

Request for proposals

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

22 November 2023

1. Overview of EIT Health InnoStars

[The European Institute of Innovation and Technology](https://eit.europa.eu/) (EIT) is Europe's largest innovation ecosystem bringing together close to 2,400 partners from top business, research and education organisations across Europe in over 50 innovation hubs. The EIT strengthens Europe's ability to innovate by powering solutions to pressing global challenges and by nurturing entrepreneurial talent to create sustainable growth and skilled jobs in Europe. The EIT is an EU body and an integral part of Horizon Europe, the EU Framework Programme for Research and Innovation. The Institute supports dynamic pan-European partnerships, EIT Knowledge and Innovation Communities, composed of leading companies, research labs and universities each dedicated to solving a pressing global challenge, from climate change to health, to renewable energy. For more information visit <https://eit.europa.eu/>.

[EIT Health](http://www.eithealth.eu) is a network of best-in-class health innovators with approximately 130 partners and is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union. We collaborate across borders to deliver new solutions enabling European citizens to live longer, healthier lives. As Europeans tackle the challenge of increasing chronic diseases and multi-morbidity and seek to realise the opportunities that technology offers to move beyond conventional approaches to treatment, prevention and healthy lifestyles, we need thought leaders, innovators and efficient ways to bring innovative healthcare solutions to market. EIT Health addresses these needs. We connect all relevant healthcare players across European borders – making sure to include all sides of the “knowledge triangle” so that innovation can happen at the intersection of research, education and business for the benefit of citizens. For more information visit: www.eithealth.eu.

[EIT Health InnoStars](#) is one of the eight geographical areas of EIT Health. It covers half of Europe, including Poland, Hungary, Italy, and Portugal, as well as additional regions included in the EIT Regional Innovation Scheme. This is a group of countries qualified by the European Innovation Scoreboard (EIS) as moderate innovators. InnoStars is focused on promoting entrepreneurship, innovation and education in the domain of healthcare, healthy living and active ageing in the region and closing the gap between regions that are leaders in innovation and those regions which are progressing.

The EIT Regional Innovation Scheme (EIT RIS) was created by the European Institute of Innovation and Technology (EIT) to close the gap between regions that are leaders in innovation and those regions that are progressing. It aims to incubate the regions in Central, Eastern and Southern Europe, discovering their unique innovation assets and engaging local innovators to participate in pan-European programmes. In the field of healthcare, the programme has been developing since 2016, and it is coordinated by EIT Health InnoStars. The list of the eligible RIS countries can be found at <https://eit.europa.eu/activities/closing-innovation-divide-eit-regional-innovation-scheme-ris>

2. Scope of work

2.1. General objectives

- Increase awareness of InnoStars and EIT Health Regional Innovation Scheme Programme (RIS) - 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 the 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

- Content strategies and content marketing development for social media platforms, website, newsletters, email marketing
- Coordination of omnichannel digital campaigns covering RIS countries
- Coordination of high-quality and engaging online and hybrid events and online campaigns around them from ideation to execution;
- Preparing complex digital marketing materials such as videos, podcasts, newsletters, website content, brochures, booklet, catalogues, slide decks etc. (including their content, graphics, and project coordination);
- Delivering basic marketing materials (e.g. infographics, rollups, posters, gadgets);
- Coordinating the inbound marketing projects;
- Overall content, marketing and social media advisory up to the latest global trends or new social media features (monthly; up to current needs);
Regular reporting;

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

- Provide advisory for external communication, focusing on strategic areas of communication to achieve critical business objectives.
- Support ongoing communication with the media/stakeholders:
 1. Ongoing updating of media/stakeholder databases and support in contacts with journalists
 2. Drafting of press releases and other communication materials, ex. talking points, backgrounders, articles
 3. Preparation of Q&A and key messages in particularly challenging communication areas
 4. Coordination and dissemination of press releases and media relations (in InnoStars and RIS countries plus in general EU media), including proactive looking for PR opportunities to increase visibility of the brand;
 5. Preparing and supporting press events or other press-related projects (e.g. podcasts, industry reports);
 6. Coordinating and delivering local media buys on behalf of InnoStars;

- Support in building the image of key Company stakeholders i.e. InnoStars Partners and EIT Health representatives.
 1. Evaluation of events in terms and recommendation of participation of Company representatives
 2. Organic positioning experts on top-tier events, conferences, panel discussions;
 3. Development of key messages and preparation of speeches, addresses
 4. Preparation of opinions and comments of key representatives of the Company for media publications
- Media monitoring: monthly, quarterly and annual reporting
- Overall PR advisory and daily support;
- Stable and professional network of regional agencies or cooperators will be a plus;

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

2.3. Deliverables

Lot 1: 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 to be completed throughout the year:

- Ten Pan-European omnichannel digital campaigns covering InnoStars and RIS countries, including social media paid and organic campaigns, google ads campaigns, influencer marketing, etc Regular performance tracking/reporting and recommendations based on data insights.
- Six online or hybrid events: webinars, workshops, live events, panel discussions' coordination and execution, including their marketing campaigns to increase the number of participants
- Ten complex digital marketing materials (for instance, series of podcasts, hero videos, digital; newsletters, website content and creating landing pages. brochures– from idea through content creation, script to final authorised material and execution)
- Twelve basic marketing materials
- Two inbound marketing projects
- Monthly social media content development
- Monthly overall digital marketing and social media advisory
- Monthly, quarterly, and yearly reporting

Pan-European omnichannel digital campaigns: planning, managing, and developing omnichannel digital campaigns covering InnoStars and/or RIS countries. Developing and executing different content formats, which differ depending on the campaign goals ex. infographics, website articles, videos, podcasts, animations, newsletters, emails etc. It requires an excellent project timeline, creative motive/theme, copywriting, promotion materials, authorisation process, professional execution, and the project summary. Media buying fee is excluded. Related production costs, the external cost will be finalised after the approval of detailed cost and work plan by the Client.

Online and hybrid events organisation and campaigns: production of the event, securing the highest tech quality and professional support during the event; preparing the graphic materials, copies scenario,

rehearsal for the guests and briefing material; the comprehensively planned and executed multi-channel campaign to promote and recruit participants from the identified target audience for the event. Technical costs of live streaming or any related costs (e.g. rental fee of studio, green box etc.) are excluded of the monthly fee. Related costs will be finalised after the approval of detailed cost and work plan by the Client.. ;

Examples of the online events (examples of the online events can be found on the EIT Health InnoStars' YouTube channel):

- Talks and interviews with start-uppers and EIT Health InnoStars beneficiaries, for instance, [Inspirational Talks on LinkedIn](https://www.linkedin.com/events/7067090455955390464/comments/)
<https://www.linkedin.com/events/7067090455955390464/comments/>
- Online debates, for instance, [Morning Health Talks](https://www.youtube.com/watch?v=mPtz0bUgpTo)
<https://www.youtube.com/watch?v=mPtz0bUgpTo>

Complex digital marketing materials: e.g. series of podcasts, hero videos, newsletters, corporate slide decks, brochures, digital catalogues; coordination of the process; creating content; produce key visuals and layouts if necessary. Related production costs, the external cost will be finalised after the approval of detailed cost and work plan by the Client.

Basic marketing materials: short videos (up to 3 minutes). infographics, series of simple graphics for social media (e.g. a carousel), etc. Expert fee for planning and managing the production/project. Production cost (filming, editing, music, photos shooting, renting cost of technical equipment etc.) and any related cost (e.g. travel, accommodation, renting venue etc.) are excluded. Related production costs will be finalised after the approval of the detailed cost and work plan by the Client.

Inbound marketing projects: creating and optimising the lead generation process for the chosen EIT Health InnoStars programmes, 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

Monthly social media content development: Creation and execution of monthly social media content plans and development of different content formats ex. infographics, articles, short videos, animations, polls, etc. The frequency of publication of posts will be c.a. 10 posts per month, including 2 animations/short videos per month.

Monthly overall advisory and administrative assistance: the service comprises strategic recommendations, insights on emerging trends and expertise in digital marketing, training sessions for EIT Health InnoStars staff (min. 2 workshops per year), as well as hands-on assistance with administrative tasks related to media buying, ordering services from external providers like printing, translating, media offering, and sponsorship packages. Additionally, the service may involve regular meetings or reports to ensure the client remains informed and aligned with their digital marketing and social media strategies.

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 to be completed throughout the year:

- Five Pan-European press releases
- Eight regional press releases
- Six interviews & op-eds (including briefs, Q&As)
- Eight 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 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 in up to 13 countries and Pan-European media, proactive pitching and a follow-up.

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 in up to 5 countries, proactive pitching and a follow-up.

Interviews and op-eds : organising editorial interviews or op-eds 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.

Overall PR support on a daily basis: the service include ongoing support in communication with journalists, coordinating and delivering local media buys, hands-on assistance with administrative tasks related to ordering services from external providers like printing, translating. Additionally, the service may involve regular meetings or reports to ensure the client remains informed and aligned with their digital marketing and social media strategies.

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 Lead 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 2nd of January 2024, and the implementation of the contract is scheduled to end on the 31st of December 2024.

EIT Health InnoStars currently has the budget to cover the needs of the present activities for the year 2024. 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 2025. 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 a monthly invoice upon 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: 100,000 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	22/11/2023
Deadline for requesting clarification from InnoStars (indicative)	14/12/2023
Last date for InnoStars to issue clarification (indicative)	15/12/2023
Deadline for submitting proposals	18/12/2023
Optional negotiation round with the tenderers	20/12/2023
Completion date for evaluating proposals	02/01/2024
Intended date of notification of award	02/01/2024
Intended date of contract signature	05/01/2024

Intended start date of the contract implementation
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05/01/2024

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 18th of December 2023 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*)
- 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 (*separately for each Lot the tenderer bids for as described in Section 2.15.2*)
- CV/job description of the proposed team who would work full time on the project (*for each Lot tenderer proposed 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 2024) - 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 1 - Marketing, social media and other related digital communications support:** Prepare a hypothetical sample plan and KPIs for online advertising activities encouraging registration (participation) for an online conference aimed at women healthcare entrepreneurs/women healthcare professionals in selected countries of the CEE region (Poland, Czech Republic, Slovakia, Hungary, Romania). The assumed media buying budget is EUR 10,000, registration on a dedicated website. Conference duration: 1 day, online, in February 2024
Expected: initial media plan, campaign stages, proposed channel structure and estimation of results, targeting method, optimisation methods.
- **Required only for Lot 2 - Media Relations and PR projects:** evidence either of own offices or existing affiliates/partners/partnerships in the countries EIT Health InnoStars is present, (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 references, including 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)
- **Required only for Lot 2 - Media Relations and PR projects:** Prepare a sample plan and KPI's for a PR campaign around announcing new programme focusing on "Open Innovation for Central, Eastern and Southern Europe".
 - Open Innovation is approach that brings together different stakeholders in the healthcare industry, such as start-ups, corporates, patients, and hospitals, to collaborate on the development and implementation of new products, services, and technologies. This approach is designed to speed up the innovation process, increase efficiency, and reduce costs. Start-ups and SMEs bring innovative ideas and technologies to the fore. Corporates have the resources and expertise to bring these ideas to scale, while hospitals have the expertise in providing healthcare.
 - We are looking for applications from consortia of private-public collaborators who want to become promoter teams for this programme. For example, an industry partner and a hospital promoter teams should be willing to promote the innovation development, co-design challenges and provide in-kind contribution. For example, by providing experts for consultation, evaluation, mentoring and lecturing. In return, promoter teams gain access to Europe's most promising companies with the potential to massively scale.
 - The plan should include the communication idea, the proposed messages, the overall schedule and estimated budget.
- 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 27th of November 2023).

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 Joanna Puškar, communication lead
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 2024) - 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 in performance marketing in B2B and 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 must send the list of countries it is able to reach out to, with the list of their partners in each country
- Tenderer must have evidence from at least one Pan- European campaign 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: 5 points
 - Tenderer with the highest rated campaign: 5 points
 - Tenderer with the second-highest rated campaign: 2 points
 - Tenderer with the third-highest rated campaign and after: 0 points
- 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: 5 points:
 - Tenderer with the highest number of relevant awards: 5 points; other offers' score shall be calculated with a linear equation to their value (i.e.: *highest number is 50, reported is 30, the achieved score is then: $30/50*5=3$ points*)
- d) Quality of the sample plan (as described in the requested proposal package in point 2.8), to be evaluated based on the estimated results, targeting method, and optimisation methods– maximum score: 20 points
 - Estimated reach: maximum 5 points:
 - The highest provided value will receive 5 points,
 - 2nd highest: 3 points,
 - 3rd highest: 1 point,
 - 4th highest and after: 0 point
 - Targeting method, audience relevancy: maximum 5 points (Industry: healthcare innovation, education or business creation; audience: healthcare start-ups, women entrepreneurs; country relevance: the requested CEE countries):
 - 5 points; all three aspects considered, well-targeted
 - 3 points: two of the audience aspects are well-targeted

- 1 point: at least one of the audience aspect is well-targeted
 - 0 point: none of the aspects are targeted well
- Other presented outcome figures (especially the number of relevant participants, or the number of relevant views – whichever is the more relevant): maximum 5 points:
 - The highest provided overall value will receive 5 points,
 - 2nd highest: 3 points,
 - 3rd highest: 1 point,
 - 4th highest and after: 0 point
- Proposed trending promotion tools, optimisation methods: maximum 5 points
 - 5 points – Exceeds the required standards, and responds the question with precision and relevant tools;
 - 3 points – Meets the standard required, comprehensive response in terms of detail and relevance of tools and methods;
 - 1 point – Meets the standards in most aspects, an acceptable level of detail, accuracy, and relevance of tools;
 - 0 point – Limited information, inadequate or only partially addressed the question.

Total technical score: 50 (weighting: 50%)

Price/total cost

The 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: 5 points
 - Tenderer with the highest rated campaign: 5 points
 - Tenderer with the second-highest rated campaign: 2 points

- Tenderer with the third 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: 5 points
 - Tenderer with the highest number of relevant awards: 5 points; other offers' score shall be calculated with a linear equation to their value (*i.e.*: highest number is 50, reported is 30, the achieved score is then: $30/50*5=3$ points)
- d) Quality of the sample plan (as described in the requested proposal package in point 2.8), to be evaluated based on the proposed content strategy, messaging framework and KPIs. Maximum score: 20 points
 - Estimated reach: maximum 5 points:
 - The highest provided value will receive 5 points,
 - 2nd highest: 3 points,
 - 3rd highest: 1 point,
 - 4th highest and after: 0 point
 - Targeting method, audience relevancy: maximum 5 points (Industry: healthcare innovation; audience: healthcare start-ups, corporates, patients, hospitals; country relevance: the CEE countries):
 - 5 points; all three aspects considered, well-targeted
 - 3 points: two of the audience aspects are well-targeted
 - 1 point: at least one of the audience aspect is well-targeted
 - 0 point: none of the aspects are targeted well
 - Other presented KPIs (especially the number of relevant participants, or the number of relevant applications – whichever is the more relevant): maximum 5 points:
 - The highest provided value will receive 5 points,
 - 2nd highest: 3 points,
 - 3rd highest: 1 point,
 - 4th highest and after: 0 point
 - Proposed campaign tools, and channels, messaging framework: maximum 5 points
 - 5 points – Exceeds the required standards, response the question with precision and relevant channels;
 - 3 points – Meets the standard required, comprehensive response in terms of detail and relevance of tools and channels;
 - 1 point – Meets the standards in most aspects, an acceptable level of detail, accuracy and relevance of tools;
 - 0 point – Limited information, inadequate or only partially addressed the question.

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