Request for proposal:

AI-powered Educational Content Creation Platform

1. Overview

1.1. EU Raw Materials Academy and EU Advanced Materials Academy

The **European Raw Materials Academy (RM Academy)** is a flagship initiative funded by the European Commission to support the upskilling and reskilling of Europe's raw materials workforce. In response to growing demands for sustainability, digitalisation, and industrial resilience, the Academy aims to close critical skills gaps across the entire raw materials value chain — from exploration and processing to recycling and circularity. Designed to serve professionals, SMEs, large enterprises, and public authorities alike, the RM Academy will offer a portfolio of high-quality, future-oriented learning programmes aligned with evolving labour market needs and EU policy priorities, such as the Critical Raw Materials Act and the Green Deal Industrial Plan.

The European Advanced Materials Academy (AM Academy) is a flagship initiative funded by the European Commission to strengthen Europe's leadership in advanced materials through targeted upskilling and reskilling. In response to the fast-evolving demands of innovation, digitalisation, and sustainability, the Academy aims to close critical skills gaps in the design, development, and application of advanced materials across sectors. It will support students, professionals, SMEs, large enterprises, and public authorities by offering a comprehensive portfolio of cutting-edge learning programmes aligned with EU priorities such as the "Advanced Materials for Industrial Leadership" communication and the Green Deal Industrial Plan. From here on, the European Raw Materials Academy and European Advanced Materials Academy would be referred together as the academies.

The academies' training delivery will be underpinned by a digital platform which provides access to training offers from a network of training providers as well as the academies' internally developed modules. As a long-term, cross-sectoral education ecosystem, the academies are being implemented by EIT RawMaterials in close collaboration with industry, academia, and public institutions. Its mission is to become the leading education and workforce development platform for the raw materials sector in Europe, fostering strategic autonomy, innovation, and green transition through inclusive and targeted learning opportunities.

1.2. EIT Raw Materials

EIT RawMaterials is a 'Knowledge and Innovation Community' (KIC) created by the European Institute of Innovation and Technology (EIT), aimed at promoting innovation in the raw materials sector across Europe. Established in 2015, EIT RawMaterials works to secure the sustainable supply of raw materials to the European industry by driving innovation, education, and entrepreneurship along the entire raw materials value chain.

We are a knowledge-driven business and a catalyst for industrial progress. Our offerings leverage our expertise and that of our network – the world's largest network in the raw and advanced materials sector – which includes companies at every stage of evolution, from start-ups to market leaders, along with leading international universities, research organisations, and top experts and future talent from the sector.

We inform policy, apply knowledge, accelerate innovation, create opportunity, and unlock commercial value – for our partners and customers throughout the raw and advanced materials value chains to develop these sectors as a strategic strength and foundation for a secure, sustainable future for Europe.

Our offerings are designed to help our partners and industry to be part of Europe's strategic agenda to ensure supply chain security and make the 'Green New Deal' a reality that benefits the people of Europe and partner nations.

For more information about our company please visit the following website:

https://eitrawmaterials.eu/

2. Scope of work

2.1. General Objectives

Artificial Intelligence (AI) is transforming the way digital learning and professional training content is created, localized, and delivered at scale. In alignment with Europe's strategic goals for the green transition and digital sovereignty, the European Raw and Advanced Materials Academies invites proposals from AI-powered video creation platforms to enable the efficient production, multilingual adaptation, and sustainable reuse of high-quality training content for current and future professionals across the raw and advanced materials ecosystem.

The academies seek enterprise-grade, AI-powered video creation platforms to support scalable, multilingual production of educational, training, and institutional video content, with an indicative requirement of at least three (3) editor licenses. The solution should enable unlimited video creation as part of the core license. The solution should enable unlimited video creation as part of the core license. For the purposes of this RfP, "unlimited video creation" means that no mandatory packs, credits, or tokens are required for standard video creation, editing, localization, and export, including MP4 and SCORM-compatible formats. Any fair-use limits, technical constraints, or usage-based pricing applicable to optional add-on services must be clearly and explicitly stated in the proposal. The platform must be suitable for long-term institutional use and support predictable budgeting without limiting standard content production.

The platform should preferably provide a browser-based video editor, allowing licensed users to create an unlimited number of videos. The solution should include access to a large library of AI avatars, as well as the ability to create and use an unlimited number of custom or personal avatars. Avatar dialogue and narration should support a broad range of languages, preferably EU languages, and the platform should enable rapid, one-click translation of video content into multiple additional languages, ensuring accessibility for diverse and international audiences. Bidders shall provide an explicit and up-to-date list of supported languages for: (i) avatar dialogue and voice narration, (ii) captions and subtitles, and (iii) translation and/or dubbing, clearly indicating any differences in coverage or quality between these functions.

The platform should support professional video creation workflows, including brand kits, templates, interactive video elements, automated captioning, media uploads, and slide-based content import. The platform should also support export and playback options suitable for digital learning environments, including compatibility with standard learning management systems, SCORM, and multilingual video players.

Given the institutional and enterprise context, the platform must meet high standards for security, privacy, and AI governance. Compliance with recognized international information security, privacy, and AI management standards, as well as applicable data protection regulations, is required. The solution should further provide dedicated support appropriate for organizational users.

While the academies foresee potential long-term use of such platforms from a strategic and planning perspective, the scope of this procurement is strictly limited to an initial contract term of one (1) year, with the possibility of a single extension of one (1) additional year, as specified in this RfP. Any further use of the platform beyond this period would require a separate procurement procedure and decision. Within this defined contract term, the procurement contributes to the development of a robust, future-oriented digital content infrastructure supporting the academies' training and communication activities.

This RfP supports the broader ambition of the academies to build a future-ready, digitally competent workforce. The funded platform will be used to host trainings on the Academy's learning platform (see 2.2.6), contributing to a sustainable and commercially viable portfolio of lifelong learning offerings aligned with the European Commission's Union of Skills.

2.2. Detailed Scope of Work

This RfP invites proposals for the provision and configuration of an AI-powered video creation platform that will support the scalable development, localization, and delivery of digital learning and training content for the European Raw and Advanced Materials Academies and EIT RawMaterials.

2.2.1 Industry Context and Strategic Importance

Artificial Intelligence (AI) is increasingly reshaping how professional education and training content is produced, adapted, and distributed at scale. AI-enabled video creation technologies offer significant potential to reduce production time and cost, support multilingual delivery, and improve accessibility and reuse of learning materials across diverse audiences. For a sector as complex and geographically distributed as raw and advanced materials, these capabilities are essential to ensuring that upskilling and reskilling initiatives can be delivered efficiently, consistently, and in alignment with evolving industry needs.

In line with Europe's strategic objectives for the green transition, digital sovereignty, and workforce resilience, EIT RawMaterials seeks to deploy a robust, enterprise-grade video creation platform that can be used across multiple educational and training contexts. The platform will form part of the academies' core digital infrastructure and support the creation of high-quality learning content for industrial upskilling, SME training, regional reskilling initiatives, and public-sector engagement. The selected provider will enable the academies to scale content production while maintaining quality, compliance, and pedagogical coherence.

2.2.2 Key Elements to be Addressed

The scope of the proposed platform solution should address (but is not limited to) the following functional and operational areas:

1. AI-Enabled Video Creation
- Support for efficient creation of professional video content using AI-assisted tools, including avatars, scripted dialogue, and automated narration, and content animation suitable for educational and training purposes.

2. Multilingual Production and Localization
- Capabilities for rapid translation, dubbing, and localization of video content to support multilingual delivery across European and international audiences. The ability to localize and sub material produced outside of the AI-enabled platform will be an added advantage (external SCORMs or MP4s)

3. Content Reuse and Adaptation
- Tools that enable easy updating, repurposing, and versioning of video content to support evolving curricula, regulatory changes, and sector-specific adaptations.

4. Training and Learning Use Cases
- Suitability for instructional content, explainer videos, onboarding materials, compliance training, micro-learning units, and other professional learning formats relevant to the raw and advanced materials ecosystem.
- Ability to generate videos in a variety of formats like MP4 (preferably H.265), MKV, etc. Ability to export translated audio as MP3 is an added advantage but not mandatory.

5. Regulations, Accessibility, and Inclusion
- Support for captions, subtitles, and other accessibility features to ensure compliance with inclusive design principles and regulatory requirements.
- The platform should comply with EU-wide regulations on the use of AI for Education and should be able to provide evidence of the same, when requested.

6. Enterprise and Institutional Readiness
- Features that support organizational use, including user license management, branding consistency, and integration into existing digital learning environments.

2.2.3 Format, Modularity, and Learning Design
The AI-powered video creation platform must support the development of modular, reusable video content that can be deployed across a range of learning and training formats, including:
- Fully online, self-paced learning delivered through the Academies' LMS (SCORM-compliant)
- Flexible use in blended or hybrid learning environments
- Integration into micro-credentials or components of broader certification pathways aligned with EIT Label and EU micro-credential frameworks

The platform should have the ability to publish videos directly from the platform as shareable links for learners and testers to watch. The platform should support the creation of learning-oriented video content that can be combined with interactive and pedagogical elements, including quizzes, reflections, scenario-based learning, and other instructional components delivered via the LMS or complementary tools. The platform itself is not required to deliver full learning experiences but must enable seamless integration into pedagogically sound course designs.

2.2.4 Development and Implementation Requirements
The selected provider will be responsible for:
- Providing access to, and configuring, the AI-powered video creation platform in accordance with institutional requirements

- Supporting initial onboarding, setup, and long-terms use of the platform with EIT RawMaterials and Academy users
- Demonstrating how the platform can be used effectively for professional training and educational content creation
- Providing documentation and guidance for administrators and content creators
- Providing ongoing support for questions, problems and administrative concerns
- Ensuring ongoing compliance with EU Regulation on the use of AI in education

The provider must also outline a plan for ensuring the platform's long-term suitability, including maintenance, updates, and ongoing support over a multi-year period. Any content review or update activities relate to platform enablement only; content governance remains with EIT RawMaterials.

2.2.5 Alignment with the academies' and EIT RawMaterials' strategies

The AI-powered video creation platform will serve as a foundational tool within the academies' digital learning ecosystem. Its deployment will support strategic objectives to:
- Expand access to high-quality, multilingual training content
- Increase efficiency and scalability of content production
- Support SMEs, industry partners, and public authorities with adaptable learning resources
- Contribute to the financial and operational sustainability of the Academy's lifelong learning portfolio
- By enabling faster and more flexible content creation, the platform will strengthen the Academy's ability to respond to emerging skills needs across the raw and advanced materials value chains.

2.2.6 LMS Downloads and Hosting

To ensure compatibility with the LMS and long-term platform sustainability, all video-based learning content must be exportable and accessible for download in SCORM-compliant packages and MP4 format. In parallel, the content must also be capable of being hosted and streamed directly on the AI-powered video creation platform for online viewing, without restricting LMS integration or reuse.

2.2.7 IP Ownership and Exploitation Rights

Given the nature of the AI-powered video creation platform ("Platform") as a content creation tool, proposals must address the allocation of intellectual property rights, ensuring that EIT RawMaterials retains full ownership and unrestricted exploitation rights over all created content while respecting the Provider's proprietary technology. This shall include the following principles:
- Provider retains ownership rights in the Platform, including underlying platform software, AI models, algorithms, stock avatars, stock templates and associated proprietary technology ("Platform IP").
- Data and materials uploaded by EIT RawMaterials to the Platform ("Input Materials") remain the exclusive property of EIT RawMaterials and shall not be used by the Provider for any purpose other than providing the contracted services, including without the prior written consent of EIT RawMaterials for training of artificial intelligence or machine learning models, marketing or promotional purposes.
- All content created by or on behalf of EIT RawMaterials, its affiliates and the academies using the Platform including videos, scripts, animations, learning materials and derivatives thereof ("Created Content") shall be and remain the exclusive property of EIT RawMaterials. The Provider assigns to EIT RawMaterials all rights, title and interest (if any) in Created Content. EIT RawMaterials, its affiliates and the academies shall have unrestricted, perpetual, irrevocable,

worldwide, royalty-free and fully transferable rights to use, modify, adapt, distribute, sublicense, market, commercialize and/or in any other way exploit any and all Created Content for any purpose without territorial, temporal or usage restrictions, and without requiring further consent from or payment to the Provider.

- To the extent Created Content incorporates Platform IP (including stock avatars, voice models, or templates), Provider grants EIT RawMaterials, its affiliates and the academies a perpetual, irrevocable, worldwide, royalty-free, non-exclusive license to use such elements as integrated within Created Content. This license survives contract termination and includes the right to host, distribute, modify and embed Created Content in any format or platform, including through third-party tools.
- Custom avatars created using the Platform (including those based on individuals designated by EIT RawMaterials, its affiliates and the academies) and all project files, drafts and working data created or stored within the Platform ("Project Data") remain the exclusive property of EIT RawMaterials. Provider shall enable export of Input Materials, custom avatars and Project Data in commonly usable formats and shall ensure continued accessibility for at least 90 days following contract termination.
- Provider shall not impose technical, contractual or licensing restrictions that prevent EIT RawMaterials from using, hosting and/or distributing Created Content after export. Provider shall ensure that Created Content may be freely downloaded and used independently of the Platform, without platform-specific dependencies, proprietary codecs, watermarks or usage restrictions and that no active subscription is required for continued use after contract termination.
- Provider warrants that (i) the Platform, (ii) Platform IP and (iii) the use of the Platform in accordance with its intended functionality do not infringe third-party intellectual property rights. Provider shall indemnify EIT RawMaterials, its affiliates and the academies against all claims, damages and costs arising from such infringement, excluding any claims arising solely from Input Materials provided by EIT RawMaterials.

2.2.8 Quality Requirements and Review Considerations

The AI-powered video creation platform must support the development, hosting, and distribution of training content in full alignment with the EIT RawMaterials' internal quality standards and quality objectives for educational and training activities. Content created using the platform and integrated into the LMS must be capable of supporting instructional consistency, audit readiness, accessibility, and continuous improvement practices as defined by these internal standards. The relevant quality objectives are provided in the Annex of this RfP.

In addition, given the enterprise, institutional, and AI-enabled nature of the platform, the provider must ensure that the platform and all related operations meet appropriate security, privacy and AI Governance requirements and remain complaint throughout the contract term:

- ISO/IEC 42001:2023 – Artificial Intelligence Management Systems
- ISO/IEC 27001:2022 – Information Security Management
- ISO/IEC 27701:2019 – Privacy Information Management\
- General Data Protection Regulation (Regulation (EU) 2016/679) and applicable German data protection law (including BDSG).)
- EU Ai Act, where applicable to the AI features provided under the contract
- Any other regulations in the space of use of AI in education in Europe

Optional, but relevant:
- SOC 2
- SOC 2 Type II

Upon request (and in case prior to contract signature), the Provider shall provide:
- Valid certificates (ISO 27001 and, ISO 27701 / ISO 42001) or equivalent independent assurance evidence with a time-bound certification plan,
- A current **sub-processor list**, processing locations (data residency), and a high-level description of technical and organisational measures (TOMs)
- A summary of incident response and breach notification procedures.

If processing personal data on behalf of EIT RawMaterials, the Provider shall act as processor and sign a GDPR Art. 28 DPA. Minimum controls: MFA for admin, RBAC/least privilege, encryption in transit and at rest, logging/monitoring, vulnerability management, and backup/recovery. Security incidents (incl. potential personal data breaches) must be notified within 24 hours.

The platform must support secure access control, data protection, and responsible AI use in accordance with these frameworks. Evidence of certification, attestation, or independent audit reports may be requested during the evaluation or contract phase.

Learner feedback, usage data, and engagement metrics will be collected via the LMS and used to inform internal quality review, monitoring, and continuous improvement activities. The platform must not impose technical limitations that would prevent the academies from applying their internal quality standards or conducting such review processes.

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all tenderers.

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 signed as provided by EIT RawMaterials attached to this request for proposal document.

3.2. Submission of proposal

EVENT	DATE (Calendar dates)
Publishing the RFP on EIT RawMaterials website	Tuesday, 3rd February
Deadline for requesting clarification from EIT RawMaterials	Monday, 16th February
Deadline for submitting proposals	Tuesday, 17th February
Intended date of notification of award	Tuesday, 10th March

Intended date of contract signature	Tuesday, 24th March

Proposals must be emailed in English to the following address:

Contact name: for the attention of Alison Opalko
E-mail: alison.opalko@eitrawmaterials.eu

The proposal shall contain:
- a technical response addressing the requested services and requirements described in Section 2, including the proposed AI-powered video creation platform, implementation approach, licensing model, compliance posture, and support arrangements.
- a financial offer for the provision and use of the AI-powered video creation platform. For the purposes of financial evaluation, tenderers shall submit a single, all-inclusive price covering (a) at least 3 editor licenses, (b) the initial term of one (1) year plus one (1) optional extension year ("Evaluated Price"). The financial offer must be presented in Euro and all prices must be indicated as net amount + VAT and must be below €215.999 for the maximum two years (1 initial year + 1 optional extension year).
- Any optional packs, premium features, or add-on services that are not required to fulfil the mandatory scope of this RfP may be offered separately, provided they are clearly identified as optional and priced transparently. Such optional items shall not form part of the Evaluated Price, shall not be included in the estimated contract value for threshold calculation purposes, and shall not affect the financial evaluation or scoring.
- Information on GDPR compliance, including a description of how personal data is processed, stored, and protected within the platform, and the supplier's role (e.g. data processor or controller), where applicable.
- Tenderers' declaration form.

The Evaluated Price shall represent the maximum total contract value payable under this Call and shall form the sole basis for financial scoring. The Evaluated Price must include all costs associated with the core platform offering for the full two-year maximum duration, including licenses, standard functionality, updates, and support. No additional mandatory packs, credits, tokens, or fees may be charged beyond the Evaluated Price. The Evaluated Price shall include all functionality, services, licenses, and usage rights required to meet the mandatory requirements set out in Section 2 of this RfP, without reliance on additional mandatory packs, credits, tokens, or tiered upgrades. The option to extend the contract beyond the initial one-year term remains at the sole discretion of EIT RawMaterials and is not guaranteed.

Under no circumstances may the Evaluated Price exceed €215,999 net, excluding VAT. This amount represents the estimated maximum contract value for the purposes of EU procurement threshold calculation. For budget-planning purposes only, EIT RawMaterials anticipates that competitive proposals will typically fall within a total range of €40,000–€60,000 net for the full maximum contract duration, assuming a stable scope and licensing configuration.

Proposals must be clear, concise, and complete. The tenderer's proposal, including all technical and financial elements, shall form an integral part of any contract resulting from this procurement

procedure. Tenderers are therefore cautioned to include only statements, commitments, and representations that they are prepared to accept as contractually binding. Any subsequent clarifications, modifications, or counterproposals agreed during the procurement process shall, where applicable, also form part of the resulting contract.

By submitting a proposal, the tenderer represents that the individual submitting the proposal on behalf of the natural or legal entity is duly authorized to bind that entity to the proposal as submitted. The tenderer further confirms that it has reviewed and understood all instructions to tenderers set out in this RfP and affirms that it possesses the experience, technical capability, organizational capacity, and resources necessary to provide the AI-powered video creation platform and associated services in accordance with the requirements and conditions defined in this RfP and the tenderer's proposal.

Personal data collected in the procedure shall be processed and stored for purposes of conducting the procedure and implementing and processing the contract. The provision of personal data is neither contractually nor legally required; however, it is a prerequisite for the consideration of proposals in this procedure.

3.3. Requests for additional information or clarification

In case the tenderers are in need of additional information or clarification, please address it to the address below. All information requested or answered may only be done through written communication – email only. All questions should be sent prior to the deadline for requesting clarification as specified in section 2.2.

Contact name: for the attention of Alison Opalko
E-mail: alison.opalko@eitrawmaterialsu.eu

3.4. Validity of the proposals

Tenderers are bound by their proposals 90 days after the deadline for submitting proposals.

3.5. 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.

3.6. Ownership of the proposals

EIT RawMaterials retains ownership of all proposals received under this procedure. Proprietary information identified as such, which is submitted by tenderers 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 two years after the completion of the contract, for the purposes of safeguarding the EU's financial interests, EIT RawMaterials may transfer the proposal and the contract of the supplier to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

3.7. Clarification related to the submitted proposals

After submission, proposals shall be reviewed for compliance with formal requirements as set forth in this RfP document. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT RawMaterials may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. All information requested or answered may only be done through written communication – email only.

3.8. Negotiation about the submitted proposal

After reviewing the formal compliance of the tenders, EIT RawMaterials may negotiate the contract terms with the tenderers. In this negotiation EIT RawMaterials will request all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiations, EIT RawMaterials shall provide further information about the proceedings and timing.

3.9. Open Competition

The EU Raw Materials Academy serves the skills needs of the entire EU Raw Materials industry. To this end, this is an open procurement call to all entities, and therefore, applicants are not required to be partners of the EIT RawMaterials KIC membership network. Furthermore, no preference will be given to EIT RawMaterials members and proposals will be evaluated solely on the merits of the applying entities and their proposed project plans.

3.10. Evaluation of proposals

Each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be applied in accordance with the requested services indicated in section 2 of this RfP document.

Technical criteria	Points
- Technical Specifications (section 2) - Comprehensiveness and clarity of the proposal	60 10
Total score for technical criteria	70
Financial criterion	
Lowest offered price shall receive the highest score, others shall be calculated in relation to that in linear equation	20
Transparent pricing aligned with the contract duration of 12 months, with the possibility for a contract extension by another 12 months	10

| Total score for financial criterion | 30 |
| Total maximum score | 100 |

3.11. Signature of contract

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

3.12. Appeals/complaints

Tenderers believing that they have been harmed by an error or irregularity during the tender procedure may file a complaint. Appeals should be addressed to EIT RawMaterials. EIT RawMaterials is only able to address complaints before the contract is awarded to the successful tenderer.

3.13. Cancellation of the procedure

EIT RawMaterials reserves the right to suspend or cancel the procedure, where the 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, EIT RawMaterials may refrain from concluding the contract.

In the event of cancellation of the procedure, EIT RawMaterials will notify the tenderers of the cancellation. In no event shall EIT RawMaterials be liable for whatsoever, including, without limitation, damages for loss of profits, in any way connected to the cancellation of the procedure.

3.14. Ethics clauses / Corruptive practices

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'). The supplier should inform EIT RawMaterials immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

Furthermore, the supplier acknowledges and accepts the Code of Conduct of EIT RawMaterials which can be downloaded via www.eitrawmetarials.eu

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Annexes

Annex 1: Tenderers' Declaration form (available on RfP page of website)

Annex 2: Quality Objectives from the Quality Management System of the European Raw Materials Academy (available on RfP page of website)