



Request for proposal:

## Media Monitoring + Media Database Services

## 1. Overview of EIT RawMaterials

EIT RawMaterials is a 'Knowledge and Innovation Communities' (KICs) 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.

Our activities span from mining and mineral processing to material recycling and substitution, focusing on increasing resource efficiency and fostering a circular economy.

We inform policy, apply knowledge, accelerate innovation, create opportunity, and unlock commercial value – for our partners and customers throughout the raw materials value chain to develop the raw materials sector 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

The contracting authority intends to award a 2-year framework agreement for media monitoring and media database services, with no automatic renewal.

The supplier is asked to provide (1) media monitoring and analytics, and (2) a media contacts database, to support proactive media relations and reputation tracking across European and international markets.

The service must ensure uninterrupted monitoring and reporting during the transition period following contract award.

### 2.2. Detailed Scope of Work

#### 1. Media monitoring

- Track coverage for agreed keywords and entities (organisation, programmes, leadership, partners, competitors, policy topics).

- Sources: online, print (via digitised sources), broadcast (if available), blogs, trade media
- Real-time alerts + daily digest + weekly/monthly reporting.
- Tagging/categorisation (topic, geography, sentiment/tonality, tier-1 vs trade, spokesperson mentions, etc.).
- Dashboards + exportable reports (PDF, PPT, CSV).
- Coverage de-duplication and clean clipping management.
- Access to paywalled coverage

## 2. Media database

- Searchable journalist/contact database with filters (outlet, region, language).
- Ability to build/export contact lists.
- GDPR-compliant handling of personal data (see section 5.1).

## 3. Analytics & measurement

- Volume trends, share of voice, reach/impressions methodology transparency, top outlets/journalists.
- Custom KPI reporting aligned with EIT RawMaterials comms goals.
- Clear definitions: what “mentions”, “reach”, “impressions”, “sentiment/tonality” mean and how calculated.

## 4. Support & onboarding

- Set up introductions, keyword architecture, and user training.
- Dedicated account manager + SLA for support tickets.
- Access to dedicated media analysts for query refinement, search optimisation, and report validation.
- Quarterly business review.

## 5. Additional services:

- **The service must ensure uninterrupted monitoring and reporting during the transition period following contract award.**
- The bidder must clearly describe the methodology for calculating reach, impressions, and sentiment.
- The bidder must describe how historical monitoring data can be maintained or integrated to ensure continuity of benchmarking.

### 5.1. Data Protection and GDPR Compliance

The bidder must comply with Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR) and all applicable data protection legislation.

## 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	Wednesday 04. March 2026, 17.00 CET
Deadline for requesting clarification from EIT RawMaterials	Wednesday 11. March 2026, 17.00 CET
Deadline for submitting proposals	Wednesday 11. March 2026, 17.00 CET
Intended date of notification of award	Thursday 09. April 2026
Intended date of contract signature	Wednesday 15. April 2026

Proposals must be emailed in English to the following address:

Contact name: for the attention of **Elisabeth Ippel, Communications Manager, EIT RawMaterials**

E-mail: [elisabeth.ippel@eitrawmaterials.eu](mailto:elisabeth.ippel@eitrawmaterials.eu)

The proposal shall contain:

- the technical response to the requested services (section 2).
- the financial offer (the price for the services.) The financial offer must be presented in Euro. Prices must be indicated as net amount + VAT.
  - o Annual licence fee (monitoring & database) including
    - Number of users included
    - Cost per additional user
    - Cost per additional keyword/topic
    - Onboarding fee (if any)
    - Exit/data export costs
    - Any price increases during the 2-year term
- Screenshots of the tool and its functionalities, clearly marked and outlined.
- Information on GDPR compliance, if applicable.
- an indication of supplier's insurance coverage. The proposal must specify whether the supplier has taken out a company liability insurance and/or professional liability insurance including the maximum amount of coverage in Euro per event per insurance.
- Tenderers' declaration form.

Proposals must 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 shall, if applicable, 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 instructions to tenderers in this rfp document and that it has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

### *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 **Elisabeth Ippel, Communications Manager, EIT RawMaterials**  
E-mail: [elisabeth.ippel@eitrawmaterials.eu](mailto:elisabeth.ippel@eitrawmaterials.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 four 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. 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
<ul style="list-style-type: none"> <li>• Media Monitoring</li> <li>• Media Database</li> <li>• Analytics and Measurements</li> <li>• Support &amp; onboarding</li> </ul>	<p>25</p> <p>25</p> <p>20</p> <p>10</p>
<i>Total score for technical criteria</i>	<b>80</b>
Financial criterion	
<p>Costs</p> <p>Lowest offered price shall receive the highest score, other shall be calculated in relation to that in linear equation.</p>	<b>20</b>
<i>Total score for financial criterion</i>	<b>20</b>
<b>Total maximum score</b>	<b>100</b>

### 3.10. Signature of contract

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

For the contract the Service Agreement (Annex 2) shall apply. Any change desired by the tenderer in the provisions of this Service Agreement needs to be communicated to EIT RawMaterials as part of the proposal. Significant changes are likely to lengthen the tender procedure, making it less likely that the Service Agreement can be signed in time.

The signing of the Service Agreement after the award of the contract is for declaratory and documentation purposes only.

### 3.11. 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.

### *3.12. 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.

### *3.13. 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'). He 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.eitrawmaterials.eu](http://www.eitrawmaterials.eu)

*Annexes*

*Annex 1: Tenderers' Declaration form*