

Request for Proposal

Rebranding for the BoostUp! Programme

24th October 2023, Paris, France

Deadline for offer submission extended to 26th October 2023 (End of Business Day - CEST)

1. Context

EIT Manufacturing Knowledge and Innovation Community (KIC) is focused on promoting entrepreneurship, innovation, and education in the domain of Manufacturing. EIT Manufacturing brings together leading organisations along the entire value chain from smaller companies to larger industry, excellent academic and research institutions, as well as public sector organisations, to promote the transformation of manufacturing towards the digital economy, the circular economy and the decarbonization of industry, by removing barriers to innovation, promoting talent and education, leveraging enabling technologies and exploiting big-data.

EIT Manufacturing is regulated and funded by the European Institute of Innovation and Technology (EIT) located in Budapest, which is a body of the European Union. Within Europe, there are 9 (nine) other KICs where we can actively engage to lead and drive the creation of services across the continent, thereby enhancing the competitiveness of European companies.

EIT Manufacturing is an association under the French law 1901 created in 2019. Headquartered in Paris area, it has six Co-Location Centres (CLC) across Europe, responsible for the delivery in the different geographies. It also has a commercial arm created in 2021, Manufacturing SASU, also located in Paris.

2. Description

EIT Manufacturing is seeking for services of rebranding of the current visual identity of its Business Creation Programme entitled "BoostUp!", as follows.

BoostUp! Competition currently exists in two different formats explained in further detail here below. Nevertheless, it's crucial to emphasize that, regardless of the program's varying formats and scopes, its visual identity should maintain a consistent foundation in terms of color palette, font, and logo.

Format 1: Pan-European Competition BoostUp! with Corporate Challenges (Open Innovation)

BoostUp! serves as a pan-European competition featuring corporate challenges from industrial partners. Startups are invited to propose innovative solutions to these challenges. The visual identity should reflect

the pan-European nature of this competition, emphasizing collaboration, innovation, as well as the manufacturing scope.

In the past editions, this competition was called BoostUp! BRIDGE. The word BRIDGE referred to this competition as "bridging/connecting" the startups and the corporates. However, the word BRIDGE does not naturally follow the word BoostUp and neither of the words have any clear link with manufacturing.

EIT Manufacturing would like to review the BoostUp! BRIDGE sub-brand, replacing the word BRIDGE so that the full naming can make sense to someone not familiar with the BoostUp! concept. The name and imagery should convey the connecting and putting together technology startups and manufacturing customers with the goal of strengthening the manufacturing ecosystem in Europe.

Format 2: Country-Level BoostUp! (e.g. BoostUp! Ireland, BoostUp! Italy etc...)

In this context, BoostUp! is organized at the country level. Startups apply and pitch their ideas for monetary prizes and support. The visual identity should allow for customization to include the specific country name and/or year alongside the BoostUp! logo.

Key Branding Element: BoostUp! Logo

The BoostUp! logo and the color palette are the core branding elements and should remain the primary visual components in all concepts and editions. In the case of country editions, the logo can incorporate the country name and/or the year, ensuring flexibility and adaptability.

Emphasizing Manufacturing Topics

We seek to emphasize the representation of manufacturing-related topics within the visual identity. This can be achieved through the integration of manufacturing imagery, symbolism, pictograms, or other creative elements that symbolize innovation in the manufacturing sector. These elements should be incorporated thoughtfully to convey the essence of BoostUp! and its connection to the manufacturing industry.

Last, but not least, the revised EIT Manufacturing Strategic Agenda with the purpose, mission, vision, and strategic objectives should be reflected in the visual identity as an underlying idea:

- PURPOSE: Improve people's lives through sustainable manufacturing.
- MISSION: Connect manufacturing players by promoting talent and entrepreneurship to accelerate sustainable innovation in Europe.
- VISION: We are the leading European innovation community for manufacturing.
- STRATEGIC OBJECTIVES:
 1. Put people at the center of manufacturing innovation.
 2. Accelerate green manufacturing.
 3. Foster sovereignty and competitiveness.

3. Deliverables

EIT Manufacturing requires the vendor to include in its quotation the following deliverables:

- a) Creating an overarching visual identity for all BoostUp! editions, in alignment with EIT Manufacturing's corporate identity and brandbook;
- b) Finding a suitable sub-brand name replacement for the BRIDGE format;
- c) Following the approval of the visual proposal and the sub-brand name, creating and delivering the following:
 - (i) Main visual identity (in open source and png/jpg).
 - (ii) PowerPoint template.
 - (iii) Social media card templates.
 - (iv) Filler slides.
 - (v) Agenda template.
 - (vi) Logo and all other elements in open-source format and negative formats.

Proposed CAP for the Potential Supplier's Proposals:

The maximum budget for the requested Services is **9.000,00€** (nine thousand euros).

Timeline:

The following deliverables should be delivered by 14th November (CoB): (i) main visual, (ii) logos and all other single elements and (iv) brandbook.

4. Timeline

The deadline to submit the offer is **26/10/2023 (CoB- CEST)** and the awarded tenderer shall provide legal services on the monthly basis as described earlier until the expiration date of the contract.

The indicative timeline for the call for proposals is as follows:

Activity	Responsible	Date
RfP opening	EIT Manufacturing	12/10/2023
RfP Extension of deadline	EIT Manufacturing	26/10/2023
Offer submission	Supplier	26/10/2023 (EoB-CEST)
Evaluation and notification of award	EIT Manufacturing	27/10/2023
Contract signature	EIT Manufacturing & selected supplier	30/10/2023

All offers shall be submitted within the above-mentioned deadline to the following email: procurement@eitmanufacturing.eu

5. Evaluation Criteria and Award Notification

Timely received proposals submitted by the tenderers will be examined, evaluated, and compared in accordance with the following criteria and the contract shall be awarded to the highest ranked tenderer. The decision will be made according to the “Best Value for Money” principle.

Criteria	Weight
Visual and economic proposal addressing expected deliverables	40%
Perceived ability to carry out the work according to the requirements set out in this document	15%
Competences match requirements	15%
Experience in similar projects	15%
Price	15%

In the submission phase, the Supplier is expected to submit:

- Its visual proposal containing different solutions for BoostUp! visual identity and its application(s)
- Economic proposal for the delivering the requested deliverables
- References and examples from similar past projects

An Evaluation Committee of 3 (three) people will be established. Each bid will be evaluated and ranked according to the criteria above.

The compliance with the principles of transparency, non-discrimination, equal treatment, and absence of conflict of interest will be ensured.

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure. In case the winning tenderer is unable to enter the contract, EIT Manufacturing may decide to contract the supplier receiving the second highest ranking.

Proposals must be submitted by e-mail within 10 days of the date of notification of the request for proposal. All proposals received after the deadline will be rejected.

In duly justified cases, however, no later than 2 calendar day before the original deadline, the submission deadline can be extended.

Upon request from the tenderer concerned, EIT Manufacturing will as quickly as possible, and in any event within 15 calendar days from receipt of a written request, inform:

- any unsuccessful candidate of the reasons for the rejection of its request to participate,

- any unsuccessful tenderer of the reasons for the rejection of its tender, including, if this is the case, its decision that the works, supplies or services do not meet the performance or functional requirements,
- any tenderer that has made an admissible tender of the characteristics and relative advantages of the tender selected as well as the name of the successful tenderer or the parties to the awarded contract,
- any tenderer that has made an admissible tender of the conduct and progress of negotiations and dialogue with tenderers.
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Information referred to above may be withheld where the release of such information would be contrary to the public interest, would prejudice the legitimate commercial interests of an economic operator, or might prejudice fair competition between economic operators.

Should there be a suspicion that the provider will not be able to perform according to the price offered, EIT Manufacturing has the right to ask for explanations and may reject the tender where the evidence supplied does not satisfactorily account for the low level of price or cost proposed.

5. Complaint procedure

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals shall be addressed to EIT Manufacturing **only** via the following email address procurement@eitmanufacturing.eu. The tenderers have **5 (five) days** to file their complaints from the date of receipt of notification of the results.

In your application to EIT Manufacturing the complainant shall explain what procedural aspects they consider having been violated along with any recommendations or remarks. Such charges need to be supported with data and facts and, if possible, – documentation. An appeal whose sole purpose is to obtain a second evaluation for no reason other than that the complainant disagrees with the final award decision is to be rejected.

6. Negotiations & Clarifications

Negotiations can be held in the following cases:

- if it is identified that the scope of services issued by EIT Manufacturing is not detailed enough, incomplete or some areas are lacking crucial information to complete the procedure for direct awards;
- if EIT Manufacturing has the intention to reduce the offered prices to find the best value for money;
- if all submitted prices are above the planned budget and it is everyone's interest to finish the procedure with success – in that case, price negotiation can take place. During a price negotiation, all tenderers are called to lower their prices by the same deadline in a written form;

EIT Manufacturing can organize as many rounds of negotiation as it is needed during the procedure in order to reach the highest quality of proposals and the best price.

Whenever possible, the negotiations should be carried out in writing, however, in special cases, video conference or even live negotiation can be organized. EIT Manufacturing also reserves the right to invite the tenderers to an individual meeting before the final award of contract in order to clarify details and ambiguities.

In case of obvious or perceived errors or omissions in the RfP, Tenderers can request additional information or clarifications by the deadline provided in the above timeframe through email at paola.fantini@eitmanufacturing.eu.

Upon receipt of the bids, they will be reviewed, and additional details will be requested from the tenderers as needed. The requests as well as the answers are to be submitted written by e-mail. Where information or documentation to be submitted by tenderers is incomplete or erroneous or where specific documents are missing, EIT Manufacturing staff may request the party concerned to submit, supplement, clarify or complete the relevant information or documentation within 7 days.

Bid preparation costs are not reimbursable and must be borne by the tenderers.

EIT Manufacturing owns all bids received in this RFP. Proprietary information of vendors in the bids will be kept strictly confidential. The offers as well as the contract may be submitted for audits.

7. Contract

The final award does not yet constitute the Contract. The Contract will be concluded at the time of signature by the Supplier and EIT Manufacturing. The winning supplier will be sent the contract to be signed (indicating the deadline by which the signed contract should be returned to EIT Manufacturing).

The invoicing will be based on a mutually agreed schedule; it will be detailed in the contract. The contract that will be awarded will have a maximum duration of 1 year with the possibility of renewal. The tenderer agrees that the total value of the contract to be signed with EIT Manufacturing will in no way exceed the bid (the amount contained in the offer) of the tenderer.

The awarded supplier will be requested to sign Standard Contractual Clauses (SCC) if no other GDPR compliant safeguards exist, and the supplier is located in a country for which the EU commission has not issued an adequacy decision.

8. Confidentiality Obligation

All information, whether written or oral, exchanged between the parties involved in this Request for Proposals (RfP) process, hereinafter referred to as the "Parties," shall be considered confidential and proprietary.

The Parties agree not to disclose, provide access to, or otherwise make available any confidential information to any third parties, including but not limited to individuals, companies, or organizations, who are not directly involved in the RfP process, without the express written consent of the disclosing Party.

"Confidential Information" shall encompass, without limitation, all data, documents, proposals, discussions, designs, specifications, financial information, technical data, trade secrets, and any other information disclosed by one Party to the other during the course of the RfP process.

The obligations of confidentiality shall not apply to information that is:

- a) Publicly available at the time of disclosure or subsequently becomes publicly available through no fault of the receiving Party.
- b) Already in the possession of the receiving Party prior to disclosure and not subject to an existing confidentiality obligation.
- c) Disclosed to the receiving Party by a third party with the legal right to do so without breaching any confidentiality obligations.
- d) Required to be disclosed by law, court order, or governmental regulation, provided that the disclosing Party is promptly notified and given the opportunity to seek a protective order.

Any Party found in breach of this confidentiality clause shall be subject to legal measures, including but not limited to litigation, injunctive relief, and monetary damages, as deemed appropriate by the disclosing Party.

The obligations of confidentiality as set forth in this clause shall survive the termination or completion of the RfP process and shall remain in effect for a period of 5 (five) years, unless both Parties mutually agree in writing to terminate this confidentiality agreement.

This confidentiality clause shall be governed by and construed in accordance with the laws of France. Any legal action arising out of or in connection with this clause shall be subject to the exclusive jurisdiction of the courts of Paris, France.

9. 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.

The tenderer 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'). S/he should

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

The supplier cannot be a EIT Manufacturing Partner or Activity Partner. Any bid from such an economic operator will be rejected.

Tenderers will be excluded if:

- a) they are being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations; they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- b) they have been guilty of grave professional misconduct proven by any means which the EIT Manufacturing can justify;
- c) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or any other country of the EU;
- d) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the EU' financial interests;
- e) following a procurement procedure or grant award procedure financed by the EU budget, they have been declared in serious breach of contract for failure to comply with their contractual obligations.

The tenderers must not be in a situation of a conflict of interest, and they have sufficient economic and financial capacity, technical and professional capacity and legal and regulatory capacity to perform the requested services. Additional evidence or declarations might be requested by the contracting authority.

EIT Manufacturing reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities, conflict of interest or fraud. If substantial errors, irregularities, conflict of interest or fraud are discovered after the award of the tender, EIT Manufacturing may refrain from concluding the Contract.