

Request for Proposal

Social Media Consulting EIT Manufacturing

21/10/2022, Paris

1. Context:

EIT Manufacturing is a Knowledge and Innovation Community (KIC) operating under the umbrella of the EIT European Institute of Innovation and Technology.

Knowledge and Innovation Communities are partnerships that bring together businesses, research centres and universities. They allow:

- innovative products and services to be developed in every area imaginable, including manufacturing, climate change, healthy living, and active ageing
- new companies to be started
- a new generation of entrepreneurs to be trained

2. Description:

We wish to revise and restructure our social media strategy. The goal is to take a step back and look at our content and publishing strategy on our five social media channels and rework our approach to be more target group focused. At present, we have five social media channels: LinkedIn, Facebook, Twitter, Instagram, and YouTube.

3. Deliverables:

The desired deliverable is a Social Media workshop with the EIT Manufacturing communication team, where we can review the value of our social channels in both the communication and corporate strategies, how to better engage our community on various channels, and how to analyse and optimise usual social media KPIs such as engagement, organic reach, conversion, traffic to the website etc.

Ahead of the workshop with the team, EIT Manufacturing Community Manager and the team members in charge of digital would like to have preparatory sessions **of approximately 40 hours (pre-workshop)** with the consulting agency to address the following aspects:

- Audit of state-of-play of the different social media channels (Analysis of data & benchmarking)

- Clarification of processes with a deep dive into the current strategy and structure of the channels
- Clarification of our needs, objectives, resources, content structure, performance and analysis
- Recommendations based on audit results and pre-workshops.

Following the preparatory sessions with the Community Manager and digital team, final workshops with the communication team can take place for a total of **2 - 3 half days (15 hours in total)**. However, 1 week in between the first two sessions and the final session should be considered.

During the final Workshop session with the communication team, the following deliverables should be covered:

- General differentiation between social media channels
- Dos and Don'ts for organic social media channels (posting frequency, content structure, tone, etc.)
- Content strategy for organic channels vs. advertising strategy for paid campaigns
- How to increase engagement on our social media channels (and potential leads)
- How to better present our services (without advertising)
- How to better analyse our social media KPIs
- How to initiate and optimise our Employee Advocacy Strategy

A final outcome of the workshop with the communication team should be a document outlining the above mentioned.

4. Timeline

The timeline for this project is as follows:

Activity	Responsible	Date
RFP Opening	EITM	25 October 2022
Submission of Proposals	Suppliers	7 November 2022
Evaluation and notification of award	EITM	08 - 11 November 2022
Contract Signature	EITM/ Supplier	15 November 2022
Project Start (Kick-off meeting)	EITM/ Supplier	25 November 2022
Preparatory work and pre-workshop sessions	Supplier/ EITM to collaborate	25 November to 13 December 2022
The final workshop with the communication team (2 - 3 Half days)	EITM/ Supplier	January 2023

5. Proposal submission procedure

Please send the proposal to the Communication Director **Cristina Carneiro** (Cristina.carneiro@eitmanufacturing.eu) and put in copy the Community Manager **Majda En-Najimi** (Majda.ennajimi@eitmanufacturing.eu) by 6 November 2022.

6. Evaluation Criteria

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.

- a. Price (30 % of decision weight)**
- b. Team Composition and Overall management and coordination (20% of decision weight)**
- c. Proposed Workplan (40% of decision weight)**
- d. Time schedule (10% of decision weight)**

An Evaluation Committee of 3 people will be established. Each bid will be evaluated and ranked according to the criteria above.

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. Proposals must be submitted by e-mail within 7 days of the date of notification of the request for proposal. All proposals received after the deadline will be rejected. In duly justified cases, however, no later than 1 calendar day before the original deadline, the submission deadline can be extended. 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.

The 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.

7. 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 in everyone's interest to finish the procedure with success – in that case, price negotiation can take place. During price negotiation, all tenderers are called to lower their prices by the same deadline in written form;

EIT Manufacturing can organize as many rounds of negotiation as needed during the procedure 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 conferences or even live can be organized. EIT Manufacturing also reserves the right to invite 5 of the tenderers to an individual meeting before the final award of the contract 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 an email to majda.ennajimi@eitmanufacturing.eu and cristina.carneiro@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.

8. 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 will be awarded until the end of 2022 The tenderer agrees that the total value of the contract to be signed with EIT Manufacturing for 2 months will in no way exceed the bid (the amount contained in the offer) of the tenderer. **The total contract value should not exceed 12000€ (excl. VAT).**

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.

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'). 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 an 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 by 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's 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 Contract, EIT Manufacturing may refrain from concluding the Contract.