

Request for proposals

Graphic design services

InnoEnergy

www.innoenergy.com



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

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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/>

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

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. Due to our funding by the EIT we are also bound to our brand-book as approved by them or any changes to this brandbook need to be approved by the EIT as well as all design activities need to consider the EIT's own brandbook and community guidelines.

Objectives and scope of work

Corporate Marketing

- **Brand awareness:** applying our existing brand and continue to refine and develop it as business needs require to ensure building brand reputation and leadership in sustainable

energy; co-branding with partners, start-ups, innovation projects, partnerships, etc; ensuring correct use of brand (as per EIT guidelines).

- **Public relations:** Secure mileage from the work we are doing across our business in thought leadership through the design and publication of white papers and reports on key sustainable energy topics; collateral to support our activities with the European Commission; collateral to support events with shareholders, opinion leaders, etc; and use publications to support our Thought Leader position and revenue generation.
- **Digital:** Banners, infographics and ads to support our social media activity and to promote our online campaigns using Hubspot and website news and design.
- **Events:** Event signage, collateral and brandings for our annual Corporate Day; event signage, promotional banners and other collateral (flyers, social media banners, mailer banners) to promote [The Business Booster](#), promotional materials for the Master School Connect; event signage, collateral and branding for other events such as Global call for start-ups finals pitching events, stakeholder meetings or a 10-year InnoEnergy anniversary event.
- **Collateral:** Conventional and digital – new and updated of current versions and creation of new collateral as required by business needs which highlights the value proposition and impact of our activities.

General

- In addition, there are local communications activities carried out by our local offices, which include supporting the positioning of InnoEnergy and its products and services in the respective regions, local events, raising brand awareness and generating demand for our products and services.

Target audiences

- Students and graduates, universities, employers/industry
- Inventors, innovators and researchers, industry partners
- Entrepreneurs and start-ups, scale-ups and customers and partners
- Big corporates and investors
- EIT and European authorities (e.g. European Union)

Deliverables

Examples of specific deliverables include, but are not limited to, the below items. Please note, the quantities of each deliverable will vary. But, for the purposes of this tender, we expect you to quote on one design for each item:

- ❖ Brochures (20cm x 26.5cm 30 pages)
- ❖ Flyers (DL 8 sides)
- ❖ Rollups (850mm X 2000mm)
- ❖ One pagers (A4 2 sided)
- ❖ Web banners (1260x300 px)
- ❖ Web banners (370x370 px)
- ❖ Reports (70 pages)
- ❖ PowerPoint design (20 slides)
- ❖ Visual guidelines for sub identities (5 pages)

- ❖ Icon/identity design (three options for one identity)
- ❖ Catalogue (140 pages)
- ❖ Event signage (Registration desk: 2m wide x 80cm high, 1 side)
- ❖ Event signage (Totems: 1,80m high x 80cm wide, 1 side)
- ❖ Event signage: (Flags: 2m high x 1m wide, 1 side)
- ❖ Twitter banner 1500 x 500 px
- ❖ FaceBook banner 851 x 315 px
- ❖ LinkedIn banner 646 x 220 px
- ❖ Hubspot banner 564 x 164 px

If any work needs to be carried out which is not included in the above list, the price charged should be based on the hourly rate you will provide for additional activities – please provide this rate in the financial offer.

Duration

The period of implementation of the contract will be 24 months. 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 two years. 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.

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)
Publish RFP on the website	18 March 2020
Deadline for requesting clarification from InnoEnergy	31 March 2020
Deadline for submitting proposals	13 April 2020
Intended date of notification of award	17 April 2020
Intended date of contract signature	27 April 2020

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

Contact name: for the attention of Kayla Ebert

E-mail: kayla.ebert@innoenergy.com

The proposal shall contain:

- the technical response to the service requested (point 3) including three examples of graphic design work related to the energy sector and a description of your dedicated flexible team
- 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 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. Answers will be provided via the IE call for proposal section on the website. 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 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, competences of the members of the proposed project teams and availability (maximum point: 30)
2. Samples of design work in the energy industry (maximum point: 25)
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 10 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