) activities of EIT InnoEnergy are split into corporate and regional activities, much of which is focused on promoting our different business lines and activities, 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 EIT 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, EIT InnoEnergy in the DACH region must

- Clearly communicate its mission, vision and value proposition to the above target groups.
- Demonstrate impact and success.
- Position EIT 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
 - Newsletters
- 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 EIT 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.). This also includes the **TBB. The Business Booster**, EIT InnoEnergy's annual flagship event (<https://tbb.innoenergy.com/>), which usually takes place in a different European city each year in autumn. 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 EIT InnoEnergy, but there will be plenty of opportunities for EIT InnoEnergy to profit from 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.

H. Other

- Any other MarCom-related services not explicitly mentioned above, such as graphics design et al.

Reporting

Regular (e.g., quarterly) reporting of achievements against agreed KPIs & outcomes.

Duration of the assignment

We intend the contract to be for 4 years, with the option for both parties to end the contract by the end of each calendar year.

Timing and Planning

The consultancy work is foreseen to start asap.

We expect a volume of approx. 65 hrs per month on average (not guaranteed). But there might be months with fewer hours and also months with a higher workload, hence some flexibility in

staffing and remuneration scheme should be provided for. Volume of work will be defined for each year and may be amended ad-hoc depending on requirements and budget.

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 EIT InnoEnergy's requirements: in order to better judge the competence of the pitching agency and the fit to EIT InnoEnergy, we ask you to submit an outline for a fictive campaign/task for EIT InnoEnergy.

Background

Over the past 2 years, EIT InnoEnergy has built a strong portfolio of **micromobility start-ups and scale-ups**, particularly in Germany, but also EU-wide. In light of the recently published *Fit for 55 Package* by the EU Commission with its sectoral targets, and looking at the new German government forming over the next weeks / months, EIT InnoEnergy sees an opportunity to

- (1) create awareness for its micromobility portfolio companies, but also for our organization, our vision, mission & expertise
- (2) influence regulatory decisions and
- (3) create (business) opportunities for our portfolio.

Primary target groups are (1) **regulators / policy makers** (2) **investors** (3) potential **offtakers** for our assets, e.g. logistics providers or public transport authorities, car-makers etc.

Regional focus: DACH region; positive results in further EU key markets are desirable, too.

Task

➔ ***Design a multi-channel communications campaign aimed at the above described target groups and outcomes.***

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. 20k€

For more information see also our Micro Mobility Report:

<https://www.innoenergy.com/discover-innovative-solutions/reports/micromobility-report/>

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 EIT InnoEnergy attached to the request for proposal document.

4.2. Submission of proposal

	DATE (Calendar dates)
Publishing of RFP on the EIT InnoEnergy website	24.11.2021 (CET)
Deadline for requesting clarification from EIT InnoEnergy	08.12.2021 (CET)
Deadline for submitting proposals	20.12.2021 (CET)
Intended date of notification of award	30.12.2021 (CET)
Intended date of contract signature	10.01.2022 (CET)

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

Contact name: for the attention of Mrs. Renata Hofmeister

E-mail: 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 + 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 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 Mrs. Renata Hofmeister

E-mail: Renata.hofmeister@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.

Evaluation criteria

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 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, after the expiry of the appeal period of 10 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 **10** 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. Annexes

Annex 1: Tenderers' Declaration form.

Annex 2: Draft Contract Template.