

# Request for Proposal (RfP)

## Development of Launch Campaign Strategy for EIT Manufacturing Academy November, 2024

**Deadline for offer submission until 03/12/2024 by 16h00pm (CEST)**

### 1. Context

EIT Manufacturing (KIC) is focused on promoting entrepreneurship, innovation, and education in the domain of Manufacturing. EIT Manufacturing brings together leading organizations along the entire value chain from smaller companies to larger industry, excellent academic and research institutions, as well as public sector organizations, to promote the transformation of manufacturing towards the digital economy, towards 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 a not-for-profit organization created in 2019, co-funded by the European Commission under the Horizon Europe programme.

### 2. Service Description

#### Introduction

EIT Manufacturing, with its Education and Training department, aims to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry. EIT Manufacturing's education programmes provide innovative, customized and industry-driven knowledge and the ultimate skills to shape the future of manufacturing.

EIT Manufacturing Academy is the EIT Manufacturing learning platform; it enables the delivery of our education portfolio, and it's composed of 3 core modules:

- Catalogue including digital trainings, live sessions, blended trainings
- Learning Management System dedicated to the creation and delivery of digital trainings
- E-commerce enabling the purchasing of training (to individuals, while B2B negotiations and orders take place out of the platform).

EIT Manufacturing is seeking proposals from qualified suppliers to develop a Launch Campaign strategy for EIT Manufacturing Academy.



## Objectives

The selected supplier will be responsible for designing the Launch Campaign strategy to ensure the successful market entry and positioning of EIT Manufacturing Academy's educational offerings, which target industry professionals, academic institutions, and other stakeholders in the manufacturing ecosystem with main focus on B2B and only partially B2C target audience.

The supplier should take into account the following as EIT Manufacturing Academy Platform Launch Campaign goals:

- Developing a marketing and communication strategy for launching period first half of 2025 for successful commercial launch of EIT Manufacturing Academy: the platform is currently used only by the closed community of EIT Manufacturing partners and EIT Manufacturing funded projects.
- Reaching key target audiences (decision makers for upskilling and reskilling within large corporations and SME) in key markets.
- Integration of EIT Manufacturing Academy in the overall portfolio of services developed by EIT Manufacturing for Corporates and SME
- Establishing the platform as a leading provider of training content for the European manufacturing community.
- Driving platform adoption, engagement, and revenue growth.

## Scope of Work

The selected supplier will be responsible for:

- Identifying key competitors for the main European markets, detailing their pricing and distribution strategy. Describe the methodology adopted to carry out the analysis so that EIT Manufacturing is autonomous in monitoring and annually updating the results.
- Analyzing the existing EIT Manufacturing Academy Business Model that includes positioning, messaging, distribution channels (direct and indirect in key markets) with recommendations for market **needs, customer and market segment targets**, value proposition refinement, distribution channels, service model optimization, and partnership strategies.
- Developing a marketing and communication strategy for launching period first half of 2025. Propose different budget scenarios (minimum 3) and recommendations how we should act to ensure that we reach the target audience with direct and indirect distribution on key industrial markets (focus on Austria, Germany, Greece, Italy, France, Spain, Sweden) and in regions with lesser level of innovation.
- Working closely with internal stakeholders to align the Launch Campaign Strategy with EIT Manufacturing Academy's broader business objectives.
- Elaborating Platform Launch Campaign toolkit with clear messaging and key selling points. Material will include a brochure, presentations deck, press releases, demos, etc. as **a part of the future Go-to-Market strategy**.

In summary, this detailed Launch Campaign service includes the following deliverables:

- Key competitors in key markets and their price analysis report. Validated business model and pricing strategy report.
- Communication strategy for Launch Campaign entry period report.

Platform Launch Campaign toolkit.

**The allocated budget for this service is 25 000 EUR.** Bidders must comply with this limit and submit commercial offers that adhere to it; failure to do so may result in disqualification of the proposal.



#### Proposal Requirements:

Interested vendors should include the following information in their proposals:

- Company Information: company name, address, and contact information.
- Brief history and overview of the company: relevant experience in Launch Campaign Strategy/Go-to-Market strategy development for education platforms/services/products, especially in the digital and blended learning areas and in the manufacturing sector, and implementation results of these activities/projects.
- Project approach: detailed steps, resources, and methodologies, ensuring alignment with our campaign objectives.
- Timeline for completion of the project and risk management strategies.
- Team Qualifications: names and qualifications of key personnel involved in the project.
- Cost Proposal: detailed cost breakdown for the entire project, including any potential additional costs for documentation creation.
- Payment terms and conditions.
- Professional References.

Interested suppliers must submit the signed “Tenders Declaration of Honor” (Annex I) along with their proposals. Failure to provide this declaration, or submitting it incomplete, incorrect, or after the deadline, will result in automatic disqualification of the supplier for non-compliance with an essential requirement.

Additionally, the absence of any required information in the RfP may lead to the disqualification of the supplier. Therefore, it is imperative that all requested information is provided in full and in accordance with the specifications outlined in this document.

#### Provision of internal artifacts related to product description and analysis (post-NDA)

EIT manufacturing will provide the selected supplier with detailed documentation after the signature of a Non-Disclosure Agreement (NDA), including:

- Business model outlining market needs, customer segments, value propositions and offerings, distribution channels, collaboration frameworks with training providers, key resources and key partners.
- Input for communication strategy, target categorization, actions and draft key messages for each target.
- Partial competitors' benchmark pricing analysis.
- Marketing materials – presentations deck for learners, content providers, clients. Value Proposition deck for overall service portfolio
- A list of current functionalities/services and those we wish to add.

The above-mentioned materials are supposed to be used as inputs and be complemented, amended and/or validated with the execution and delivery of the services objects of this tender.

### 3. Timeline

The deadline to submit the offer is **03/11/2024**, and the awarded tenderer shall provide legal services as described in this RfP. The indicative timeline for the call for proposals is as follows:



Activity	Responsible	Date
RFP opening	EIT Manufacturing	26/11/2024
<b>Deadline for Offer Submission</b>	<b>Supplier</b>	<b>03/12/2024 by 16h00pm (CEST)</b>
Evaluation and notification of award	EIT Manufacturing	03/12/2024
Contract signature	EIT Manufacturing & selected supplier	06/12/2024

**Deliverable documents plan\***

Key competitors in key markets and their prices analysis report.	Supplier	02/12/2024
Validated business model report. Pricing strategy report.	Supplier	06/12/2024
Communication strategy for Launch Campaign entry period report.	Supplier	15/12/2024
Platform Launch Campaign Toolkit.	Supplier	10/01/2025

Potential providers are welcome to **suggest their approach** to:

- **Timelines** (staying within the suggested range),
- **Scope of services / deliverables** (with a focus on Launch Campaign activities),
- **Geographies they can cover** (aligned with our priorities).

All offers shall be submitted within the above-mentioned deadline to the following link: <https://eit-manufacturing.prioritize.linksquares.com/new-task?token=eqfghK7TdycO3ZdVaPfvqgS5gx2LiEf2lmaueYxnGfUzCJhpKHMNjUwW1oN-KF7i>

To start your application, please follow the outlined "step-by-step":

1. Click on the link above and fill out the Task Name with this description: "RfP - Development of Launch Campaign Strategy for EIT Manufacturing Academy".
2. Fill out the Requestor Name with your name.
3. Fill out the Requestor E-mail with your e-mail address.
4. Leave the following fields blank since they are not mandatory: Task type, Deadline and Priority.
5. Fill in the field "Describe Task" with the message you wish to convey to our team and/or any details and comments you have regarding your proposal. If you have none, simply write the name of the RfP "Development of Launch Campaign Strategy for EIT Manufacturing Academy".



6. Click on attachments and upload your Commercial Proposal as an attachment.
7. After completing the above-mentioned information, click on “Submit Task” to finalize your application. Please note that you will not receive any confirmation in your e-mail. However, you should ensure that this message appears to you on the screen after submitting your proposal: “Task created successfully”.

If you have any questions, please contact our Education Team at the following email address [education@eitmanufacturing.eu](mailto:education@eitmanufacturing.eu)

Please kindly keep the procurement team cc'ed in the emails you send to our Growth 4 Impact Team [procurement@eitmanufacturing.eu](mailto:procurement@eitmanufacturing.eu).

Disclaimer of Liability for Technical Failures:

EIT Manufacturing shall not be held liable for any technical failures, interruptions, or glitches occurring in its digital tool designated for receiving proposals in the Request for Proposals (RfP) as mentioned in the link above, irrespective of the underlying reasons. EIT Manufacturing assumes no responsibility for any loss or damage resulting from such technical issues.

Verification of Proposal Receipt:

In case of any doubt or uncertainty regarding the submission status, the supplier is obligated to take appropriate measures to confirm the receipt of their proposal, utilizing the communication channels and tools made available by EIT Manufacturing for such verification. It is the supplier's sole responsibility to verify the successful submission and receipt of their proposal through the available means provided by EIT Manufacturing. By participating in the proposal submission process, the supplier acknowledges and accepts that EIT Manufacturing disclaims any liability related to technical failures affecting the digital tool and that the supplier is accountable for ensuring the successful transmission and receipt of their proposal.

## 4. 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. The award criteria will be the following:

- a) Price (hourly rate and/or overall price) (30%)
- b) Prior experience in similar tasks (30%)
- c) Description of the proposal for delivering requested services (40%)

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. 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](mailto: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 a [education@eitmanufacturing.eu](mailto:education@eitmanufacturing.eu) with [procurement@eitmanufacturing.eu](mailto:procurement@eitmanufacturing.eu) in cc.

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).

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 is estimated to be signed by **November 22, 2024**, and **will have a maximum duration of 2 (two) months with the possibility of renewal by mutual agreement between the parties.**

The tenderer agrees that the total value of the contract to be signed with EIT Manufacturing for the mentioned period 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’). 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.