

Request for proposals

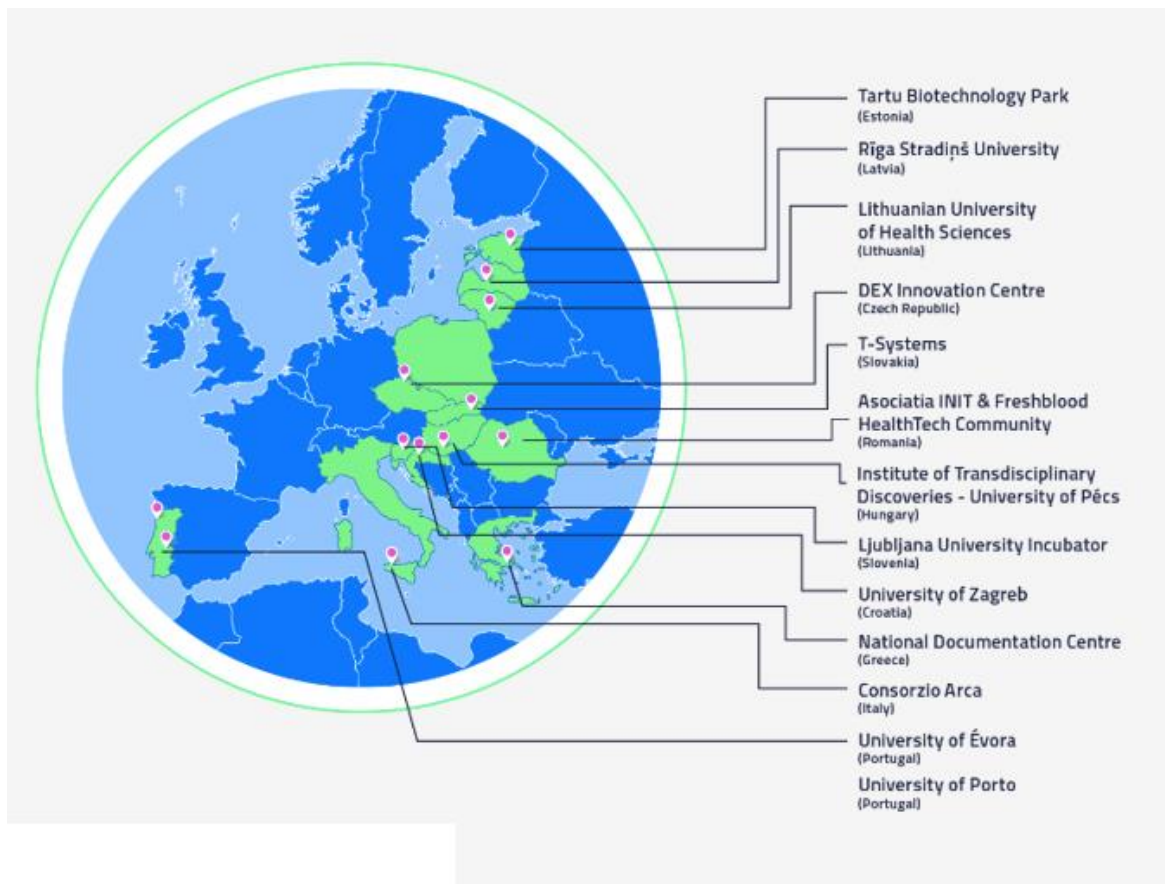
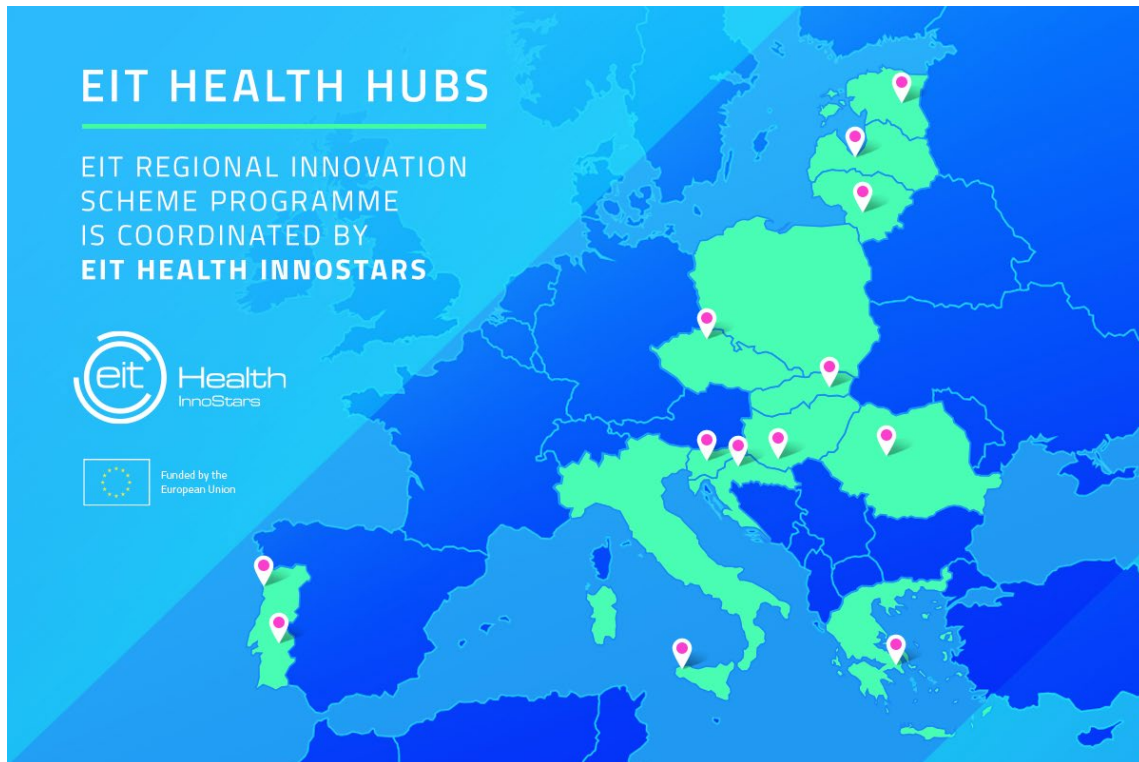
**For PR, marketing and social media services for
EIT Health InnoStars e.V.**

20 October 2021

1. Overview of EIT Health InnoStars

The [European Institute of Innovation and Technology](#) (EIT) is an independent EU body with the goal to increase Europe's ability to innovate by nurturing entrepreneurial talent and supporting new ideas. The mission of EIT is to increase Europe's competitiveness, its sustainable economic growth and job creation by promoting and strengthening cooperation among leading business, education and research organisations as well as to power innovation and entrepreneurship in Europe by creating environments for creative and innovative thoughts to thrive. EIT brings together leading organisations from business, education and research to form dynamic cross-border partnerships - EIT Knowledge and Innovation Communities (KICs) – in different areas connected to the most important societal challenges of Europe such as climate change, green energy, digitalization, health, food, sustainable use of raw materials and urban mobility.

[EIT Health](#) is one of the largest healthcare initiatives worldwide, established by EIT as one of its Knowledge and Innovation Community. EIT Health is a network of best-in-class health innovators who deliver solutions to enable European citizens to live longer, healthier lives by promoting innovation. EIT Health leverages the expertise of 150 leading organizations spanning key areas of healthcare, such as pharma, MedTech, payers, research institutions and universities. EIT Health Partnership is divided into 7 nodes. 6 of them are regional innovation hubs defined by the geographical proximity of the Partners. The 7th node, InnoStars includes Partners from emerging European countries where the innovation capacity is still modest or moderate. [EIT Health InnoStars](#) (hereinafter referred to as 'InnoStars') are regional clusters of EIT Health Partners representing industry, academia, and health providers linked to five regions in four countries (Portugal, Hungary, Poland, Italy) eligible for Horizon Europe or ESIF funds. Check out our explanatory video to learn more about EIT Health InnoStars [here](#). In the framework of the [EIT Regional Innovation Scheme](#) (RIS) initiative InnoStars is also actively supporting another 13 regional innovation Hubs (called EIT Health Hubs) in 12 countries across Europe (outside of EIT Health network) where development level of the innovation ecosystem is modest or moderate (Estonia, Latvia, Lithuania, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Romania, Greece, Italy, Portugal). InnoStars also plans to expand its coverage with an additional hub in Poland from 2022 onwards. The goal of the RIS program is to enhance the innovation capacities of less developed regions by engaging and involving local stakeholders into EIT Health activities and provide tools and supporting services for the development of the local innovation ecosystem. Thanks to the Regional Innovation Scheme EIT Health Partners can get access to productive inputs, talent pool, customer for innovative ventures, know-how and technology transfer possibilities as well as access to co-founding options. On the other hand, RIS Hubs can utilize EIT Health network, its experts and mentors and access to relevant Partners.



2. Scope of work

2.1. General objectives

- Increase awareness of InnoStars and EIT Health Regional Innovation Scheme Programme (RIS) in 12 countries - potentially with an additional country from 2022 - within target audiences (including showing best practices, success stories, opportunities and benefits);
- Promote InnoStars and EIT Health RIS among target audiences, spotlight the impact of the EIT Health and EIT Health RIS via success stories, data dashboards, creative multimedia as well as policy papers or similar;
- Promote InnoStars opportunities and EIT Health Hubs' activities to the local communities and stakeholders (including EIT Health Partners and external stakeholders), incl. lead generation, awareness raising and building loyalty among chosen groups;
- Increase number of talents from InnoStars and RIS regions applying for Acceleration, Innovation and Education activities – contests, programmes and events organised by EIT Health and within the Regional Innovation Scheme Programme (e.g. start-up competitions, summer schools, local events, trainings and workshops such as Innovation Days) as well as organisations (industry, academia, media groups etc.) interested in partnering with EIT Health;
- Increase engagement of the community via different contemporary and creative multi-channel tactics, tools and events;
- Strengthen recognition of the Regional Innovation Scheme as the credible programme that enables diffusion of healthcare innovations among academia, entrepreneurs, local and national authorities, other stakeholders

2.2. Detailed work scope

InnoStars requests the following services:

Lot 1: Marketing, social media and other related digital communications support

- Coordination of pan-European and regional social media, marketing or/and digital campaigns, including organic and paid ones;
- Coordination of live events and online campaigns around them from ideation to execution;
- Preparing complex branding and marketing materials such as brochure, booklet, catalogue, slide deck, videos etc. (including its content, graphics, and project coordination);
- Delivering basic marketing materials (e.g. series of infographics, rollups, posters, gadgets);
- Coordinating the inbound marketing projects;
- Overall content, marketing and social media advisory (monthly; up to current needs);
- Regular reporting;

Lot 2: PR and media relations activities for the EIT Health RIS programme

- Coordination and delivery of pan-European and regional press releases and media relations (on indicated markets plus in general EU media), including proactive looking for PR opportunities to increase visibility of the brand;
- Coordinating and delivering Interviews including Briefs, Q&A's;
- Coordinating and delivering local media buys on behalf of InnoStars;
- Positioning experts on top-tier events, conferences, panel discussions;
- Preparing and supporting press events or other press-related projects (e.g. podcasts, industry reports);

- Regular reporting;
- Overall PR advisory and daily support;
- Service Provider shall acknowledge to cover all the countries with the stable and professional network of regional agencies or cooperators;
- Cooperation with regional representatives is a must.

The two Lots will be awarded and contracted separately. Bidders can submit bids for both or for one of the Lots.

2.3. Deliverables

Lot1: Marketing, social media and other related digital communications support for the EIT Health RIS programme and EIT Health InnoStars

Service Provider is expected to plan, implement and coordinate the activities, as well as provide high quality materials and include mix of channels to increase optimal reach and engagement. The descriptions of all deliverables are listed below:

- Eight Pan-European social media, marketing or/and digital campaign
- Five online events campaigns
- Eight complex marketing materials
- Three short promotion videos/animations
- Twelve basic marketing materials
- Two inbound marketing projects
- Monthly Overall marketing and social media advisory
- Reporting (monthly, yearly, per campaign)

Pan-European social media, marketing or/and digital campaign: the well-planned and implemented course of actions crafted to i.e. acquire more participants of the EIT Health programmes and events, strengthen the visibility of the organisation, promote the success stories and reinforce the brand promise. It requires an excellent project timeline, creative motive/theme, copywriting, promotional materials as well as authorisation process, professional execution, and the project summary. The budget for i.e. social media ads or other media-buys is not included in the service fee.

Online events campaigns: the comprehensively planned and executed multi-channel campaign with the aim to promote and recruit participants from the identified target audience for the live event or webinar livestreamed on social media; production of the event, securing the highest tech quality and professional support during the event; preparing the graphic materials, scenario, rehearsal for the guests and a briefing material. The examples can be found on the EIT Health InnoStars' YouTube channel.

Complex marketing materials: i.e. corporate slide decks, brochures, digital catalogues.

Basic marketing materials: i.e. infographic, series of simple graphics for social media.

Inbound marketing projects: creating and optimising the lead generation process for the chosen EIT Health InnoStars programme, i.e. defining a tailor-made customer journey, recommending the

marketing content, mailing campaign, proposing social media marketing activities and similar. It includes also preparing a short handbook of standards.

Lot 2: Media Relations and PR projects for the EIT Health RIS programme and EIT Health InnoStars.

Service Provider is expected to plan, implement and coordinate the activities, as well as provide high quality materials and include mix of channels to increase optimal reach and engagement. The descriptions of all deliverables are listed below.

- Eight Pan-European or regional press releases
- Six interviews (including briefs, Q&As)
- Four organic positioning of the EIT Health experts on conferences, media events, panel discussions
- Six other press related projects
- Reporting (monthly, quarterly, yearly and per campaign)
- Overall PR support on a daily basis

Pan-European or regional press releases: preparation of a basic press release in English, create local versions based on the basic one, but including the local context and examples, translation into local languages, dissemination, proactive pitching and a follow-up.

Interviews: organising editorial interviews in top tier media, preparing experts, supporting the publication, reporting.

Other press related projects: these projects can include i.e. podcasts (examples can be found on the EIT Health InnoStars YouTube channel); Short Industry Survey Reports (based on the data delivered by the client; 3-4 pagers focused on one theme, packed into snackable format and promoted among media, social media groups and influencers/key opinion leaders) or other thought leadership documents defining the impact and contribution of EIT Health (like a white paper); press briefings, round tables or other similar activities; audio documentaries or other non-traditional formats of media relations and PR.

Organic positioning of the EIT Health experts on conferences, media events, panel discussions: an expert's matrix, identification of top events according to the area of expertise, positioning experts without the sponsored packages, preparing a brief for the speaker, overall PR support.

2.4. Methodology and organization of work:

When performing the services, Service Provider shall:

- use its own tools, materials, creative concepts
- have healthcare/tech/start-up/business media/influencers/opinion-makers/ thematic online groups database on European as well as on local level in line with GDPR regulation
- have recognised experience in digital and social media communications (i.e. awards, recommendations, portfolio of successful campaigns)
- have capacity to run international communications projects to guarantee the highest standard of service, including excellent coordination, multi-projects alignment and timely deliveries;
- abide by the transparency of any external costs (such as paid media campaigns);

- abide by communications and digital marketing IP protection regulations;
- abide by Brand Book rules and EIT Community Communications Protocols;
- monitor effectiveness of coordinated projects and proactively recommend optimisations to reach the highest level of efficiency;
- Formulate lessons learnt and optimisations for the next campaigns.

Service Provider shall indicate one general contact person who coordinates the service delivery for each Lot and is the main contact person for the Communications Manager of EIT Health InnoStars. The estimated monthly and quarterly coordination activities:

- Kick off meeting/teleconference with the Service Provider team dedicated to the project
- Monthly, quarterly and yearly reporting
- Regular status meetings

2.5. Location, timing, planning, reporting

2.5.1. Location

The project will not have a specific office during the implementation – the expert team should mainly help from their home base of operation. Video or telephone conferences are preferred options for meetings.

InnoStars might request Service Provider to travel to its co-locations or to its partners or any other project site designated by InnoStars within the EU. All related travel and subsistence costs shall be reimbursed by InnoStars if justified.

2.5.2. Start date & period of implementation

The intended start date is the 1st of January 2022, and the implementation of the contract is scheduled to end on the 31st of December 2022.

EIT Health InnoStars currently has the budget to cover the needs of the present activities for the year 2022. InnoStars intends to extend the contract with the winner(s) of the present selection process through direct award procedure for an additional year to cover services for 2023. This extension is subject to financial coverage and the quality of the performance provided by the contractor (this offer shall not be binding to InnoStars).

Tracking of the service delivery would be in a form of monthly reports based on InnoStars' provided template. Payments shall only be processed once the corresponding monthly report is approved by InnoStars.

2.5.3. Payment terms

Service Provider is entitled to issue an invoice monthly following InnoStars' acceptance of the monthly report confirmed back to Supplier via a performance certificate.

The invoices must contain the expert fee of the given cost and the media buy expenditure as follows:

Expert fee

Tenderer requested to submit a price offer in Annex 1 stating their monthly fee based on the required deliverables and the requested minimum availability terms as per *Section 2.8* and *2.15.1*. The monthly

fee of the offer shall include all the expenses incurred during the completion of the services except any additional services requested or any third-party costs (e.g. extra campaigns or releases above the standard requested as per the deliverables; media buy such as paid social media campaign, articles, external events, printed materials, etc.) that are budgeted in the contract as media buy expenditure. It may vary with up to 25% in case of extended need.

Media buy

The provisional contract would contain a budget for each Lot as media buy expenditure as follows: Lot 1: 100,000 EUR; Lot 2: 50,000 EUR. This budget shall not be used as expert cost, it is solely for media buy (paid social media campaign, articles, external events, etc), editing, printing of materials, brochures, banners, flyers, media spots etc. and other non-expert costs (like travel) arising from the operation of this contract.

The above cost items should be selected through “best value for money” selection – which means that each utilisation of such cost item should be reported to EIT Health InnoStars’ designated manager prior to its contracting. When the need is identified, the contractor should seek out the approval from EIT Health InnoStars and provide the required documentation necessary as per Innostars’ procurement policy. All quantities, deadlines for each activity shall be given by the designated InnoStars officer and each shipment shall be billed separately from the normal service invoice of the firm in order to trace the use of media buy expenditure budget. The media buy expenditure budget is indicative as total, may not be fully used and the winner cannot claim the total amount in case of not used. It may vary with up to 25% in case of extended need.

As a standard, InnoStars pays within 30 days from the date the invoice received.

2.6. Proposal Schedule

Call opens	20/10/2021
Deadline for requesting clarification from InnoStars (indicative)	11/11/2021
Last date for InnoStars to issue clarification (indicative)	12/11/2021
Deadline for submitting proposals	19/11/2021
Optional negotiation round with the tenderers	26/11/2021
Completion date for evaluating proposals	30/11/2021
Intended date of notification of award	03/12/2021
Intended date of contract signature	10/12/2021
Intended start date of the contract implementation	01/01/2022

2.7. Participation

Participation in this proposal procedure is open to all entities that fulfils the minimum criteria.

All participants must sign the Tenderers’ declaration form attached and submit it with the proposal. Please note that the tenderer may not modify the text, it must be submitted and signed as provided by InnoStars attached to the request for proposal document as Annex 1.

2.8. Submission of proposal

Proposals are requested to be emailed in English to the following address until the 19th of November 2021 23:59 CET to:

Contact name: for the attention of

Gergely Szabo

E-mail:

innostars.procurement@eithealth.eu

Proposals received after the deadline shall be rejected without any evaluation.

The proposal shall contain the technical response to the service requested (see below), and the financial offer detailed in the tenderer's declaration form (the total price for the services listed in point 2; the form is annexed to this document). Prices must be indicated as net amount.

Tenderers should propose one single price quoted in EUR as a monthly fee to be used throughout all months (the price should be an average price of all the involved experts to be used throughout the entire implementation of the contract and cannot be subject to change or variation unless extra deliverables are requested by InnoStars).

The tenderers shall submit:

- the Submission form (*Annex 1 – signed and scanned, pdf version*)
- detailed CVs of the core team providing all supporting information and proposed structure of working together with InnoStars (*for each Lot tenderer propose to bid for – as requested in Section 2.15.2*)
- financial statements from the last three closed (financial) years
- list of relevant campaigns (focused on healthcare, innovations, ecosystem development, start-ups, technology, EU organisations) in order to assess the technical and professional capacity and experience of the proposed team members (*for each Lot tenderer propose to bid for– as requested in Section 2.15.1 and 2.15.2*)
- a presentation about one chosen flagship international campaign with the reference letter from the client, and description of goals, countries where the campaign took place, tools, channels, key challenges and how were they solved as well as effects achieved (*for each Lot tenderer propose to bid for as requested in Section 2.15.2*)
- CV/job description of the proposed full-time person who would exclusively work on the project (*for each Lot tenderer propose to bid for*)
- Confirmation of:
 - o availability on demand
 - o availability for a minimum of 10 working days in each month
 - o availability for a minimum of 120 working days until the end of the contract (i.e. 31st of December 2022) - as included in 'Annex 1 - Submission form'
- **Required only for Lot 1 - Marketing, social media and other related digital communications support:** proof of industry recognitions, awards and accolades (i.e. Cannes, Effie or other marketing/PR/digital) won by the bidding agency
- **Required only for Lot 2 - Media Relations and PR projects:** evidence either of own offices or existing affiliates/partners/partnerships in all countries the programme is present or planned to be present, as described in 'Section 1 - Overview of EIT Health InnoStars' (i.e.: Estonia, Latvia, Lithuania, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Romania, Greece, Italy, Portugal, Poland), with the list of their partners in each country

- **Required only for Lot 2 - Media Relations and PR projects:** list of the agency's current clients with number of countries served them simultaneously (if you cannot provide with the names of the client than please specify profile/industries and which clients are national and which of them are global brands)

Please consider sending the documents in a compressed format. In case the size of the email is too big (over 20 MB) we may accept content through links to cloud storages, but please do consider expiration date of such links and that we only open applications following the deadline of the tender (i.e. after the 19th of November 2021).

Responses should be concise and clear. The tenderers' 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.

2.9. Validity of the proposals

Tenderers are bound by their proposals for 90 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 60 days to close the contract.

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

2.10. Additional information before the deadline for submitting proposals

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

Contact name: for the attention of Marta Kaczmarek, communication manager

E-mail: innostars.procurement@eithealth.eu

2.11. 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.

2.12. Negotiation about the submitted proposals

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.

2.13. 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.

2.14. Ownership 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.

Selected 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 - to 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.

2.15. Evaluation of the proposals

2.15.1. Minimum criteria

There are minimum requirements tenderer needs to confirm with to pass formal checks. Tenders that are not passing the minimum criteria shall be rejected without further evaluation. Confirmation to the criteria will be solely based on the submitted tender material.

For both Lots:

- Tenderer needs to confirm in writing:
 - availability on demand
 - availability for a minimum of 10 working days in each month
 - availability for a minimum of 120 working days until the end of the contract (i.e. 31st of December 2022) - as included in 'Annex 1 - Submission form'
- Tenderer must have at least 500 000 EUR turnover or income per year in average, calculated from their last three closed financial year
- Tenderer must declare that at least one person will be dedicated full time as a project coordinator on this project

For Lot 1 - Marketing, social media and other related digital communications support:

- Tenderer should have proven experience of inbound marketing projects for B2B or B2C sectors with proven track record
- Tenderer must provide evidence of international digital marketing and/or social media campaigns conducted in one of the following fields: healthcare, start-ups world, innovations, technology, EU agencies or European Commission-related projects, across at least five countries.
- Tenderer must submit a presentation of one flagship international digital marketing and/or social media campaign with the reference letter from the client, and

description of goals, countries where the campaign took place, tools, channels, key challenges and how they were solved as well as effects achieved.

For Lot 2 - Media Relations and PR projects:

- Tenderer must provide evidence of its experience of at least five years in media relations for an EU agency and/or for the start-ups sector and/or for innovations/healthcare/technology sectors
- Tenderer needs to confirm to be able to reach out to all countries as listed in 'Section 1 - Overview of EIT Health InnoStars' (i.e.: Estonia, Latvia, Lithuania, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Romania, Greece, Italy, Portugal, Poland), with the list of their partners in each country
- Tenderer must have evidence from at least one international campaign covering at least five countries in the field of media relations; tenderer must provide evidence of its experience in working with companies in the field of the start-ups sector and/or for innovations/healthcare/technology sectors

2.15.2. Award criteria

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 Section 2 of the document.

2.15.2.1. Lot 1 – Marketing, social media and other related digital communications support

Technical evaluation criteria:

- a) Number of international social media, marketing, or other related digital communications campaigns delivered across at least five countries in the past three years - please describe goals, channels, industry or client and tangible results. Please only include campaigns from related fields (i.e.: healthcare, innovation, EU, Research and Development, Technology). Please include examples of key visuals and copywriting if possible – maximum score: 20 points
 - Tenderer with ten or more provided and accepted campaigns: 20 points
 - Tenderer with eight or nine provided and accepted campaigns: 15 points
 - Tenderer with six or seven provided and accepted campaigns: 10 points
 - Tenderer with four or five provided and accepted campaigns: 5 points
 - Tenderer with less than four provided and accepted campaigns: 0 point
- b) Quality of the presentation about one chosen flagship international campaign, rated based on the objectives of its similarity in industry (i.e.: health, innovation, Research and Development, Technology, EU) and scope; number of countries reached; overall engagement and reach; number of publications; design and visual solutions used – maximum score: 20 points
 - Tenderer with the highest rated campaign: 20 points
 - Tenderer with the second-highest rated campaign: 15 points
 - Tenderer with the third-highest rated campaign: 10 points
 - Tenderer with the fourth highest rated campaign: 5 points
 - Tenderer with the fifth highest and after: 0 point

- c) Number of international industry (social media) awards for the tenderer's campaigns. Please list them, including information about the awarded campaign/achievement - maximum score: 10 points
- Tenderer with the highest number of relevant awards: 10 points
 - Tenderer with the second-highest number of relevant campaigns: 5 points
 - Tenderer with the third-highest number and after: 0 point

Total technical score: 50 (weighting: 50%)

Price/total cost

Lowest offered monthly price shall receive the highest score, others shall be calculated in relation to that in linear equation.

Total financial score: 50 (weighting: 50%)

Total maximum score: 100

The winner shall be the one with the highest aggregated score from technical and financial scores and that bidder shall be proposed for the contract.

2.15.2.2. Lot 2 - Media Relations and PR projects:

- a) Number of international PR campaigns delivered across at least five countries in the last 3 years - please describe short term goals, industry or client, and used tools. Please only include campaigns from related fields (i.e.: healthcare, innovation, EU, Research and Development, Technology). Please indicate number of pan-European publications – maximum score: 20 points
- Tenderer with ten or more provided and accepted campaigns: 20 points
 - Tenderer with eight or nine provided and accepted campaigns: 15 points
 - Tenderer with six or seven provided and accepted campaigns: 10 points
 - Tenderer with four or five provided and accepted campaigns: 5 point
 - Tenderer with less than four provided and accepted campaigns: 0 point
- b) Quality of the presentation about one chosen flagship international campaign, rated based on the objectives of its similarity in industry (i.e.: health, innovation, Research and Development, Technology, EU) and scope; number of countries reached; overall engagement and reach; number of publications; design and visual solutions used – maximum score: 20 points
- Tenderer with the highest rated campaign: 20 points
 - Tenderer with the second-highest rated campaign: 15 points
 - Tenderer with the third-highest rated campaign: 10 points
 - Tenderer with the fourth highest rated campaign: 5 points
 - Tenderer with the fifth highest and after: 0 point
- c) Number and brands of existing clients - please highlight number of clients in the field of healthcare, EU agencies/institutions or accelerator/start-up related companies. If you cannot provide the name of the clients, then please specify profile/industries and which clients are national and which of them are global brands – maximum score: 10 points
- Tenderer with the highest number of relevant clients: 10 points
 - Tenderer with the second-highest number of relevant clients: 5 points
 - Tenderer with the fifth-highest number and after: 0 point

Total technical score: 50 (weighting: 50%)

Price/total cost

Lowest offered monthly price shall receive the highest score, others shall be calculated in relation to that in linear equation.

Total financial score: 50 (weighting: 50%)

Total maximum score: 100

The winner shall be the one with the highest aggregated score from technical and financial scores and that bidder shall be proposed for the contract.

2.16. Signature of contract(s)

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure.

For contracting the template attached in Annex 2 shall apply.

Within five days of receipt of the contract from InnoStars, the selected tenderer shall sign and date the contract and return it to the InnoStars. Upon receipt, InnoStars shall also sign and send back to the winner one signed copy. In case the winning tenderer is unable to enter into contract within the above time period, InnoStars may decide to contract the second best.

2.17. 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.

2.18. 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.

2.19. 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.

2.20. 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

Annex 2: Service agreement template