

Request for proposals

**Communication support for
the EIT Jumpstarter
Grand Final hybrid event for
EIT Health InnoStars e.V.**

28 September 2021

Contents

Overview of EIT Health InnoStars	3
Scope of work	3
Overview of EIT Jumpstarter.....	3
Format	4
Detailed scope of work:	4
General goals:	4
Target audience:	4
Language of work:.....	4
Date of event:	4
Deliverables	5
Minimal requirement.....	5
Final decision	6
Proposal Process.....	7
Proposal Schedule.....	7
Participation.....	8
Submission of proposal.....	8
Validity of the proposals	8
Additional information before the deadline for submitting proposals	8
Costs for preparing proposals.....	8
Ownership and confidentiality of proposals	9
Clarification related proposals	9
Negotiation about the submitted proposal	9
Signature of contract(s)	9
Cancellation of the proposal procedure	9
Appeals/complaints	9
Ethics clauses / Corruptive practices	9
Safeguarding of EU's financial interest	10
Annexes:	11
Annex 1.: Submission Form.....	11
Annex 2.: Service agreement template.....	11
Annex 3: The list of eligible countries where the teams reside	11

Overview of EIT Health InnoStars

The European Institute of Innovation and Technology (EIT) is an independent EU body that is boosting Europe's ability to innovate. The EIT nurtures entrepreneurial talent and supports new ideas, bringing together the "knowledge triangle" of leading companies, universities, and research centres to form dynamic cross-border partnerships called Knowledge and Innovation Communities (KICs). Currently there are six thematic KICs: EIT Food, Climate-KIC, EIT Digital, EIT InnoEnergy, EIT Health, EIT Raw Materials.

The EIT Health InnoStars e.V. (hereinafter referred to as 'InnoStars') are regional clusters of EIT Health Associate Partners representing industry, academia, and health providers linked to five regions in four countries (Portugal, Hungary, Poland, Italy) eligible for Horizon Europe.

InnoStars' expertise in regional development opens new opportunities for EIT Health technologies and the resulting collaboration across cultures and backgrounds will enhance disruptive innovations. The knowledge and experience of the InnoStars as well as the diversity of their populations, associated lifestyles, regulatory frameworks, and healthcare systems will help overcome barriers to rolling out innovations across Europe. InnoStars provides innovation infrastructures, funded by Structural Fund investments and made available for use by EIT Health. InnoStars' test beds and living labs will be able to test new ideas in a selection of EU regions with varied innovation capacities, each possessing differing governance and legal structures. More about EIT Health InnoStars can be found in this explanatory video: <https://www.youtube.com/watch?v=hjyZiZuD32k>

Scope of work

Overview of EIT Jumpstarter

EIT Health InnoStars under its Cross-KIC Activities to Improve RIS Efficiency Project requests a proposal for assisting EIT Health InnoStars communicating the EIT Jumpstarter Grand Final event that is to be held in an online or hybrid¹ format on 1 December 2021. The physical location of the event is Budapest (the studio, hosts, guests if COVID restrictions allow it).

EIT Jumpstarter is a pan-European pre-accelerator initiative for early-stage innovators supported by the European Institute of Innovation and Technology (EIT). It is one of the most cross-disciplinary programmes that involves six unique innovation communities from EU: EIT Health, EIT Food, EIT RawMaterials, EIT InnoEnergy, EIT Urban Mobility and EIT Manufacturing, which have one common goal: to turn the best innovative ideas into budding businesses. The programme is coordinated by EIT Health InnoStars. More about the programme can be found here: [EIT Jumpstarter](#)

EIT Jumpstarter Grand Final is the last phase of the competition, a pitching contest open to the wider public, where 42 teams (6-6 from the healthcare, raw materials, food, energy, urban mobility, manufacturing and New European Bauhaus categories respectively) will pitch their start-up ideas to the expert jury. The winners will be given with prize awards and access to the biggest in Europe EIT network of innovators. The event will take place in a hybrid format on 1st December 2021.

The physical location and the supplier of the digital part of the event is not yet selected.

¹ Hybrid event is a combination of conference at a physical location and "virtual" online component for remote attendees.

Program	Theme	Participants
EIT Jumpstarter	Health	6 teams
	Raw Materials	6 teams
	Food	6 teams
	Urban Mobility	6 teams
	Innoenergy	6 teams
	Manufacturing	6 teams
	New European Bauhaus	6 teams

Format

EIT Jumpstarter Grand Final shall be organized as a **half-day hybrid event** with awards ceremony as follows: the agenda of the event will start with an introduction and keynote speech to be followed by pitching sessions in 3 different breakout rooms, each room will host the pitching competition of 2-3 thematic area (6 pitching team/thematic area) and a workshop. Pitches will be evaluated by an expert jury panel of 3 members. In-between the seven thematic pitching sessions, EIT KICs will invite speakers/panelists to share their success stories, experiences of their start-up journey and/or working with the EIT Community with the audience. While speakers/panelists are presenting, jury elaborates in a separate breakout room. After the keynote speech, pitching sessions, workshops, panel discussion/jury deliberation session, KICs will organize an awards ceremony (3 prizes in 7 categories and 3 special prizes). Due to the pandemic, the event will take place in a hybrid format as many of the participants will not be able to travel.

Detailed scope of work

General goals:

- to support recruitment of the event's participants and building engaged event community before, during and after the EIT Jumpstarter Grand Final
- announce the results of 2021 EIT Jumpstarter edition, keeping in mind that the EIT Jumpstarter Grand Final is also an important steppingstone for the recruitment of early-stage start-up teams for the future editions and engaging the innovators community
- to build general recognition of EIT Jumpstarter programme as one of the most important pre-accelerator programmes for early-stage innovators in Europe.

Target audience:

- Journalists in regional, local and international media outlets
- prospective target for the next edition of the programme (innovators, students, PHDs, entrepreneurs in the [EIT RIS](#) regions specialised in the field of healthcare, raw materials, food, energy, manufacturing, urban mobility and New European Bauhaus);
- key stakeholders to collaborate with on the programme-level, i.e.: representatives of the local ecosystem (local or regional authorities, incubators, accelerators, industry leaders, EU key opinion leaders in the field of innovations, VCs and other investors);
- EIT Community, including National Contact Points, KICs, RIS Hubs, partners

Language of work:

English

Date of event:

1 December 2021 (detailed agenda TBC)

Deliverables

Lot1:

- To prepare a communications plan including communications activities before, during and after event with a detailed timeline and recommendations of other activities that can additionally boost the interest around the event and its results, and to carry out such activities.
- To invite and secure the presence of at least 3 Pan-European or national journalists to the EIT Jumpstarter Grand Final event, and on-site coordination of interviews and after-event publications (in case of online event due to the European health situation, the participation of the journalists can be remote). The separate press conference is not planned. Please provide a list of Pan-European media outlets you plan to invite.
- To support recruitment of the event's participants before the event through recommended organic communications activities (without social media channels that are handled in-house)
- To prepare and disseminate 1 press release summarizing the results of the Grand Final event to be released just after the event in Hungary, in the country of the 1st prize holder team (in each category) as well as in Pan-European media outlets. The first version of the material will need to be prepared in English and after authorisation translated into HU and other identified languages. The list of countries where the teams of the reside are listed in the annex 3. The number of teams will decrease before the Grand Final therefore some countries might get cut from this list, but these are the countries where the eventual winners reside, where the press release might be distributed.
- Please provide a list of Pan-European media outlets you plan to send the press release to.
- To prepare a media clippings report within the given template and deliver within max. 7 days after the Grand Final.
- Total media coverage to be delivered: at least 2 interviews in top-tier media outlets (international or national), at least 5 publications in prominent media outlets in Hungary (general news, business, start-up, industry, tech, innovations or similar, both online, press as well as tv, radio), at least 5 publications in prominent media outlets in the second country with focus on EIT Jumpstarter. The interviews should be conducted with the Programme Manager (EIT Health expert) and/or winning teams.

Lot2:

- To organize a panel discussion on the day of the Grand Final in cooperation with a top-level international publication on one of these topics: EIT Jumpstarter and early-stage start-ups or technology transfer and commercialization (a publication by the EIT Community might be ready by this time on this topic). Panelists will be selected by InnoStars. The media discussion should last ca. 30-40 min, should be recorded, edited and published (at least fragments) by the media partner. Nice to have – mentions or live streaming on the chosen social media channels of the media partner. The discussion shall be moderated by a journalist, preferably working at the media partner.

Minimum requirement

- To have strong proven experience in media relations in the field of start-ups, technology, innovations, general business, news topics in Hungary and most of the CEE countries plus Italy, Portugal (where the press release might be distributed).
- To have own journalists' databases of Hungarian, pan-European and other EU country (annex 3) with established relationships with prominent media outlets and/or news agencies;
- To have established network of regional PR offices that can deliver a good quality of content and media coverage in the region.

- The discussion detailed in Lot2 shall be moderated by a journalist, preferably working at the media partner. Please provide a brief CV of the journalist or the link of an up-to-date LinkedIn profile.

Applicants shall attach to their submission reference(s) to prove these requirements.

Please provide a list of media outlets you plan to invite and send the press release to.

Please provide detailed bid on the deliverable: “to organize a panel discussion in cooperation with a top- level international publication”

Final decision

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in the Detailed scope of work section of the document.

Evaluation criteria (weight in %)

For both Lots:

1. **Technical content** – The offered services will be judged by the criteria named below and shall be compared with the competing offers. The evaluation is based on the tenderers(s) experience. One tenderer can meet more criteria. The tenderer with the most relevant offers (in relation to technical response and competences detailed under ‘scope of work’) shall receive the highest score, others shall be calculated in relation to that as follows:

- Technical response to the Scope of Work (50 points)

For Lot 1:

- To have strong proven experience in media relations in the field of start-ups, technology, innovations, general business, news topics in Hungary and most of the CEE countries plus Italy, Portugal (where the press release might be distributed). (15 points); experience – minimum years required: 5 years; each additional 1 years shall receive 1 point up to a maximum of 15 points, above 15 years no additional points will be given.
- To have own journalists' databases of Hungarian, pan-European and other EU country (annex 3) with established relationships with prominent media outlets and/or news agencies. The overlap in total readership and EIT Jumpstarter’s target audience as described on page4 represent the evaluation criteria –total readership below 1 million receives zero point, , the highest ranging total overlapping readership receives 10 points;
- To have established network of regional PR offices that can deliver a good quality of content and media coverage in the region. Minimum: the network has to include offices in at least 2 countries, each additional country office shall receive 1 point up to a maximum of 10 points (10 points)
- Supplier making an offer that scores at least 30 technical points in Lot2 gets 15 additional points.

Total technical score: 50 (weighting: 50% of the total maximum score)

2. **Price/total cost** – lowest offered total price shall receive the highest score, other offers shall be calculated in relation to that in linear equation.

Total financial score: 50 (weighting: 50% of the total maximum score)

Total maximum score: 100.

For Lot 2:

1. **Technical content** – The offered services will be judged by the criteria named below and shall be compared with the competing offers in relation to that as follows:

- Quality of the top level international publication with whom the tenderer shall organise the panel discussion (based on reach, social status of the readership, similarities of the readership and EIT Jumpstarter’s target group (30 points)
- English speaking moderator journalist who has at least 5 years of work experience and previous experience in moderating panel discussions receives 5 points, any additional years receives+1 point up to maximum 10 points
- List (with links) of social media channels and follower count of the social media channels operated by the moderator medium. The highest number of followers receives 10 points, other offers shall be calculated in relation to the best tenderer in linear equation. (10 points)

Total technical score: 50 (weighting: 50% of the total maximum score)

2. **Price/total cost** – lowest offered total price shall receive the highest score, other offers shall be calculated in relation to that in linear equation.

Total financial score: 50 (weighting: 50% of the total maximum score)

Total maximum score: 100.

The winner shall be the one with the highest individual score summed from technical and financial scores of a lot and that tenderer shall be awarded with the contract. The winner can only win Lot1 separately, or both Lots. Lot2 may not be awarded: if a tenderer wins only Lot1 then no other tenderer is allowed to win Lot2.

InnoStars has maximum EUR 12,000 budget available for Lot1 and EUR 13,000 for Lot2. Offers exceeding budget will not be accepted. InnoStars reserves the right to disqualify the bids for Lot 1 if it does not score at least 60; for Lot 2 if it does not score at least 75.

Important note: all the activities and deliverables must be accomplished until end of this year. Standalone Lot2 proposals (Lot2 proposals without Lot1 proposal) are not accepted.

Proposal Process

Proposal Schedule

MILESTONES	
Deadline for requesting clarification from the InnoStars	7 October 2021
Deadline for submitting proposals	10 October 2021 23:59 CET
Completion date for evaluating proposals	11 October 2021
Intended date of notification of award	11 October 2021

Standstill period end	14 October 2021
Intended date of contract signature	15 October 2021
Intended start date of the contract implementation	15 October 2021

Participation

Participation in this proposal procedure is open for any relevant legal entity.

Submission of proposal

Proposals are requested to be emailed in English to the following address until 10th October 2021 23:59 CET to:

Contact name: for the attention of Livia PAPP, Financial Project Manager
E-mail: innostars.procurement@eithealth.eu

The proposal shall contain reference(s) to prove the minimum requirement detailed earlier.
The proposal shall contain either proposal only for Lo1, or a proposal for both Lots. Proposals only targeting Lot2 cannot be accepted.

The e-mail including the proposal from the bidders should be sent and delivered by 10th October 2021 23:59 Central European Time. Proposals received after the deadline shall be rejected without any evaluation.

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 counterproposals, 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 tenderers' proposal.

Validity of the proposals

Tenderers are bound by their proposals for 30 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 30 days to close the contract.

Proposal not following the instructions of this Request for Proposal can be rejected by InnoStars.

Additional information before the deadline for submitting proposals

The instructions to tenderers should be clear enough to avoid tenderers having to request additional information during the procedure. In case the tenderers need additional information, please address it to the address below.

Contact name: for the attention of Mr David Bogнар, Communications Specialist
E-mail: innostars.procurement@eithealth.eu

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.

Ownership and confidentiality of proposals

InnoStars retains ownership of all proposals received under this tendering procedure. Proprietary information identified as such, which is submitted by tenderer in connections 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, InnoStars 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.

Clarification related 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, InnoStars may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit.

Negotiation about the submitted proposal

After checking the administrative compliance of the tenderers, InnoStars can negotiate the contract terms with the tenderers. In this negotiation InnoStars will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit.

Signature of contract(s)

The successful and unsuccessful tenderers will be informed about the result of the award procedure with an email. The bidder should agree in his/her proposal to accept InnoStars' service agreement form (Annex 1) in full.

Cancellation of the proposal procedure

In the event of cancellation of the proposal procedure, InnoStars will notify tenderers of the cancellation. In no event shall InnoStars 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 InnoStars has been advised of the possibility of damages.

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

Ethics clauses / Corruptive practices

The InnoStars 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 InnoStars 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 InnoStars immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

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, InnoStars 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.

Annexes:

Annex 1.: Submission Form

>> [Please click this link](#) <<

Annex 2.: Service agreement template

>> [Please click this link](#) <<

Annex 3: The list of eligible countries where the teams reside

Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Romania, Republic of North Macedonia, Montenegro, Serbia, Turkey