

EIT Manufacturing

Request for proposal:

Promotional & Marketing web services for EIT
Manufacturing's Master and PhD programs

Project specification for tender process

November 2023

Contents

EIT Manufacturing.....	1
Request for proposal.....	1
Promotional & Marketing web services for EIT Manufacturing’s Master and PhD programs.....	1
1 About EIT Manufacturing.....	3
2 Project objectives.....	3
3 Detailed scope of the work.....	4
3.1 Deliverables	5
3.2 Location	5
3.3 Reference Law	5
4 Proposal Process.....	6
4.1 Submission of Proposal.....	6
5 Supplier selection process, criteria and timeline.....	6
5.1 Timeline for selection process.....	6
5.2 Costs for preparing proposals	7
5.3 Ownership of the proposals	7
5.4 Negotiation ad Clarifications	7
5.5 Evaluation of proposals.....	8
5.6 Signature of contract(s).....	9
5.7 Cancellation of the proposal procedure	9
5.8 Appeals & complaints.....	10
5.9 Confidentiality Obligation.....	11
6 Appendix.....	12
7 ANNEX 1: Economic offer template.....	12
8 ANNEX 2: EIT Manufacturing Master and Doctoral School programs descriptions	14

1 About 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.

EIT Manufacturing initiates and offers a wide range of programmes, tools, and activities to educate students, to up-skill and re-skill the European workforce.

The EITM Master, PhD programs and Summer/Winter schools are open to European and International students, including a series of learning activities and networking events with industries and manufacturing experts.

2 Project objectives

The purpose of this Request for Proposal is to select one or multiple education platform suppliers for promoting EIT Manufacturing’s Master School and Doctoral School education programmes online, which include Summer and Winter Schools, as well as the Innovation and Entrepreneurship programme. Information about the programs is included in annex 1 &2 of this document.

The online services will always need to follow the EIT Manufacturing’s brand guidelines, such as including the logo of EIT Manufacturing and the EU acknowledgements (EU Flag + sentence).

The RfP focuses on online web promotional & marketing services for EIT Manufacturing Master and Doctoral School Programmes.

The budget threshold for the online promotion services is estimated to maximum 16,999 EUR (sixteen thousand nine hundred ninety-nine) per supplier (VAT excluded).

We expect the online promotion to target both European and international students worldwide and to be appealing to the following target audiences:

- Engineering (or scientific) undergraduate students (for Master of Science), PhD, young professionals).
- Graduated students in Engineering or similar degrees (for PhD programs, summer, and winter schools).
- Professionals for both master and PhD programs (including summer and winter schools).

This request for purchase contains the deliverables listed below. Based on the proposals, pricing, and suppliers, EIT Manufacturing may choose to work with two or more suppliers instead of only one, to reach out students from several Countries and to increase its visibility towards student.

3 Detailed scope of the work

The RfP focuses on purchasing online web promotional & marketing service for the Master and Doctoral School following programmes.

The offer must clearly specify per each item if it is included or not, a short item description and the full price for, as specified in section 4.1.

The web promotional & marketing services must include:

1. Unlimited programs pages listing from 1st December, 2023 to 31st December, 2024. For the moment we have the following programmes.
 - 5 Master programmes.
 - 1 Master summer school programme.
 - 4 Doctoral School programmes: 1 Doctoral full programme; 1 I&E programme; 1 Doctoral Summer School; 1 Doctoral Winter School, 6 online programmes.
2. Unlimited number of inquiring and unlimited user traffic.
3. Publishing and promotion in European and extra-European countries: please list the countries where the platform can advertise the programs. Selection and deselection of countries feature is a plus.
4. Publishing and promotion must be at minimum in English. Availability of local language web pages (translated by the service supplier) are a plus.
5. Geotargeting of the students countries/regions per programme are a plus.
6. The web platform front end should provide the following features:
 - Displaying the EIT Manufacturing logo combined with the EIT co-branding (please see brand guidelines).
 - Short introduction to EIT Manufacturing, also with the possibility to add videos or animations to the introduction.
 - Program description.
 - Possibility to add more detailed text sections, including descriptions of university partners is a plus.
 - Capability to upload documents (such as pdf) images (png/jpg) and/or videos (such as .mp4).
 - Capability to link external webpages.
 - Students inquiry/registration form, to collect students leads, including at least name, surname, e-mail address. Capability to customize the form and adding more fields is a plus.
 - GDPR compliancy with EIT Manufacturing privacy policy.
7. The web platform back end should provide the following features:

- Unlimited student leads emailed to the email ID provided by EIT Manufacturing Master & Doctoral School.
- Display advertisements on the service provider platform.
- Targeted newsletter to relevant students leads.
 - Student segmentation according to their profile to be provided for effective targeting.
- Statistics, reporting and marketing analysis capabilities of students' activity, such as click, leads, impressions, etc. Results report download/export option (please specify a list of available analytics options and the download available options) is a plus.
- Data export & import (please list all the formats, for instance excel worksheets, pdf, etc).
- Capability to interface with commercial CRMs like DreamApply (please specify the technical method and platforms supported) is a plus.
- Additional features are a plus.

The project will start as soon as the provider is chosen according to this RfP, and contract/service agreement is estimated to have its term from 1st December 2023 to 31st December 2024.

EIT Manufacturing retains the right not to request from the provider all items above.

3.1 Deliverables

Expected deliverables are:

- Preparation, and production (including writing and visuals, and user design) of promotional web pages about EIT Manufacturing's Master and PhD (including I&E programme and summer and winter schools, online courses) on the supplier's digital platform. The content should be at least in English (with additional languages a plus, please detail in offer published in European and International Countries, according to provider capabilities).
- Digital Marketing metrics about each program page, such as clicks, CTR, leads, conversions vs number of applicants, impressions etc.
- Easy extraction of list of leads (potential students), including their contacts with at least their name, surname, and e-mail address. Attention: Supplier to propose legally compliant GDPR clause and procedure

3.2 Location

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

3.3 Reference Law

The project will be run under the French law.

4 Proposal Process

4.1 Submission of Proposal

Proposals are requested to be emailed in English within the below-mentioned deadline to the following email: procurement@eitmanufacturing.eu

The proposal shall contain:

- The financial offer. The financial offer must be presented in EUR and English language according to Annex 1 template.
- The offer shall include the list and description of services, filled in the template of Annex 1, sheet: "Offer features".
- Prices must be indicated as net amount (VAT is paid in France through reverse charge). Overall the offer shall not exceed the amounts reported in section 2.

5 Supplier selection process, criteria and timeline

5.1 Timeline for selection process

The intended timeline and deadlines for the purchasing & selection process is:

Deliverable	Deadline
RfP opening	November 6 th , 2023
Deadline for submitting proposals	November 13 th , 2023 until 5h00 (PM) (Brussels Timezone)
Evaluation and notification of award	November 17 th , 2023
Intended date of contract signature	November 27 th , 2023
Start of the main service	December 1 st , 2023

The shortlisted suppliers will be assessed/ranked by EIT Manufacturing according to the criteria listed below.

All proposals must be sent to EIT Manufacturing procurement@eitmanufacturing.eu no later than November 13th, 2023 until 5h00 (PM) Brussels timezone.

Before making its final choice, EIT Manufacturing has the right to invite participants to a negotiation phase, if there is a need to clarify pricing and project scope. In this case, all shortlisted suppliers will be invited to participate.

- 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 counterproposals, 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.

5.2 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.

5.3 Ownership of the proposals

EIT Manufacturing 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 4 (four) year after the completion of the contract for the purposes of safeguarding the EU's financial interests, EIT Manufacturing 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.

5.4 Negotiation and 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 procurement@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 3 day(s).

5.5 Evaluation of proposals

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 alongside with the following criteria:

- A. Characteristic of the service (50% of decision weight)
 - a. Available features
 - b. Geographical coverage (number of countries reached by web service and of Schools interest)
 - c. Language options
 - d. Marketing characteristics for analysis
 - e. Flexibility of use of the platform
 - f. Support from the suppliers after sales
- B. Provider experience and references (20% of decision weight)
 - Provider presentation, references, number of advertised programs and customers in line with EIT Manufacturing Programmes (in .ppt)
 - Proposed timeline & project management
- C. Price (30% of decision weight)
 - Pricing of the mandatory service. Price of the optional services. Price of the full service, including the optional ones. Renewal policy price.

An Evaluation Committee of at least 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.

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.

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.

Complementary Note on the Evaluation Process:

After the initial evaluation of submitted proposals, it is possible that the potential top-ranked suppliers may be shortlisted for participation in a Pitch Session or in a set of interviews. It is important to emphasize that the evaluation will be conducted in strict accordance with the criteria outlined in the published Request for Proposal (RfP).

The primary objective of the Pitch Session or Interviews is to facilitate a deeper understanding of the received proposals, provide an opportunity to elaborate on specific details, and allow the EIT Manufacturing to get to know the team of professionals better. During this session, the shortlisted suppliers will have the chance to present their proposals, clarify any questions, and discuss how your firm can best meet the legal consulting needs of EIT Manufacturing.

Further details regarding the Pitch Session or Interviews, including dates and logistics, will be communicated to the shortlisted suppliers following the initial evaluation of proposals.

5.6 Signature of contract(s)

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 into the contract, EIT Manufacturing may decide to contract with the supplier receiving the second highest ranking.

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.

5.7 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.

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'). The

tenderer 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.

This RfP confers no entitlement or expectation for tenderers to enter into a contract with EIT Manufacturing. Consequently, EIT Manufacturing is not obliged to sign a contract with the chosen supplier, whether at present or in the future.

5.8 Appeals & Complaints

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 complaint 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.

5.9 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 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.

6 Appendix

- ANNEX 1: Economic offer template
- ANNEX 2: EIT Manufacturing Master and Doctoral School programs descriptions

7 ANNEX 1: Economic offer template and Offer Features

Please, see the excel attached files on the description of the RfP on our Website.

8 ANNEX 2: EIT Manufacturing Master and Doctoral School programs descriptions

- Educational activities web pages: <https://eitmanufacturing.eu/activities/>
- Master School web page: <https://eitmanufacturing.eu/activities/eit-manufacturing-master-school/>
- Master School programs web pages:
 - [MSc in Human-Robot Interaction for Sustainable Manufacturing](#)
 - [MSc in Additive Manufacturing for Full Flexibility](#)
 - [MSc in Data Science and AI for a Competitive Manufacturing](#)
 - [MSc in Digital Manufacturing for Innovative Ecosystems](#)
 - [MSc in Zero Defect Manufacturing for a Circular Economy](#)
- Doctoral School web page: <https://eitmanufacturing.eu/activities/eit-manufacturing-doctoral-school/>
- Example of Winter School web page: <https://eitmanufacturing.eu/activities/eit-manufacturing-winter-school/>
- There will also be online programmes to list (for now EIT Manufacturing Master & Doctoral School offers 6 online courses)



Co-funded by the
European Union