

Request for proposals

**to organise the Grand Final event of the EIT
Jumpstarter 2023 programme and to provide
marketing and communication services**

7 July 2023

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1. Overview of EIT Health InnoStars

The European Institute of Innovation and Technology (EIT) is an independent EU body boosting Europe's innovation ability. The EIT nurtures entrepreneurial talent and supports new ideas, bridging the

"knowledge triangle" of leading companies, universities, and research centres to form dynamic cross-border partnerships called Knowledge and Innovation Communities (KICs). There are nine thematic KICs: EIT Food, Climate-KIC, EIT Digital, EIT InnoEnergy, EIT Health, EIT Raw Materials, EIT Manufacturing, EIT Urban Mobility and EIT Culture and Creativity.

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, and 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.

2. Scope of work

2.1. Expected look & feel

Through this event, we aim to position EIT Jumpstarter as an innovative, contemporary, exciting start-up event with a vibrant international European community and examples of new tech usage. We'd like to represent the mood that we developed during the last few editions but enhance it with new technologies: <https://fb.watch/lrK-gIXF1P/> <https://fb.watch/lrKQJ9Avz2/>

It will be welcomed if the event remains eco-sustainable.

2.2. General objectives

The call contains two tasks, and only those proposals are accepted, providing an offer for both. The services can be provided by a single organisation or consortia comprising an event production company and a communications agency.

The goal of Task 1:

EIT Health InnoStars, under its EIT Community Strategic Regional Innovations project, requests a proposal for assisting EIT Health InnoStars with organisational and communication tasks for the successful delivery of the EIT Jumpstarter Grand Final event on 30 November 2023 in Athens, Greece.

The goal of Task 2:

Announce the results of the 2023 EIT Jumpstarter edition in 10+ European countries, keeping in mind that the EIT Jumpstarter Grand Final is also an important stepping stone for recruiting early-stage start-up teams for future editions and engaging the innovators' community.

Support recruitment of the event's participants (viewers, attendees) and building an engaged event community before, during and after the EIT Jumpstarter Grand Final.

Build general recognition of the EIT Jumpstarter programme as one of Europe's most essential pre-accelerator programmes for early-stage innovators.

Participants

The international target audience (220-250 people): investors, corporate partners, representatives of the Public Sector, EU organisations representatives, start-ups, EIT and representatives and partners of EIT Health, EIT Food, EIT RawMaterials, EIT Urban Mobility, EIT Manufacturing, EIT Digital, EIT Culture & Creativity, EIT Climate-KIC and EIT InnoEnergy. The event will be open to the press.

2.3. Detailed work scope

1) Task 1: EIT Health InnoStars requests assistance in the following event organisational tasks from the service provider:

- Hosting EIT Jumpstarter Grand Final event for 220-250 participants

- The event takes place on 30 November 2023 in Athens, Greece, at the Divani Acropolis¹ – the selected Tenderer will need to subcontract this pre-selected location after winning the tender.
- The event shall be live-streamed on the Website above and the social media channels of EIT Jumpstarter, including, but not limited to, Facebook and LinkedIn.
- This Website shall be the subdomain of eitjumpstarter.eu (ex. grandfinal.eitjumpstarter.eu of a landing page on this Website)
- Location and infrastructure services:

Provide three event rooms (one big room for 250 people and two smaller rooms for 60-60 people) for a full day with the following related equipment and services.:

- Projector and screen for the presentations (in the main room, the screen shall be approximately 3x5 meters. Examples of the main stage can be found in the videos in the look and feel section, and you can refer to the InnovEIT Warsaw recording as well: <https://youtu.be/n2Lvmy1NAE?t=416>)
- control monitors for the performers
- timer visible for the speaker and jury panel
- presenter/clicker
- headset (preferably) /mobile microphone for the performer
- the proper sound tech that suits the event room's need
- dedicated table and seats for the 3-4 member Jury panel in the front row, separated from the audience
- mobile microphone for the jury
- 250 (for the big room) and 60-60 (for the smaller rooms) chairs for the audience, in a theatre style set up
- all rooms should have a door and should be accessible separately
- Organise catering (finger food, soft drinks, tea and coffee) in a separate room for 250 participants
 - during the day (arrival of participants, breaks): coffee, tea, soft drinks, small sandwiches, finger food, fruits, etc.

¹ Address of the venue: 19-25 Parthenonos str., 11742, Athens, Greece

- during the networking dinner: coffee, tea, soft drinks, walking dinner with hot meals including different dietary options, ex.: lactose-free, gluten-free, vegetarian
 - Provide a smaller backup room for the jury deliberation sessions, which could serve as a "hinterland" for the organisers (a room for about 15-20 persons)
 - Provide two photographers and professional video coverage of the EIT Jumpstarter Grand Final event.
 - One of the videos focuses on mood, approx. 60 secs long, the other is more like a report on the evening news. For the second video, several interviews with the participants shall be recorded. For this, we need an adequate "studio" or corner at the location. All nine winners and at least nine other attendees shall be interviewed.
 - Two videos and at least 300 images are required. On top of that, there should be an individual image of all competitor teams (49), with the file name of the photo containing the team's name and the names of the people on the image.
 - Provide on-site assistance during the EIT Jumpstarter Grand Final (registration desk, guiding guests, technical support)
 - On-site registration and badges are requested in electronic format (e.g. self-check-in kiosks, QR code, smart badges)
 - Provide two moderators for the two smaller event rooms. The third moderator, who will be the main moderator in the big room, will be provided and contracted by EIT Health InnoStars separately. Still, the proposals should contain an offer for an AI moderator who will support the main moderator.
 - Organise live broadcasting from the three event rooms to follow the event online.
 - Designing and creating of welcome packages and promotion materials for 250 attendees. This is a brochure or booklet with the schedule and the location map, which should be in an electronic format.
 - One separate room for media and journalists to organise interviews.
 - Organise technical briefing for finalists, speakers and jury members before the event

2) Task 2a: Marketing and communication services, guidelines

- To prepare and disseminate a press release summarising the results of the EIT Jumpstarter Grand Final event to be released just after the event. It shall be distributed in English for non-local media and in the local language for local media. It shall be sent to
 1. All major media outlets in the country where the event is held.
 2. At least the news agencies in the country of the 1st prize holder team (in each category).
 3. To the Pan-European media. This includes publications and news agencies too.
 The press releases mentioned in (2) shall be tailored to the countries it is sent to. The focus shall be on the team that represents that country.
- To prepare a communications plan including communications activities before, during and after the event with a detailed timeline and recommendations of other activities that can 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.
- To support recruitment and engagement of the event's participants (viewers, attendees, EIT Jumpstarter participants) before the event through recommended organic communications activities, including social media (Facebook, LinkedIn and Instagram)
- The first version of all materials must be prepared in English and translated into local and other identified languages after authorisation.
- To prepare a media clippings report within the given template and deliver within max. 7 days after the Grand Final.

Task 2b: PR article

- To organise a PR article published before the EIT Jumpstarter Grand Final in a top-level international publication on EIT Jumpstarter and early-stage start-ups, challenges and answers for innovators in emerging regions. This can be an article or an interview with a high-level official of the EIT Community.

2.4. Deliverables

Tasks	Deadline
1) Nomination of a contact person and presenting them to InnoStars	by 31 August 2023
2) Provide venue set-up (site map) and technical description for the pitching event	by 15 September 2023
3) Event website ready for registration	by 30 September 2023
4) Provide a list of potential moderators for the final selection	by 15 September 2023
5) Paid media cooperation published	by 28 November 2023
6) Technical briefing with finalists, speakers, jury members	by 29 November 2023
7) Organisation of the EIT Jumpstarter Grand Final event	by 30 November 2023
8) Delivery of PR and marketing tasks	by 30 November 2023
9) Delivery of photos, edited videos	by 5 December 2023
10) Media clippings, post-buy, all media/pr reports	by 22 December 2023

2.5. Methodology and organisation of work:

When performing the Services, Service Provider shall use its own tools and materials, workforces. InnoStars shall issue a Performance certificate after the completion of Services.

2.6. Location, timing, planning, reporting

2.6.1. Location

Video and telephone conferences are preferred for coordination meetings before the EIT Jumpstarter Grand Final event. One in-person meeting at the beginning of the preparation would be preferred.

The location of the EIT Jumpstarter Grand Final event shall be: Divani Palace Acropolis, 19-25 Parthenonos str., 11742, Athens, Greece

2.6.2. Start date & period of implementation and yearly support

The intended start date is 16 August 2023, and the performance of the Contract will end on 31 December 2023, considering that the day of the event is 30 November 2023.

2.6.3. Payment terms

The Service Provider is entitled to submit one invoice for complete and adequate quality performance. In case of cross-border invoicing (i.e., the Service Provider is not registered in Germany), Service Provider shall invoice the production and communication services net of VAT and include the following reference on the invoice: "VAT is payable in Germany through reverse charge mechanism by InnoStars".

Payment will be made upon the acceptance of the deliverables by EIT Health InnoStars. The budget for the Service Contract is covered by EIT Community Strategic Regional Innovations Project.

The total fee of the project shall include all the expenses incurred during the completion of the services and need to be part of the proposed budget. The following deliverables' costs shall be part of the budget proposal:

- The organisation of the EIT Jumpstarter Grand Final event;
- Rent of the event space
- Catering
- Marketing and communication

Payment will be made upon the acceptance of the deliverables by EIT Health InnoStars.

The total fee of the project shall include all the expenses incurred during the completion of the services and need to be part of the proposed price.

3. Proposal Process

3.1. Proposal Schedule

MILESTONES	DATE
Publishing the call on the EIT Health website	7 July 2023
Deadline for requesting clarification from the InnoStars	14 July 2023

Deadline for submitting proposals	7 August 2023, 23.59 pm CET
Completion date for evaluating proposals	10 August 2023
Intended date of notification of award	10 August 2023
Standstill period end	16 August 2023
Intended date of contract signature	16 August 2023
Intended start date of the contract implementation	16 August 2023

3.2. Participation

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

3.3. Submission of proposal

Proposals are requested to be emailed in English to the following address until 7 August 2023 23:59 CET to:

Contact name: for the attention of Gábor Bálint, Financial Project Manager
Email: innostars.procurement@eithealth.eu

The proposal shall contain the technical response to the service requested (in line with points 2; 3.) and the financial offer (the total price for the services listed in point 2). The bidder should propose one single lumpsum price quoted in EUR (details of what shall be included in the price is under point 2. 3). However, a detailed budget is needed – for that purpose, Tenderer shall use Annex 4: Annex 4 - Bill of Quantities. Prices must be indicated as a net amount. The submission form is attached to this document (Annex 1).

The email, including the proposal from the bidders, should be sent and delivered by 7 August 2023, 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 authorised 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.

3.4. 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.

3.5. 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 by 14 July 2023.

Contact name: for the attention of Mrs Anna Mihók-Péli, Project Lead and Mr Dávid Bognár, Senior Communications Coordinator

Email: innostars.procurement@eithealth.eu

3.6. 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.

3.7. 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 connection 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.

3.8. Clarification related proposals

After submitting the proposals, they shall be checked if they satisfy all the formal requirements in the proposal dossier. Where information or documentation submitted by the tenderers is 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.

3.9. 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.

3.10. Minimum requirements

Information and formalities necessary for evaluating if the requirements are met. The following documents and declarations are to be submitted together with the tender by the Tenderer (in case of a group of tenderers, 3.10.1. and 3.10.2 applies to the task-related member of the consortia):

3.10.1. Minimum requirements regarding Task1:

- have at least five years of experience in international events organisation
- have experience in the organisation of at least three events with a minimum of 250 participants in the last three years
- have experience with at least one event organised for the innovation ecosystem (attendees with start-up, investor, student, and government profiles)
- have professional connections and knowledge of the European Innovation ecosystem, key stakeholders and the role of the European Institute of Innovation and Technology
- have the technical capacity to live stream the event and interact with audience members with excellence

Supporting documents:

- Self-declaration of the availability from the intended starting date (16 August 2023).
- Self-declaration (reference list) of services provided by the Tenderer in the areas named in section 2.3 of this document
- Tenderers shall attach to their proposal reference(s) to prove the above requirements, Website, photos of the venues, CVs and videos of the proposed moderators.

3.10.2 Minimum requirements regarding Task 2

- Have at least five years of experience in international PR
 - To have proven experience in media relations in start-ups, technology, innovations, general business, and news topics in the country of the event and most of the CEE countries, plus Italy and Portugal.
 - Experience in distributing news to pan-European media outlets or news agencies
 - Agency has established relationships with prominent media outlets and news agencies in the country of the event.
 - Having an established network of regional PR offices that can deliver quality content and media coverage in their respective countries is a plus.
- Applicants shall attach to their submission reference(s) to prove the above requirements.
 - Please provide a list of media outlets you plan to invite and send the press release to.

3.11. Validity of proposals

The proposal shall be valid for a period of at least 90 days from the designated closing date indicated for receipt of proposals in the RFP. Please state in your proposal that it will remain valid for this period. Once your proposal is accepted during this period, the price quoted in your proposal must remain unchanged for the entire period of the resulting Contract unless otherwise specified in this RFP.

3.12. 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. If negotiation is necessary, InnoStars will conduct it in one round.

3.13. Evaluation of proposals

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 2.3 of the document.

The winner shall be the one with the highest aggregate score summed from technical and financial scores, and that Tenderer shall be proposed for the Contract.

The scoring will be based on the following detailed method:

	Technical content	Price
Task 1	100 points	100 points
Task 2:2a+2b	100 points	100 points
Total score	200 points	200 points

1. Task 1

1.1 Technical content – The offered services will be judged by the criteria named below and shall be compared with the competing offers. The Tenderer with the highest relevant competencies detailed under the scope of work further above shall receive the highest score; others shall be calculated in relation to that as follows:

- **Technical response to the Scope of Work as requested in point 1.2. (100 points)**
- Experience in organising international events – minimum number of years of experience is: 5 years, for which 10 points are given; each additional year shall receive 1 point up to a **maximum of 20 points**; above 15 years, no additional points will be given.
- Experience in organising minimum of three events with a minimum of 250 participants in the last three years – minimum number of such events required: 3 for which 15 points are given; each additional event shall receive 2 points up to a **maximum of 35 points**, above 13 events no additional points will be given.
- Experience in organising events for the innovation ecosystem (attendees with start-ups, investors, students, government profiles) – minimum number of such events is 1, for which 15 points are given; each additional event shall receive 1 point up to a **maximum of 25 points**, above 11 events no additional points will be given.

Specific experience with the EIT's Knowledge and Innovation Communities and/or European innovation ecosystem (**maximum of 20 points**)

- Specific experience working with the European innovation ecosystem in Central-Eastern- and Southern Europe, AND working experience with EIT's Knowledge and Innovation Communities (20 points);
- Specific experience working with the European innovation ecosystem in Central-Eastern- and Southern Europe; OR working experience with EIT's Knowledge and Innovation Communities (10 points);
- No such experience. (0 points).

The total technical score for task1: 100

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

The total financial score for Taks1: 100 points

Task 2

For Task 2a:

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:

- To have strong proven experience in media relations in the field of start-ups, technology, innovations, general business, and news topics in the country of the event and most of the CEE countries plus Italy, Portugal (where the press release might be distributed. Please refer to Annex 3); experience – minimum years required: 5 years (10 points); each additional one year shall receive 2 points up to a maximum of 30 points, above 15 years no additional points will be given. **(maximum 30 points)**
- To have own journalists' databases of the local, pan-European and other EU countries (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 in the target group section, represent the evaluation criteria –total readership below 1 million receives zero points; the highest ranking total overlapping readership receives 10 points **(maximum 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 two countries; each additional country office shall receive 1 point up to a maximum of 10 points **(10 points)**

The total technical score for task2a: 50

For Task 2b:

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 PR article (based on reach, social status of the readership, similarities of the readership and EIT Jumpstarter's target group). The highest number of reach receives receives 15 points, the second highest receives 10 points, and the third receives 5 points. The most prestigious publication with the most discerning readership receives 10 points; the second highest receives 7 points, and the third receives 5 points. The most similar readership to EIT Jumpstarter's target group receives 10 points; the second highest receives 7 points, and the third receives 5 points.
- **(maximum 35 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 15 points; other offers shall be calculated in relation to the best Tenderer in the linear equation. **(maximum 15 points)**

The total technical score for task2b: 50

The total technical score for task2: 100

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

The total financial score for Task2: 100 points

3.14. 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.

3.15. 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.

3.16. 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.

3.17. 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.

3.18. 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

Annex 3.: Draft agenda of EIT Jumpstarter 2023 Grand Final event

Annex 4.: Bill of Quantities

Annex 5.: Checklist of Minimum criteria to be provided by the Tenderer

Annex 6.: List of countries of the potential finalists