

# Request for Proposals

Water Academy for Italy - Dissemination of the achieved results

The EIT – Making Innovation Happen

EIT Manufacturing

CLC West | 17 November 2020

[www.eit.europa.eu](http://www.eit.europa.eu)



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# 1. Overview of EIT Manufacturing

**EIT Manufacturing** is an Innovation Community within the European Institute of Innovation & Technology (EIT)– that connects the leading manufacturing actors in Europe. Fuelled by a strong interdisciplinary and trusted community, EIT Manufacturing will add unique value to European products, processes, services – and inspire the creation of globally competitive and sustainable manufacturing.

EIT Manufacturing’s mission is to bring European manufacturing actors together in innovation ecosystems that add unique value to European products, processes and services and inspire the creation of globally competitive and sustainable manufacturing.

Our vision is that the global manufacturing innovation is led by Europe. EIT Manufacturing’s approach is designed to immediately and forcefully address specific economic and societal challenges, leveraging opportunities to maximise the impact for a successful European manufacturing.

Our vision is environmentally sustainable manufacturing: adding value by making industry greener and cleaner.

# 2. Project description and scope of work

## 2.1 General objective

This Request for Proposals (RfP) is part of the project Finding innovative solutions to water scarcity in Southern Europe and its objective is to enhance knowledge, strengthen local innovation, to empower local entrepreneurship and to implement water saving culture.

The total amount of this contract will be a maximum of 19,333.00 EUR (VAT included). If the tenderer applies reverse charge mechanism for VAT, the total amount of this contract will be a maximum of 16,111.00 EUR (VAT excluded).

## 2.2 Project description

Water scarcity is a growing challenge in Southern Europe, and is expected to affect also other parts of the Europe in just a few decades. According to research shared by the EU Commission, Europe could cut its overall consumption by up to 40 percent. Sustainable water management is essential for European key sectors such as tourism, agriculture, energy but also for the chemical, paper and food industries.

This is why four of EIT Innovation communities EIT FOOD, Climate, Raw Material and Manufacturing, decided to join forces to collaborate in finding innovative solutions to water scarcity. The aim of this project is to enhance knowledge, strengthen local innovation, to empower local entrepreneurship and to implement water saving culture. We engaged 16 relevant experts to defined 6 Water Scarcity Challenges. and by addressing them we could trigger system change in the water management in Southern Europe.

6 water challenges defined

1. Enabling Agile Water Management, via Digitalisation
2. Raising Awareness and Promoting Water Education
3. Unlocking Water Governance and Financial Schemes
4. Optimizing and Matching Water Supply and Demand
5. Ensuring Better Water Consumption and Production Control to Allow Legal Enforcement
6. Fostering Climate Change Readiness.

XXIC teams organized “challenge labs” in Greece, Italy and Spain, to identify and support 30 best innovative start-ups providing solutions to one of the 6 key challenges. And the last step of this project are Water Academies organized as virtual workshops locally for Greece (October 26), Italy (November 5), Spain (November 18). The educational program gathering has been prepared for a wide range of stakeholders including local decision-makers, authorities, local companies (in particular SMEs), industry, master and PhD. students, farmers and the general public, in order to get them to contribute and help them better understand the complexity of the ecosystem and the global trends. Each Water Academy consisted of 6 sessions. Two general sessions in the morning from 9:00 am – 12:00 am; three parallel break-out sessions from 2:00 pm – 3:30 pm; closing session from 3:30 to 4:00 pm. The general sessions has emphasized the importance of the change needed for the whole business ecosystem. For the afternoon sessions, the participants were split into groups based on their sector of activity (Industry, Urban areas, Agriculture). For the closing session, trainers from all the break-out sessions has been available for all the stakeholders to ask additional questions.

## 2.3 Detailed scope of work and deliverables

EIT Manufacturing delivered Water Academy for Italy and recorded 5 sessions through ZOOM platform:

1. Introduction of the Water Scarcity (90 min)
2. Europe’s Green Deal (60 min)
3. Water Scarcity in Agriculture (90 min)
4. Water Scarcity in urban areas (90 min)
5. Water Scarcity in the industrial sector (90 min)
6. Closing session (30 min)

For all the sessions simultaneous interpreting from the local language to English was provided. We also have available for video post-production, the audio recording of the simultaneous interpreting and transcription of the translation for the subtitles.

EIT Manufacturing is seeking for support from a supplier who will be able to deliver light cutting for the video raw material. The main task is to cut out the parts from the video raw material that involves talking of the moderator and participants. The final video shall include only the lecture of the expert. All the final videos have to be branded with the intro and outro of EIT and disseminated in the Italian language to reach Italian stakeholders via paid digital media campaign. The final videos will be published at the EIT Manufacturing YouTube channel. The first step will be to have the final branded videos in a native language published at EIT YouTube channel and run a paid campaign to reach the local stakeholders. The second step will be adding English subtitles to all the final videos. English transcription will be delivered by EIT Manufacturing.

### Scope 1 Into and outro video

(Final decision to order service under the scope 1 will be taken upon final evaluation of the price offers received from the suppliers delivering the same service for the video content of the Water Academies for Greece and Spain.)

Intro and outro videos with the logos of EIT and all the participating KICs. The logo of EIT Manufacturing and its contribution shall be underlined. The intro image shall include the title of the lecture.

Deliverable:

- I. 1 x intro video
- II. 1 x intro image with the name of the lecture
- III. 1 x outro video

Delivery time: December 7<sup>th</sup>, 2020

### **Scope 2 Light cutting for the video raw material**

The final length of the raw material is approx. 9 hours (morning sound text + 2 morning sessions + 3 afternoon sessions + closing session) Each session started with a short introduction delivered by the moderator then followed a continual presentation of the trainer for approximately 60-80 min. All of the 5 sessions ended with a Q&A session with the participants. The supplier shall cut out the parts when moderator is talking and all the Q&A sessions.

Deliverable:

- I. 1 x final video of the session on Water Scarcity branded with an intro and outro
- II. 1 x final video of the session on Europe's Green Deal branded with an intro and outro
- III. 1 x final video of the session on Water Scarcity for Industry branded with an intro and outro
- IV. 1 x final video of the session on Water Scarcity for Urban areas branded with an intro and outro
- V. 1 x final video of the session on Water Scarcity for Agriculture branded with an intro and outro

Delivery time: December 10th, 2020

### **Scope 3 Digital media campaign**

Digital media campaign delivered in Italian language to attract Italian stakeholders to follow the YouTube channel with the published Water Academy content in Italian. The target group: NGOs, Universities, Research organizations, Associations with the water related activities and projects, farmers, professionals, employees from the companies (preferably SMEs), graduates, Master and PhD. Students, public authorities across the targeted countries, influencers or journalists interested in the environment sustainability.

Deliverable: Digital media campaign including delivery of the teaser image and copywriting in Italian to catch the attention of the stakeholders.

Delivery time: Campaign has to run between December 11th – 18th, 2020

### **Scope 4 Final videos delivered with English subtitles**

The final videos shall be delivered with English subtitles. English transcription of all the sessions will be delivered by EITM by December 10th, 2020.

Deliverables:

- I. 1 x final video of the session on Water Scarcity with English subtitles and branded with an EIT intro and outro.
- II. 1 x final video of the session on Europe's Green Deal with English subtitles and branded with an EIT intro and outro.
- III. 1 x final video of the session on Water Scarcity for Industry with English subtitles and branded with an EIT intro and outro.
- IV. 1 x final video of the session on Water Scarcity for Urban areas with English subtitles and branded with an EIT intro and outro.
- V. 1 x final video of the session on Water Scarcity for Agriculture with English subtitles and branded with an EIT intro and outro.

Delivery time: December 22nd, 2020

## 2.4 Methodology, experience and organization of work

The offer should include the following:

- a. An overview of how your experience and qualifications meet the requirements detailed in the scope 1-4 point 2.3. above,
- b. A minimum of two (2) comparable services provided to other organisations over the past two years, i.e. from 2018 to 2020 included. "Comparable" means at minimum two projects with the same scope of the work as described in the point 2.3.
- c. A brief proposal (max. 2 pages) as to how you would complete the task described above including resources and timing. For the scope 3, supplier shall provide the information what social media channels will be used to attract a desired target group. Supplier shall provide details on the KPIs of the campaign including impressions and visits to the YouTube channels with the Water Academy content.
- d. List of the information and inputs you will need from EIT Manufacturing staff to fulfil the work and the time slot for the meetings with EIT Manufacturing staff if envisioned.
- e. A proposed budget for completion of the task described above. Proposal shall indicate budget needed to fulfil each scope individually. When indicating the budget for the campaign under the scope 3, tenderer shall indicate how much budget will be dedicated for the campaign management and how much budget will be used for the media.

## 2.5 Location

The project will not have a specific office location during the implementation. We intend to work like a virtual organisation. Video conferences and telephone conferences are preferred options for team meetings.

## 2.6 Reference law

French Law

## 2.6 Start date & period of implementation

The intended starting date is December 1<sup>st</sup>, 2020, and the period of implementation of the contract will be until December 22<sup>nd</sup>, 2020.

# 3. Proposal Process

## 3.1 Submission of Proposal

Proposals are requested to be emailed **in English** to the following email addresses until the **deadline indicated in the Timeline**.

E-mail: ivana.lukacova@eitmanufacturing.eu

E-mail : ana-karol.arizala@eitmanufacturing.eu

**The proposal shall contain:**

- a. The technical response to the services/support requested (see Section 2: “General objectives and scope of work and deliverables”); For the scope 3, supplier shall provide the information what social media channels will be used to attract a desired target group. Supplier shall provide details on the KPIs of the campaign including impressions and visits to the YouTube channels with the Water Academy content.
- b. The financial offer (the price for the services). The financial offer must be presented in EUR and must indicate the budget for each scope individually. When indicating the budget for the campaign under the scope 3, tenderer shall indicate how much budget will be dedicated for the campaign management and how much budget will be used for the media. Prices must be indicated as net amount + VAT if applicable. Overall offer shall not exceed 19,333.00 EUR (VAT included) or 16,111.00 EUR if reverse charge mechanism for VAT is applied.

**The email including the proposal from the bidders should be sent and delivered by end of the day of the deadline, 23:59 Central European Time.**

- Proposals received after the deadline shall be rejected without any evaluation.
- Proposals must be submitted in PDF format.

- 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 request for proposals and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderer’s proposal.

## Timeline

Launching a call	17/11/2020
Deadline for requesting clarification from EIT Manufacturing	24/11/2020 12:00:00 CET
Last date for EIT Manufacturing to issue clarification (if any)	25/11/2020 12:00:00 CET
<b>Deadline for submitting proposals</b>	<b>25/11/2020</b>
Intended date of contract signature	30/11/2020

## 3.2 Evaluation of proposals

EIT Manufacturing will award the contract in accordance with the Horizon2020 and its policy of best value for money. The evaluation will be done first based on the quality of the proposal and experience then based on the most economically advantageous offer. Proposals will be assessed based on the following criteria:

### A) Quality check: 40 points

<b>EXPERIENCE</b>	Maximum 20 points
A minimum of two (2) comparable services provided to other organisations over the past two years, i.e. from 2018 to 2020 included. “Comparable” means at minimum two projects with the same scopes of the work as described in the point 2.3.	
EIT Manufacturing during the evaluation shall establish ranking among the bids based on the received information, taking into account the level of detail, years of experience and harmony with section 2.	



Tenders who have more than 2 comparable services will be given 10 points; 2 comparable services, 7 points; 1 comparable service, 1 point.	
<p><b>QUALITY</b></p> <p>Quality of the technical offer (as described in section 2) should include, but is not limited to:</p> <ol style="list-style-type: none"> <li>a. Description of the team setup and experience based on the proposed timeline and support function(s) needed;</li> <li>b. Overview of the core tasks and timeframe needed to fulfil the contract and be supported by proper capabilities (e.g. people skills and tooling) and capacity (number of hours or FTEs to fulfil work on each scope);</li> <li>c. Overview of core communication channels and meetings;</li> <li>d. Rapidity of turnaround time and delivery.</li> </ol> <p>EIT Manufacturing during the evaluation shall establish ranking among the bids based on the received information, taking into account the level of details and harmony with section 2.</p> <p>The highest ranking will receive 20 points, 2nd 14, 3rd 8, 4th 2.</p>	Maximum 20 points

### B) The amount of fees (fixed price option): 60 points

Tenderers will be required to submit **lump sum fee including VAT in Euro** covering all services described in Section 2 of this RfP.

The ranking of the price criterion will be done as follows:

- The cheapest offer will be credited with the maximum points for this criterion.
- The other offers will be credited with a number of points determined according to the formula below:

$$C = (P_{min} * 60) / P$$

*C = Grade*

*P<sub>min</sub> = cheapest offer*

*P = bud from bidder whose bid is evaluated*

### 3.3. Signature of contract

The successful and unsuccessful tenderers will be informed about the result of the award procedure.

### 3.4. Cancellation of the proposal procedure

In the event of cancellation of the proposal procedure, EIT Manufacturing will notify tenderers of the cancellation. In no event shall EIT Manufacturing 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 Manufacturing has been advised of the possibility of damages.

### 3.5. 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 Manufacturing. The tenderers have 3 days to file their complaints from the receipt of the letter of notification of award.

### 3.6. Ethics clauses / Corruptive practices

EIT Manufacturing 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 EIT Manufacturing 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 EIT Manufacturing immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

### 3.7. Safeguarding of EU's financial interest

The potential or actual supplier should accept that during the implementation of the contract and for four years after the completion of the contract, EIT Manufacturing has the right for the purposes of safeguarding the EU's financial interests, the proposal and the contract of the supplier may be transferred to internal audit services, EIT, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.