

Request for Proposal

Skills.move

Paris, November 22nd, 2022

1. Context

EIT Manufacturing (KIC) is focused on promoting entrepreneurship, innovation, and education in the domain of Manufacturing. EIT Manufacturing brings together leading organisations along the entire value chain from smaller companies to larger industry, excellent academic and research institutions, as well as public sector organisations, 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 8 other 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 of France created in 2019 and looking for purchasing the service of a supplier as described below.

2. Description

2.1 Introduction to Skills.move

Currently, the Skills.move brand and logo identify the EIT Manufacturing learning platform. Its aim is helping innovation & entrepreneurship education and the manufacturing industry to upskill and reskill its current and future workforce by providing tailored online learning experiences and avoiding big investments in terms of time and money.

Skills.move has been launched inside the EIT Manufacturing community in August 2021 and, during 2022, it was also promoted externally as, a learning platform in which online courses can be consumed.

In this RfP, from now on, this concept of Skills.move will be referred to as 'old Skills.move '.

EIT Manufacturing aims to create a tree of products behind the brand Skills.move, that includes also, and not only, the old Skills.move.

The potential candidate shall therefore refer to the the new concept of Skills.move as simply called “Skills.move”.

2.2 Audience

Skills.move showcases and promotes the majority of the education products and services offered by EIT Manufacturing.

Skills.move targets private and public organisations, industry, academia partners and education and training providers, as well as general public, university students, employers, citizens, educators and entrepreneurs in Europe.

Each single target may be interested in one or more of the products presented, as well the same product/service may have different connotations and value proposition, according to the different target (for instance the teaching factories, described below, target both students and companies, with different objectives and activities).

3. Requirements and Deliverables

3.1 Structure, content, features and functionalities

Skills.move aims to establish itself as the one and only information and reference website that includes the majority of the education products and services offered by EIT Manufacturing.

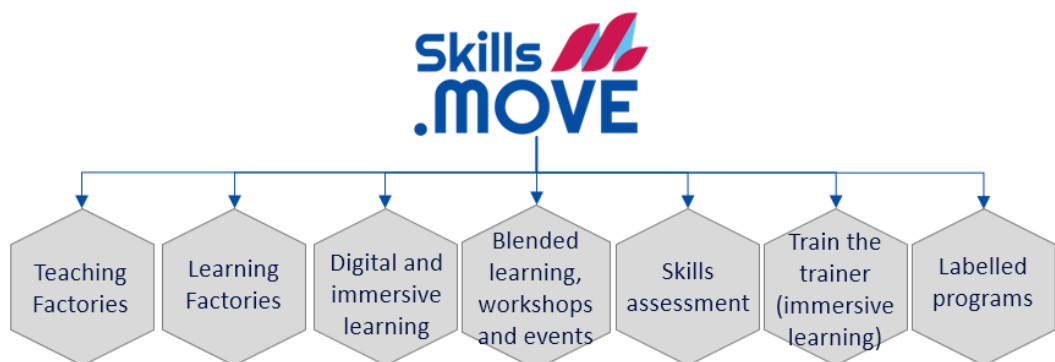
The website should allow EIT and EIT Manufacturing to edit all user-generated content as well as add content.

The website structure and the main content elements should include:

- One home page, where it is important that all initiatives related to Skills.move are shown. The idea is to make this primary-splash page (home page) navigable and interactive. An example would be to think to a data viz.
- The specificity of the site must be dictated by its interactivity, so the user must be able to navigate without difficulties, on a lean and responsive structure, which has no blocks or is not difficult to understand or navigate.
- The objective of the site is to inform, but its features would include also additional functions which would result in a lead generation (to contact the EIT Manufacturing education team, for instance).
- The structure should be easy to be managed by EIT Manufacturing. A WordPress structure is preferred.
- The features that the site should include but are not limited to are: calendars (with countdown), pop-up windows with alerts on content that needs to be highlighted when released, etc. .
- News section.

- Call-to-action for newsletter sign-up. This may require a GDPR compliant CRM type of system/backend. The database will be used to email, via Mailchimp or otherwise, newsletters with invitations to events, courses etc. Website Terms of Use and privacy policy should include this aspect (this solution can be developed and implemented in the future, however, a structure should be foreseen already).
- Social media integration, including Facebook, Instagram, LinkedIn, Twitter, YouTube and possibly others.
- Skills.move data aggregation (data viz). E.g.: dynamic illustration of the digital and immersive learning catalogue.
- The site will also have to be characterised by the already existing Skills.move branding, which will have to be further developed. As a matter of fact, Skills.move already has its own visual identity, which must be kept. Nevertheless, it is important that the site is homogenised and branded in all its aspects, especially when focusing on the remaining products and services. Therefore, a brand reworking is expected, always relying on the EIT and EITM brand books and the Skills.move brand book (which will be provided by EITM).
- Another fundamental and to be kept in mind about the site will be tailoring the content according to the type of target group. Skills.move can be used by different targets, ranging from students, workers, entrepreneurs and professors. This type of categorisation will not only have to be included in the branding rework, but also set up so that if one of these targets lands on the site, they will be able to navigate it based on their expectations (i.e. they will find a service that fits their profile)
- The website is GDPR compliant.

3.2 Skills.move product and services



Each of the following sections represents one subpage, on which the users may land from navigating the home page:

- Teaching Factories: Intro, Success stories, List of open challenges, Contact form for Universities (solving teams), Contact form for companies, Contact us. The form can be open or hidden (current page: [Teaching Factories Competition: Green Manufacturing - EIT Manufacturing](#))
- Learning Factories: Intro, Numbers/achievements, Success stories, Link to marketplace, Contact us (marketplace under construction, in Wordpress)

- Digital and Immersive Learning: Intro (What, Target, Why.., contributors, certificate), Catalogue, Link to old Skills.move, Recommended courses by persona/by topic, Success stories (student, teacher, HR manager), Contact us (current page: www.skillsmove.eu)
- Blended learning, workshop and events: Intro, Key topics of interest, Courses examples and available courses, Success stories, Contact us if you want to design your course/if you want to take part
- Skills assessment: Intro (What, Target, Why..), Objectives (Discover your skills and potential, Design your career progression, Plan your training pathway), Link to SkillCharge, Competency Framework, Success stories, Contact us
- Train the Trainer (Immersive learning): Intro (What, Target, Why..), Examples – user story, Link to Immersive learning platform, Success stories, Contact us
- Labelled programmes: Intro, Catalogue (Master and PhD, summer and winter schools, fellowship, non-degree), Recommended programmes by persona/by topic, Contact us

3.3 General requirements

The domain name will be www.skillsmove.eu. The potential candidate must be aware that, currently, this domain hosts the 'old' Skills.move.

Other pages are subdomains.

The potential candidate must perform the migration of the 'old' Skills.move to a subdomain. Such a process must be agreed with the provider of the Learning Management System ('old' Skills.move).

The service provider is requested to manage the alignment, integration, development and data migration communications of the Skills.move platform. This means that Skills.move, as it stands now and currently host the old Skills.move (www.skillsmove.eu), would be the main page where to splash and would include pages that are other initiatives which fall under the Education umbrella of EIT Manufacturing.

Please note that while there is a request to further develop the site, there is no request to develop several marketplaces, in the sense that for a first period of development, the priority would be to link Skills.move to other platform and marketplace portals, and not to fully integrate them into the site.

It is important that, besides the rework/reconstruction of the site navigation, the potential service provider develops also the graphic/visual concept which, in addition to being structured, will have to be integrated within the site.

Additionally, the proposal should include hosting options for several years (min. three years), automated daily site backups and plugins updates.

The website should be fully responsive and optimised for mobile, tablet and desktop users. It should be user-friendly, SEO-friendly, with web accessibility, GDPR and other European privacy protection regulations compliant.

Project management, regular updates on the website with the supplied content, status update meetings and trainings as well as integration of analytics (any tool or dashboard offering analytics and compliant with the recent CNIL decisions on Google Analytics) are required.

The service provider should also take into account the provision of trainings to make the EIT Manufacturing team independent in the management of the site. The training day(s) will be agreed between the parties, irrespective of the progress of the project development.

Optional services on annual basis: EIT Manufacturing considers to have an alternative annual retainer for the website maintenance, including project management, regular meetings and updates, performance dashboard and hosting services.

3.4 High level website structure

The structure of the website is currently work-in-progress and on a high level may look as follows. The top level navigation should nevertheless include:

- About us
- Hexagons (data viz) or any other shape that would redirect to the different services
- News

Contact us.

3.5 Annexes

In addition to this main RfP document, EIT Manufacturing provides other important information included in:

- Annex 1: EIT brandbook
- Annex 2: EIT Manufacturing brandbook
- Annex 3: 'old' Skills.move brandbook
- Annex 4: Proposal template

The supplier should use this template to answer to the RfP. As well, it can provide other documentation as supporting material.

4. Timeline

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

Activity	Responsible	Date
RFP opening	EIT Manufacturing	November 22 nd , 2022
Offer submission	Supplier	December 1 st , 2022

Evaluation and notification of award	EIT Manufacturing	December 13 th , 2022
Contract signature	EIT Manufacturing & selected supplier	December 19 th , 2022
Project start (Kick off meeting)	EIT Manufacturing & selected supplier	December 19 th , 2022
Progress meeting	EIT Manufacturing & selected supplier	December 29 th , 2022
Project closure	EIT Manufacturing & selected supplier	Feb 24 th , 2023
External pages migrated under www.skillsmove.eu (*)	Selected supplier	To be agreed

(*) In the development phase, the website may be designed and built on a “dummy” url. In order to be launched, the homepage of the website will become www.skillemove.eu and the Old Skills.move needs to be migrated to a sublevel. Other migrations of other external platforms could be evaluated.

The above mentioned “progress meeting” will focus on the following activities:

- Brand rework
- Graphical proposal for the main webpage (home page)
- Website wireframe – first draft
- Mock up of the website.

Please send the offer by December 1st, 2022 to:

- **Linda Ferro**, linda.ferro@eitmanufacturing.eu, Digital Education Manager, EIT Manufacturing
- **Francesca Forcucci**, francesca.forcucci@eitmanufacturing.eu, Communications Manager, EIT Manufacturing

Object of the email: “Skills.move Umbrella bid_proposal”.

Additional team members will be consulted, if needed, to represent EITM and the Education Team.

EIT Manufacturing may ask the candidate supplier to a face-to-face meeting (online) meeting to address specific doubts and questions.

5. 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.

A. Concept and creative proposal (50%)

- For website design and development
- For branding rework and further development
- Project plan and resources
- UX

B. Suppliers & references (20%)

- Presentation of the provider
- Presentation of references

C. Costs (30%)

- For initial development of the website including all the above-mentioned specifications, also including project management and training.
- For ongoing maintenance and hosting of the website per year, stating the included services.

An Evaluation Committee of 5 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.

Proposals must be submitted by e-mail within 9 days of the date of publication of the request for proposal on the EIT Manufacturing website. All proposals received after the deadline will be rejected.

In duly justified cases, however, no later than 2 calendar days 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, will provide further details if possible on the reasons why a tenderer was found unsuccessful or although the tender submitted was admissible, the tenderer was not awarded the tender.

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.

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 linda.ferro@eitmanufacturing.eu. Object of the email “*Skills.move Umbrella bid_compliant file*”. The tenderers have 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.

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 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 November 25th, 2022 through email at linda.ferro@eitmanufacturing.eu. Object of the

email “*Skills.move Umbrella bid_questions*”. Answers and questions will be shared with all the suppliers who declare interest in the bid.

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.

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 that will be awarded will have a maximum duration of 4 years. The tenderer agrees that the total value of the contract to be signed with EIT Manufacturing for 4 years 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.

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 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 Contract, EIT Manufacturing may refrain from concluding the Contract.