



Request for Proposals

Branding and Marketing Services for the I-Drive project

The EIT – Making Innovation Happen

EIT Manufacturing

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www.eit.europa.eu



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1. Overview of EIT Manufacturing

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

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

Our vision is that 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 defined four Flagships that add value to European manufacturing and address multiple strategic objectives. These flagships are prime demonstrations of the community’s ability to solve complex challenges, while delivering high societal and industrial impact.

1. **People and robots for sustainable work**
2. **Additive Manufacturing for full flexibility**
3. **Waste-free Manufacturing for a circular economy**
4. **Platforms for digitalised value networks**

2. Project description and scope of work

2.1 General objective

The objective of this document is to describe a Request for Proposals (RfP) for Branding and strategic and operational and Marketing services for the EIT Manufacturing Guided Learning Platform.

The total amount of this contract will be a maximum of 15.000 EUR (VAT included).

2.2 Project description

Industry-driven Education (I-Drive)

One of the unique selling points of the EIT Manufacturing is the integration of novel learning models, driven by industrial needs and knowledge. In 2020 an infrastructure Guided Learning Platform (GLP) will be created to host and deliver digital learning content and to support the Teaching and Learning Factories (TLFs) networks. Teaching Factories create a constant flow of real industrial challenges which enrich the GLP with latest content and Learning Factories with realistic exercises. Via the GLP, the content will be delivered to all Learning Factories in Europe. This approach, called Industry Driven Education, ensures a direct link between industrial demands and the learning experiences offered to students in order to develop the competencies to address the real needs of manufacturers. This activity lays the foundation for and coordinates all the activities that provide Digital Nuggets and TLF activities, from 2020 on. The project Industry Driven Education I-Drive will set up the infrastructure and operational framework for the GLP, including the integration and delivery of TLF activities in 2020.

Guided Learning Platform (GLP)

The Guided learning Platform (GLP) is one of the core assets of EIT Manufacturing education, conceived to address the up-skilling and learning needs of manufacturing employees and professionals around the workplace, as well as the students in the classrooms or in mobility. The GLP will deliver short digital learning units, called nuggets, which can be consumed whenever there is a need for certain knowledge, in or around the workplace, in the classrooms or in mobility. The GLP will support the retrieval of the needed content along suggested learning paths. It is important to highlight that the GLP is not just another digital platform: its unique features enable the integration of Learning and Teaching Factories learning approaches. The GLP will support the interaction of a) students and learners with real factories' professionals in problem/challenge-based learning (Teaching Factories TFs) and b) students and learners with didactical physical models of production lines (Learning Factories LFs). The GLP can deliver customized blends of theoretical and practice-oriented units, including digital nuggets, TFs and LFs sessions, it supports industry-driven education.

2.3 Detailed scope of work

EIT Manufacturing is requesting support from an agency with expertise in branding and strategic and operational marketing with the objective to create a brand and to generate a community of users and stakeholders for its Guided Learning Platform.

The agency, in full compliance with the GDP regulations and the Privacy Policy of EIT Manufacturing, will be responsible to produce the following products and services:

A. Branding services

Design and development of a compelling and captivating branding and imagery for the GLP based on EIT Manufacturing look and feel.

The supplier will have to provide:

- At least 3 logo proposals for the GLP
- Background images: from 3 to 5 to be included in the open page of the platform
- Banners: from 3 to 5 to be included in the different interfaces of the platform
- Color theme for GLP look & feel (4 basic colors)
- Collection of icons, visuals or images to be used on a regular basis in order to support the marketing campaign of the platform

* Note: provided layouts should fit responsive web design.

B. Strategic marketing services

1. **Market analysis.** Development of a market analysis for the GLP. The analysis will include at least the development of the following sections: similar platforms, competitors, providers, target groups, geographical market and prices.
2. **Value proposition.** Creation of a value proposition for the GLP that highlights its strengths and differentials with respect to other platforms. Some examples of Value propositions are included in the following link (tbd).
3. **Product positioning strategy.** Considering the market analysis and the strengths and differentiation points identified for the platform, a product positioning strategy for the GLP will be recommended (e.g. target group, price, market...).

C. Operational marketing services

1. **Landing page.** Design, development and implementation of a landing page that will be hosted on the EIT Manufacturing server and that will show information about I-Drive and the GLP (e.g. platform description, value proposition, target audience, contents description, benefits, partners involved) and collect data from interested users and stakeholders (e.g. email, name, organisation). The Landing page will be clear and simple and will be focused on collecting information from the visitors: data directly introduced and other information coming from the Internet connection (e.g. origin, number of visits, time spent).

2. **Marketing campaign.** Design and execution of an online marketing campaign that will use the online platforms (e.g. Facebook, Google AdWords, LinkedIn...) for the selected target group and geographical localization. The link that will be used in the campaign is the Landing page. The goal of the campaign is to direct visitors to the Landing page.
3. **Data analysis.** Develop a data analysis using the information collected through the Landing page and the Marketing campaign. Insights and recommendations will be provided (e.g. locations to focus, instruments and marketing platforms more appropriate) to maintain and develop the community.

2.4 Deliverables

The work includes the following deliverables:

	Deliverable
	A. Branding
1.	Logotype (with rights to the version in .ai or similar formats (delivered in .png, .jpg, .svg, .ai))
2.	Background images: from 3 to 5 to be included in the open page of the platform
3.	Banners: from 3 to 5 to be included in the different interfaces of the platform
4.	Color theme for GLP look & feel (4 basic colors)
5.	Collection of icons, visuals or images to be used on a regular basis in order to support the marketing campaign of the platform
	B. Strategic Marketing
6.	Market analysis. Document to include at least the following sections: similar platforms, competitors, providers, target groups, geographical market and prices.
7.	Value proposition. Proposal that highlights GLP strengths and differentials with respect to other platforms.
8.	Product positioning strategy. Recommendation with the product positioning strategy for the GLP.
	C. Operational Marketing
9.	Landing page. It will show information about I-Drive and the GLP and collect data from interested users and stakeholders.
10.	Marketing campaign. Online marketing campaign that will use social media platforms (Facebook, Google AdWords, LinkedIn...)
11.	Data analysis. Document containing the analysis of the information collected and providing recommendations to maintain and develop the community.

2.5 Methodology, experience and organization of work

The proposal should include the following:

- a. An overview of how your experience and qualifications meet the requirements detailed under point 2.3. above, clearly specifying expertise in branding and strategic and operational marketing.
- b. A self-declaration (list) of at least five (5) comparable services provided to other organisations over the past five years, i.e. from 2015 to 2019 included. “Comparable” means branding and marketing services related to education and learning. The self declaration should include a short description of each project and of the results achieved.
- c. A brief proposal (max. 2 pages) as to how you would organize and execute the task described above including resources, tools, and timing
- d. A proposed budget for completion of the tasks described above including media services.

2.5 Location

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

2.6 Timelines

- The starting date of the project is: November 3
- The finish date of the project is: December 31

- A draft of branding deliverables (specifically 1, 4 and 5) should be deliver within November 11
- The Landing page has to be online on November 18
- The marketing campaign has to start on November 19
- The Data analysis report should have to be provided before December 15

2.7 Visual guidelines

The visual identity must follow EIT and EIT Manufacturing brand guidelines, colours, typography etc. as described in detail in the EIT brand book, as well as using the guidelines for the identity of the yearly summit and the BoostUp! final – see appendix.

https://eit.europa.eu/sites/default/files/eit_community_brand_book.pdf

<https://eit.europa.eu/news-events/visual-identity>

EIT Manufacturing logo together with the EU Co-branding (*EU Flag + sentence*) must be clearly visible in every element (please see EIT brand book for guidance). In addition to the EIT colour palette and the EIT

brand guidelines, the visual identity for this event should have its own distinguished look and feel, including the colours selected especially selected to distinguish EIT Manufacturing:

Main colours:

- **EIT Blue**:- **CMYK**: 16.97.52.2 **RGB**: 3.78.162 ; **HEX**: #CD154F ;
- **Magenta** - **CMYK**: 16.97.52.2 **RGB**: 205.21.79 **HEX**: #CD154F),

- **Dark blue** - **CMYK**: 100.80.12.63 **RGB**: 3.18.65 **HEX**: #031241
- **Light blue** - **CMYK**: 55.5.0.0 **RGB**: 115.196.238 **HEX**: #73C4EE
- **Yellow** - **CMYK**: 0.19.89.0 **RGB**: 253.205.21 **HEX**: FDCD15
but the provider may also select other ones from the Brand book colour palette.

3. Proposal Process

3.1 Submission of Proposal

Proposals are requested to be emailed **in English** to the following address to:

Contact name: for the attention of Fabián García Pastor, Industry-Driven Education Project Manager of the EIT Manufacturing.

E-mail: fabian.garcia@eitmanufacturing.eu

The proposal shall contain:

- The technical response to the services/support requested (see Section 2: “General objectives and scope of work and deliverables”);
- The financial offer (the price for the services). The financial offer must be presented in EUR and the total sum should be divided for each group of deliverables (A, B and C). Prices must be indicated as net amount + VAT. Overall the offer shall not exceed 15.000 EURO (VAT included):
 - 4.000€ maximum for Group A deliverables
 - 4.000€ maximum for Group B deliverables
 - 7.000€ maximum for Group C deliverables

EIT Manufacturing can select one supplier for all the deliverables or several suppliers for the different groups of deliverables.

The email including the proposal from the bidders should be sent and delivered until the deadline 30 October 2020, 23:59 Central European Time.

- Proposals received after the deadline shall be rejected without any evaluation.
- Proposals must be submitted in PDF format.
- Responses should be concise and clear. The tenderer’s proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer represents that the individual submitting the natural or legal entity’s proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also affirms that it has read the request for proposals and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderer’s proposal.

Timeline

Post RfP on EIT M public website	23/10/2020
Deadline for requesting clarification from EIT Manufacturing	26/10/2020
Last date for EIT Manufacturing to issue clarification (if any)	29/09/2020
Deadline for submitting proposals	30/10/2020
Intended date of notification of award and start date of implementation	2/11/2020
Intended date of contract signature	3/11/2020

3.2 Evaluation of proposals

EIT Manufacturing will award the contract to the tenderer who submitted the most economically advantageous and quality regular tender, on the basis of the following criteria (including the weighting assigned to them). For each Lot, proposals will be assessed based on the following criteria:

a) The amount of fees (time and material): 50 points

Tenderers will be required to submit **lump sum fee including VAT in Euro** covering deliverables described in Section 2 of this RfP: Group A and / or Group B and / or Group C.

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

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

$$C = (P_{min} * 50) / P$$

C = Grade

P_{min} = cheapest offer

P = bud from bidder whose bid is evaluated

	Deliverable	Fixed price excl. VAT
	A. Branding	
1.	Logotype proposal (with rights to the version in .ai or similar formats (delivered in .png, .jpg, .svg, .ai)	
2.	Background images: from 3 to 5 to be included in the open page of the platform	
3.	Banners: from 3 to 5 to be included in the different interfaces of the platform	
4.	Color theme for GLP look & feel (4 basic colors)	
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	B. Strategic Marketing	
6.	Market analysis. Document to include at least the following sections: similar platforms, competitors, providers, target groups, geographical market and prices.	
7.	Value proposition. Proposal that highlights GLP strengths and differentials with respect to other platforms.	
8.	Product positioning strategy. Recommendation with the product positioning strategy for the GLP.	
	C. Operational Marketing	
9.	Landing page. It will show information about I-Drive and the GLP and collect data from interested users and stakeholders.	
10.	Marketing campaign. Online marketing campaign that will use social media platforms (Facebook, Google AdWords, LinkedIn...)	
11.	Data analysis. Document containing the analysis of the information collected and providing recommendations to maintain and develop the community.	

b) Quality check: 50 points

<p>COMPARABLE SERVICES</p> <p>A minimum of five (5) comparable services provided to other organisations over the past five years, i.e. from 2015 to 2019 included. “Comparable” means at minimum one project in branding and marketing services that involves education and learning.</p> <p>EIT Manufacturing during the evaluation shall establish ranking among the bids based on the received information based on the level of detail, years of experience, harmony with section 2 and based on international practices.</p> <p>Tenders who have 5 comparable services or more will be given 15 points; 2 comparable services, 8 points; 1 comparable service, 3 point.</p>	<p>Maximum points 15</p>
<p>EXPERIENCE</p> <p>Years of experience of the supplier developing and delivering branding and marketing services that involves education and learning.</p> <p>Suppliers who have less than 3 years of experience will be given 1 points, from 3 to 7 years of experience will be given 5 point and beyond 7 years of experience will be given 10 points.</p> <p>Tenderers shall submit a self-declaration of the years of experience on the above mentioned subject.</p>	<p>Maximum points 10</p>
<p>QUALITY</p> <p>Quality of the technical offer (as described in section 2) should include, but is not limited to:</p> <ul style="list-style-type: none"> a. Description of the team setup based on the proposed timeline and support function(s) needed; b. Overview of the workplan needed to fulfil the contract and be supported by proper capabilities (e.g. people skills and tooling) and capacity (number of hours to fulfil work packages); c. Overview of core communication channels and meetings d. Overview of the marketing media; e. Rapidity of turnaround time and delivery. <p>EIT Manufacturing during the evaluation shall establish ranking among the bids based on the received information based on the level of detail, harmony with section 2 and based on international practices.</p> <p>The highest ranking will receive 25 points, 2nd 18, 3rd 10, 4th 5.</p>	<p>Maximum points 25</p>

3.3. Signature of contract

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

The successful tenderer will receive the final contract after the notification of award.

3.4. Cancellation of the proposal procedure

In the event of cancellation of the proposal procedure, EIT Manufacturing will notify tenderers of the cancellation. In no event shall EIT Manufacturing be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT Manufacturing has been advised of the possibility of damages.

3.5. Appeals/complaints

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT Manufacturing, office@eitmanufacturing.eu with Subject: "Redress policy: I-Drive Marketing Services".

The tenderers have 3 days to file their complaints from the receipt of the letter of notification of the selection outcome.

3.6. Ethics clauses / Corruptive practices

EIT Manufacturing reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the Contract, the EIT Manufacturing may refrain from concluding the Contract. The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). He should inform the EIT Manufacturing immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

3.7. Safeguarding of EU's financial interest

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