

Request for Proposal

Promotion campaign for EIT Jumpstarter 2025 Call

February 2025

The deadline for offer submission is the 4th March 2025

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.

Among Europe it exists 9 other Knowledge Innovation Communities (KICs) with the one we can participate to lead the action and create services across Europe and improve the competitiveness of European companies.

EIT Manufacturing is an association under the law 1901 created in 2019, **looking for a service provider to deliver a promotion campaign to disseminate EIT Jumpstarter 2025 competition.** More detailed requirements can be found further down in the document.

About the [EIT Jumpstarter 2025:](#)

With this Request for Proposal (RfP) **EIT Manufacturing** aims to hire a qualified Supplier to develop and manage a paid Social Media Campaign for the EIT Jumpstarter Call of 2025.

EIT Jumpstarter is a program in the format of a competition for idea-holders and early-stage innovators who want to bring their idea to the market. The strategic aim of this program is to create a sustainable impact in the Central-Eastern and Southern-European Regions by boosting innovation and

entrepreneurship within this part of Europe. The program's concept originates from the real needs of the innovation ecosystem of these regions. Countries face similar challenges; they have enormous innovation potential, with bright scientific minds, but the research results are likely to remain within the labs. At the same time, there is a significant number of needs that have been unmet from the corporate side. To overcome these challenges connecting the innovative solutions with the articulated demands from the industry and increase the competitiveness of our regions – seven EIT Communities teamed up to jointly running EIT Jumpstarter. The competition is organized by EIT Health, EIT RawMaterials EIT Food, EIT InnoEnergy, EIT Manufacturing and EIT Urban Mobility. They are seven Knowledge and Innovation Communities of EIT, the European Institute of Innovation and Technology. They bring together businesses, research centers and universities as partners creating a favorable environment for creative thought and innovation to flourish. EIT is a valuable, credible partner to get your business idea up and running. Graduates of the program possess the skills and knowledge to launch their company, and as part of the alumni community, they receive further support and dedicated advisory from the EIT Communities regarding the next stage of their start-up journey. We introduce teams to partners, VCs, regulatory bodies and companies that can produce their products, their first buyer or a test site. They meet major innovation hubs in Europe, which is important when they want to enter foreign markets.

2. Deliverables/Strategic Approach

Activity: Promotion campaign for EIT Jumpstarter 2025 call.

- **Objective of the campaign:** Obtaining 200 high-quality applications, possibly across all 22 EIT RIS-eligible countries.
- **Dates for the call:** The call will be running from late February until 9th of March 2025.
- **Duration of the campaign:** The campaign will have a 2 (two) month duration starting from the contract signature date.
- **Countries:** RIS countries (<https://eit.europa.eu/our-activities/eit-regional-innovation-scheme>): Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine. Please, feel free to send us your recommendation regarding how to approach the maximum number of countries in the most effective way.
- **Target:** individuals, scientific project teams, innovators, scientists, PHD students or master's students. Please, feel free to send us your recommendation.
- **Target audience interests:** People who match the following interests Science, Start-Up, Startup Academy, Business plan, Startups, Invention, Business model, Startup company, Innovation management, Student, Entrepreneur, Manufacturing, Business incubator, Patent, Innovation, Inventor (patent), Lean Startup or Startup ecosystem.
- **Education Level:** University graduate, at university (postgraduate, researcher).
- **Campaign:** See "anticipated outcomes/strategic approach". Please, feel free to send us your recommendation.

- **Language of the campaign:** English
- **Visuals for the campaign:** Provided by EIT Manufacturing.

Anticipated Outcomes/Strategic approach:

- Ambassador program/University Influencers
- SoMe (Social Media) challenge – tbd.
- Optimization of SEO (suggested keywords: Europe, accelerator, investment, startup, innovation, funding)

3. Budget

The maximum budget for the requested service is as follows:

EUR 5,000 (excluding VAT).

Please note: EIT Manufacturing is not obligated to procure services up to the maximum specified amount.

4. Proposal requirements

The Supplier is invited to submit a brief proposal (short presentation) outlining your strategy for optimizing our budget for a paid social media campaign to effectively reach our target audience. The proposal should include key actions, a budget allocation plan, and measurable KPIs.

The selection will be based on the best value proposition. While EIT Manufacturing can grant access to our social media channels, we do not have Google Ads or LinkedIn Campaign Manager accounts. Therefore, we expect the selected provider to manage the campaign setup and execution from their end.

Please note that content materials for the campaign do not need to be prepared as part of this proposal.

5. Timeline

The deadline to submit the offer the 4th of March 2025.

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

Activity	Responsible	Date
RFP opening	EIT Manufacturing	24 February 2025
Deadline for offer submission	Supplier	4 of March 2025
Evaluation and notification of award	EIT Manufacturing	6 of March 2025
End of standstill	EIT Manufacturing	9 March 2025
Contract signature	EIT Manufacturing & selected supplier	10 March 2025
Project start (Kick off meeting)	EIT Manufacturing & selected supplier	12 March 2025
End of project		2 April 2025

All offers shall be submitted within the above-mentioned deadline to the following link:

<https://eit-manufacturing.prioritize.linksquares.com/requester-template-gallery-view?token=eqfghK7TdycO3ZdVaPfvqgS5gx2LiEf2ImaueYxnGfUzCJhpKHMNjUwW1oN-KF7i>

To start your application, please click on the link above and then click on "General request - Make a request to the legal team for work".

Then, please, fill in the fields with the description/data of the RfP you are applying for. Note that the Requester's name and email should be your name and email.

After completing the information, upload your proposal in the "attachments" option at the bottom of the screen, and click "Submit Task" to finalize your application.

Please notice that you will not receive any confirmation on 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 us at the following email address: 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 sole responsibility of the supplier 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.

6. 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 award criteria will be examined in accordance with the document with the technical response to the activities requested.

Evaluation criteria:

1. Project experience and competences (35%)
2. Methodological approach of the project and proposed project implementation (35%)
3. Best Value for Money (30%)

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 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.

7. 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 3 (three) 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.

8. 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 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 2 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.

9. 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 2 (two) months.

The tenderer agrees that the total value of the contract to be signed with EIT Manufacturing for the project duration 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.

10. 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.

11. 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:

- 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;
- they have been guilty of grave professional misconduct proven by any means which the EIT Manufacturing can justify;
- 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;
- 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;

- 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.

ANNEX I - Tenders Declaration of Honor

[Place and Date]

[Name of the Legal Entity and/or Signatory]

I, [Full name of the supplier's representative], hereby declare the following in connection with my application for the Request for Proposal (RfP) [title of the RfP]:

- a) I will commit to 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'). I will inform the EIT Manufacturing immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.
- b) I accept that during the implementation of the contract and for five years after the completion of the contract, the supplier must keep confidential any data, documents or other material that is identified as confidential at the time it is disclosed ('confidential Information').
- c) I accept that during the implementation of the contract and for five years after the completion of the contract, the EIT Manufacturing has the right for the purposes of safeguarding its financial interests, the offer and the contract of the supplier may be transferred to internal as well as external audit services.

- d) I confirm that I or the entity represented by me is not currently experiencing any of the following situations. If any situation applies, details are provided in an annex to this declaration along with a brief explanation.
- The entity is not bankrupt, subject to insolvency or winding up procedures, and its assets are not being administered by a liquidator or by a court. It is not in an arrangement with creditors, and its business activities are not suspended, nor is it in any analogous situation arising from a similar procedure under national legislation or regulations.
 - There is no final judgement or final administrative decision establishing a breach of obligations related to the payment of taxes or social security contributions.
 - There is no final judgement or final administrative decision establishing guilt of grave professional misconduct, including but not limited to fraud, violation of applicable laws or regulations, ethical standards, distorting competition, violating intellectual property rights, attempting to influence EU Bodies' decision-making processes, attempting to obtain confidential information, or any other wrongful conduct impacting professional credibility.
 - There is no final judgement establishing guilt of fraud, corruption, participation in a criminal organization, money laundering or terrorist financing, terrorist-related offences, child labor, or other forms of trafficking in human beings.
 - The entity has not shown significant deficiencies in complying with the main obligations in the performance of a contract, a grant agreement, or a grant decision financed by the European Union's budget, leading to early termination, application of liquidated damages, or other contractual penalties, discovered through checks, audits, or investigations.
 - There is no final judgement or final administrative decision establishing that the entity has committed an irregularity within the meaning of Council Regulation (EC, Euratom) No 2988/95.
 - There is no final judgement or final administrative decision establishing that the entity has created an entity in a different jurisdiction with the intent to circumvent fiscal, social, or any other legal obligations.
 - In the absence of a final judgement or final administrative decision in the cases mentioned above, or in the case of point (d), I acknowledge that the Applicant may be subject to:
 - i. Facts established in the context of audits or investigations by EPPO, the Court of Auditors, OLAF, or the internal auditor, or any other check, audit, or control performed under the responsibility of the authorizing officer.
 - ii. Non-final administrative decisions, including disciplinary measures taken by the competent supervisory body responsible for the verification of the application of standards of professional ethics.
 - iii. Facts referred to in decisions of persons and entities implementing Union funds.
 - iv. Information transmitted in accordance with the Financial Regulation.
 - v. Decisions of the Commission or national competent authority relating to the infringement of Union or national competition law.

I hereby declare the accuracy and truthfulness of the above statements.

Yours faithfully,

[Signature of the Supplier's representative]