

Request for Proposal

Education Community Stories Copywriting

December 29th 2022, Paris

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 created in 2019, looking for purchasing the service of a supplier as described below.

2. Description

2.1 Introduction and purpose of the collaboration

EIT Manufacturing, with its Education pillar, strives to strengthen European companies with people who are capable and inspired to shape the future of manufacturing and drive the ongoing, dual digital and green transformation. The backbone of the Education pillar, consists of a series of funded projects aimed at upskilling and reskilling the current and future manufacturing workforce.

The purpose of this Request for Proposal (RfP) is to select a supplier that offers the services of copywriting for formulating 22 community stories based on the results of EITM Education projects focused in upskilling and reskilling the manufacturing workforce in Europe.

The objective of these community stories is to highlight the projects' main achievements and their impact at different levels (societal, socioeconomic and environmental).

The selected supplier will be requested to write the use cases and success stories using the template provided by EIT Manufacturing (annex 1) based on a short interview with the project leaders and written inputs of each project.

Community stories must be written in English and are expected to have a length of 1200 - 2000 words, depending on the type.

A review iteration by EIT Manufacturing and Project Leader should be foreseen in the process of writing the uses cases and/or success stories.

Annex 2 includes the list of projects, their description and the type of document to be written.

The selected supplier will be provided with the following documentation:

- Project proposals (3 to 4 pages per project)
- Project website (if available)
- Any other available material at the sole discretion of the Association

2.2 Proposals structure

The proposal must include the following information:

- Profile/CV of the copywriter
- Detailed plan for the production of the success stories and use cases, including an indicative time needed per use case or success story including a half an hour interview with each one of the project leaders
- A sample of a written article on a similar topic
- Cost of the service

Suppliers participating to this request for proposals are requested to be English native speakers (mother tongue) or have a C2 English certificate and have proven experience as a journalist or copywriter

2.3 Annexes

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

- Annex 1 – Community story template
- Annex 2 – Projects list

3. Deliverables

Deliverables: 22 community stories of 1500 – 2000 words based on EITM template (annex 1)

The deadline for the submission of the deliverables is in two lots of 11 community stories eac:

1st Lot Deliverable **31st December, 2022.**

2nd Lot Deliverable 20th January, 2023

The deliverables will be delivered in the framework of “Work for hire” meaning the deliverables will be property of the EIT Manufacturing.

4. Timeline

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

| Activity | Responsible | Date |
|--------------------------------------|---------------------------------------|----------------------------------|
| RFP opening | EIT Manufacturing | December 9 th , 2022 |
| Offer submission | Supplier | December 16 th , 2022 |
| Evaluation and notification of award | EIT Manufacturing | December 14 th , 2022 |
| Contract signature | EIT Manufacturing & selected supplier | December 20 th , 2022 |
| Project start (Kick off meeting) | EIT Manufacturing & selected supplier | December 20 th , 2022 |

Please send the offer by December 16th, 2022 to:

- education@eitmanufacturing.eu

C.c.

- **Carolina Torregrosa Gallo**, carolina.torregrosa.gallo@eitmanufacturing.eu, Education Program Manager, EIT Manufacturing
- **Paola Fantini**, paola.fantini@eitmanufacturing.eu, Education Director, EIT Manufacturing

Object of the email shall be: “*Education Community Stories Copywriting_proposal*”.

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. Candidate profile (proven experience and English level) 35%
- b. Quality of the sample 35%

c. Cost 30%

An Evaluation Committee of 3 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 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 2 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.

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 education@eitmanufacturing.eu. 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 the deadline provided in the above timeframe through email at education@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 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.