

Request for proposals:

EIT Manufacturing 'Moonshot Call' –
Communication Services

Project specification for tender process

July 2022

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1 About EIT Manufacturing

EIT Manufacturing is an Innovation Community within the European Institute of Innovation & Technology (EIT), a body of the European Union. Headquartered in Paris, EIT Manufacturing has co-location centres across Europe in Donostia/San Sebastian, Milan, Vienna, Darmstadt and Gothenburg.

Our vision is that the global manufacturing innovation is led by Europe. Our 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.

We work in three essential areas of the innovation mix:

- **Innovation** projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers. Primarily targeting: Entrepreneurs/ start-ups, scale-ups and SMEs, big industrial players, investors, research and business ecosystems.
- **Education** to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry. Primarily targeting: Students, adult learners, the industry as well as the research and education related to manufacturing and engineering.
- **Business Creation** services to support entrepreneurs and start-ups who are expanding Europe's manufacturing ecosystem with their innovative offerings. Primarily targeting: Start-ups, scaleups, SMEs, investors and large companies who could benefit from a collaboration.

2 Moonshot Call Description

The purpose of this Request for Proposals is to select a supplier for supporting with the communication and promotion of EIT Manufacturing's Moonshot Call, that will be launched in January 2023.

EIT Manufacturing '**Moonshot Call**' is a call for proposals that aims to identify, select and support Changemakers in addressing one of the most pressing challenges of manufacturing: Decarbonisation. EIT Manufacturing targets Changemakers working at the intersection of manufacturing and decarbonisation and aims to provide them with the necessary funding and support to accelerate the success of their disruptive ideas. After a selective process to choose the best participants, the Changemakers will receive financial support and the support of EIT Manufacturing community, so they can develop and test their ideas, working together with the most relevant actors of our ecosystem.

The Guidelines of the Call and the Submission system will be published in [EIT website](#) in October.

3 Services needed

EIT Manufacturing is looking for a supplier (agency or freelance) to provide Communication Services. This supplier will be in charge of developing, managing and executing the communication campaign to promote the Moonshot Call in the European Union. The communication campaigns needs to be in English.

Reporting to the Communication Manager and Project owner, the campaign will have the objective to increase the awareness about the call by using all the communication channels available (digital channels, media, events, internal tools, etc) to target changemakers and the industrial ecosystem.

In particular, the following services will be needed:

- Strategy:
 - Develop and execute a communication strategy to assure the promotion of the Moonshot call
 - Identify relevant communication opportunities to promote the call.
- Events:
 - Assure the presentation of Moonshot Call in external events. Manage the relation with organizers, coordinate materials, designs, organize conferences, speakers management, etc.
 - Organize and manage internal events (eg. Info session with partners)
- Digital:
 - Prepare and coordinate organic and paid campaigns in social media channels
 - Update the Moonshot website with new content
- Media:
 - Manage media relations to maximize media coverage: Write Press releases, agree interviews, look for new communication angles, etc.
- Content:
 - Prepare monthly newsletter, articles about decarbonising topic, etc.
 - Update comms materials (Videos, designs, infographics, etc.)
- Coordination:
 - Manage and coordinate the relation with external providers/agencies
 - Weekly coordination with 'Moonshot team' to keep them updated about the development of the communication plans. Prepare monthly reporting of the activities. (not clipping need)

Period: September 2022 to February 2023 (6 months) – 20 hours /week

4 EIT Manufacturing Project Team

The EIT Manufacturing core project team consists of:

- Innovation Director: **Xavier Baillard**
- Innovation Manager: **Teresa Hernández**
- Innovation Intern: **Carlota Sanz**
- Communication Manager: **Ana Bautista**

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
Deadline for submitting proposals	September 4th, 2022
Selection process and interviews	September 5 th to September 20 th , 2022
Starting date	October 1 st , 2022

The proposals will be submitted to: moonshot@eitmanufacturing.eu

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 four years 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. Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT Manufacturing may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. All information requested or answered may only be done through written communication – email only.

5.5. Negotiation about the submitted proposal

EIT Manufacturing may negotiate the contract terms with the tenderers. In this negotiation EIT Manufacturing will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, EIT Manufacturing shall provide further information about the proceedings and timing.

5.6 Evaluation of proposals

The final decision will be based on a Best Value for Money assessment. The quality of each proposal will be evaluated and ranked in accordance with the below mentioned award criteria.

- A. **Quality of the services offered and adjustment to the needs of the project (40% of decision weight)**

- B. Previous experience in the fields required and expertise in industry and sustainability topics is a plus (30%)**
- C. Best value for money (30% of decision weight)**

5.7 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.

5.8 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.

5.9 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. The tenderers have 5 days to file their complaints from the receipt of the letter of notification of award.

5.10 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, EIT Manufacturing may refrain from concluding the Contract.