

Open call for the provision of RM Summit Event Services 2020

EIT RawMaterials – Developing RawMaterials into a major strength for Europe

EIT RawMaterials GmbH

Berlin, Germany

eitrawmaterials.eu



Content

| | |
|---|----|
| 1. Introduction | 3 |
| 1.1. Introduction to the EIT RawMaterials | 4 |
| 1.2. Introduction to the EIT RawMaterials communications activities..... | 4 |
| 2. Introduction to the EIT RawMaterials event activities | 5 |
| 3. Raw Materials Summit 2020 | 6 |
| 3.1. Objectives of the Raw Materials Summit | 6 |
| 3.2. Event Concept | 6 |
| 3.3. Basic Structure | 7 |
| 4. Description of event services to be provided | 9 |
| 4.1. Project management | 9 |
| 4.2. Event management..... | 9 |
| 4.3. Registration and Customer Management | 11 |
| 4.4. Onsite Management | 12 |
| 4.5. Production..... | 12 |
| 5. Budget and working arrangements..... | 13 |
| 5.1. Estimated total value of purchases for the duration of the service agreement | 13 |
| 5.2. Payments Arrangements | 13 |
| 5.3. Working Arrangements | 13 |

1. Introduction

Europe is home to world leaders in manufacturing, game changing innovative technologies and an entrepreneurial infrastructure that can boost the transition to a resource-efficient and sustainable society. A sustainable supply of raw materials is vital for both this transition and for Europe's industrial activity.

EIT RawMaterials, initiated and funded by the EIT (European Institute of Innovation and Technology), a body of the European Union, is the largest and strongest consortium in the raw materials sector worldwide.

Its mission is to develop raw materials into a major strength for Europe by boosting competitiveness, growth and attractiveness of the European raw materials sector via radical innovation, new education approaches and guided entrepreneurship.

EIT RawMaterials unites more than 120 partners – academic and research institutions as well as businesses – from more than 20 EU countries. Together we collaborate on finding new, innovative solutions to secure the supply of the raw materials and improve the sector all along the value chain – from extraction to processing, from recycling to reuse.

The vision of EIT RawMaterials: To develop raw materials into a major strength for Europe' will be realised by integrating knowledge from industry, higher education and research and by engaging stakeholders from the entire raw materials value chain. EIT RawMaterials will promote increased resource efficiency and the improvement of processes and products, support the introduction of new, innovative technologies and rethink our current linear economic model to move towards a circular approach. Further focus areas are to increase human capital in the raw materials sector and promote entrepreneurial education at all levels.

We see a Europe with industrial strength built on a foundation of efficient, secure and sustainable supply and use of raw materials. In this vision, products, processes and solutions are geared towards the closure of closely interconnected material cycles. These dynamic and rapidly changing material cycles will attract new investments, enhance the innovation capacity for competitiveness and incite the interest of talented, skilled, entrepreneurial employees. The aim is for society as a whole to appreciate the value of raw materials and perceive the sector as innovative and attractive.

EIT RawMaterials aims to significantly enhance innovation in the raw materials sector by sharing of knowledge, information and expertise: Entrepreneurs, Start-ups and SMEs receive funding and support through our partner network and collaboration activities.

EIT and ET RawMaterials is an integral part of Horizon 2020, the EU's Framework Programme for Research and Innovation. Horizon 2020 is a key pillar of the Innovation Union – a Europe 2020 flagship initiative that aims to enhance Europe's global competitiveness.

1.1. Introduction to the EIT RawMaterials

EIT RawMaterials operates a headquarters in Berlin, Germany. There are six Innovation Hubs, so called Co-Location Centers (CLCs) that are located in Belgium, Finland, France, Italy, Poland and Sweden, that represent different regional ecosystems connecting business, research and education.

The EIT RawMaterials brings together the 'knowledge triangle' of business, education and research to form dynamic cross-border partnerships a Knowledge and Innovation Community (KICs).

EIT RawMaterials facilitates a portfolio of over 130 innovative projects that are implemented by its partners and support over 60 start-ups and SME's in Europe.

Throughout 2016 and 2017, EIT RawMaterials has defined and started its communication function. The Strategic Communications Objectives are:

- Communicate EIT RawMaterials vision and goals
- Communicate and disseminate the impact of the activities
- Foster collaboration and engagements of the partnership

1.2. Introduction to the EIT RawMaterials communications activities

All communications activities of the EIT RawMaterials demonstrate the ways in which its innovation in raw materials and entrepreneurship activities and results contribute to a European Innovation Partnership. At the same time EIT RawMaterials partnership and internal communications activities remain a priority. The EIT RawMaterials communications activities increase awareness of EIT RawMaterials Community activities and achievements through the active promotion and dissemination of information to its target audiences through a wide range of communications and dissemination tools and channels. EIT RawMaterials communications place a strong emphasis on showcasing activities, good practice and results through a focus on people and partners involved in EIT RawMaterials Community activities.

More specifically, EIT RawMaterials target groups include:

- EIT RawMaterials Partner Organisations
- Brussels-based decision and policymakers, EU-level organisations
- Innovators and entrepreneurs
 - **Business:** Raw materials industry companies and investors
 - **Higher education:** Universities and students
 - **Research:** RTOs and Scientific organisations

2. Introduction to the EIT RawMaterials event activities

EIT RawMaterials events aim to make our organisation the main source of expertise in the sector. Additionally, the goal is to provide visibility to our partner network and their projects showcasing innovation. Lastly, we aim to create space for the knowledge exchange and collaboration between business, research and education.

EIT RawMaterials organises a variety of events which can be divided in 4 pillars:

1. Regional Matchmaking/Innovation hub (Co-Location Centers) Events

Multiple matchmaking and networking events are organised annually at the level of Innovation Hubs, so called Co-Location Centers (CLCs) or cross-CLC level. Such events address theme-based or challenge-based topics and may be performed at a partner's location, at the Innovation Hub (CLC) venue or at another location convenient for the participants.

2. External Events, Sponsorships

EIT RawMaterials aim is to be present at all of the most relevant events in the sector. There are a variety of ways in which the organisation participates in the external conferences, some of which include keynote speaker engagements, organisation of parallel sessions/events, sponsorships, booth representation, presentations and receptions hosting, etc. Sponsorship of the external event participation such as PDAC, World Resources Forum, European Innovation Summit, Raw Materials Week etc.

3. Education Raw Materials Academy Events

EIT RawMaterials Educational events aim to promote skills and employment in raw materials, especially in the exploration and processing industrial sectors. Various educational events and workshops are organised both centrally and through the Innovation Hubs (CLCs) over the entire year e. University days, career fairs, student workshops.

4. Annual Raw Materials Summit

The first RM Summit took place on 20-22 May 2019 in Berlin and had over 400 guests in attendance. More than 25 start-ups had the opportunity to pitch and network with numerous VC's and corporate investors. Raw Materials Summit is intended to repeat yearly, growing in size and scope.

3. Raw Materials Summit 2020

3.1. Objectives of the Raw Materials Summit

Objectives of the Raw Materials Summit are the following:

- **Strengthening the brand** of the EIT RawMaterials, establishing the organization as the reference point in Europe for innovation and entrepreneurial education within the raw materials value chain. Not only do we want to increase the awareness of our brand in Europe, but also establish EIT RawMaterials as a worldwide brand, taking further our unique characteristics such as knowledge triangle integration and broad value chain coverage. This is a long-term objective to be achieved through different means - the RM Summit will be one of the tools to be deployed to achieve this goal.
- **Showcasing innovation and technology** in the raw materials sector covering the entire value chain: the event will be a chance to show what the most successful projects of the EIT RawMaterials have achieved so far and to show cutting-edge innovation emerging on the market.
- **Providing partners with a unique opportunity to network**, not only between actors within the community, but also with external stakeholders (presently not part of the EIT RM) in Europe and globally.
- **Attract investors:** Bridging the gap between smart idea and capital, that is, venture capital from big EIT RawMaterials companies and beyond.
- Developing participant and partner participation packages that will in the long term will **deliver revenue** for this event.
- In the mid- to long term becoming the **N1 event of raw materials sector in Europe** attracting a large audience, sponsors, speakers, etc.

3.2. Event Concept

The RawMaterials Summit will run for 3 days and will be based on the 3 following pillars:

1. **Innovation and new technologies within the raw materials value chain:** presentations of the:
 - new products/processes/services generated within our ecosystem
 - projects/products that are expected to have an impact on the value chain
 - new, ground-breaking technologies for the raw materials sector

- Innovation and Regional Development in Europe and beyond
- 2. **Start-up and venture forum:** involvement of start-ups already supported by the EIT RM as well as external ones.
- 3. **Education:** showcasing innovative programmes in Education and the EIT Alumni

The 3 pillars will be implemented through:

- **Plenary sessions** with top-notch keynote speakers from industries, the European Commission and/or other open innovation organisations;
- **Parallel sessions** dedicated to showcasing R&D results and technological developments from our upscaling projects and from industries within the RM value chain;
- **A booth exhibition** where we will provide the possibility to present industries, start-ups, projects (both funded by the KIC as well as by other H2020 programmes)

We aim to run an event that could potentially attract 400 to 500 participants. The lowest number is estimated on the basis on the number of people that EIT RawMaterials has been able to gather during the previous events in Berlin, which involved almost exclusively EIT RawMaterials partners. The highest range is a rough estimate based on the size of EIT RawMaterials Network.

For the access fees, we envision:

- Lower rates for partners + complementary booth
- Higher costs for external participants and a charge for a booth
- Lower rates for students (master and PhD)

3.3. Basic Structure

We envision the event to take place over 3 days within the work week. Plenary sessions are to take place for the duration of all three days. The booth exhibition will be a small-to-medium sized space, where companies and project shall present themselves, and will also be present for the entire duration of the event. On the Day 3, Exhibition space will transform into career fair of the same size. One day will include four parallel break-out sessions focused on EIT RawMaterials six thematic areas: exploration, mining, resource efficiency, recycling, substitution and circular economy.

The tentative schedule is the following:

DAY 1 (Monday, 18th of May 2020)

Plenary session: starts at 10:30

- *Keynote 1*
- *Keynote 2*

Parallel Trade show: starts at 10:30

Lunch Buffet at 12:30

Plenary session: resumes 13:30

- *Keynote 3*
- *Keynote 4*

Program ends: 17:30

Networking Reception & Dinner starts at 18:00

DAY 2 (Tuesday, 19th of May 2020)

Plenary session: starts at 9:30

- *Keynote 1 – 30 minutes*
- *Keynote 2 – 30 minutes*
- *Keynote 3 – 30 minutes*

Parallel Trade show: starts at 9:30

Lunch Buffet at 12:30

Parallel technical sessions starts at 13:30

- *Parallel Session 1*
- *Parallel Session 2*
- *Parallel Session 3*
- *Parallel Session 4*

Program ends: 16:30

Berlin Tour and Cultural Program: starts at 17:00

DAY 3 (Wednesday 20th of May 2020)

Plenary session: starts at 9:30

Education focus: starts at 9:30

Program ends: 13:00

4. Description of event services to be provided

4.1. Project management

4.1.1 Project plan management and concept development

- Creation of project plan with regular updates on deliverables and milestones
- Development of the concept and programme for RM Summit 2020

4.1.2 Consulting and accountancy

- Creation of sponsorship contracts & invoices aligned with EIT RM regulations
- Customer communication regarding accountancy related issues
- Tickets invoicing and refunds
- Support on marketing and events related issues

4.1.3 Reporting

- Weekly update calls
- Regular status updates regarding ticket sales and event production
- Post event reporting

4.2. Event management

4.2.1 Location

- Venue sourcing and contracting
- Negotiation and communication with location partner

4.2.2 Technical equipment

- Definition of needs, communication and negotiation with providers
- Contracting of AV providers
- Technical event production

4.2.3 Catering

- Definition of needs
- Catering format conception and menu choice consulting

4.2.4 Hotels

- Hotel sourcing and contracting
- Negotiation and communication with hotel partners
- Booking management

4.2.5 Transfers

- Definition of needs
- Booking and travel management

4.2.6 Incentives and Activities

- Development of concept
- Booking and supervision

4.2.7 Staffing

- 2x Hostess/hosts 12h per day (3 days in total)
- 5x Registration desk staff 12h per day (3 days in total) 4C. 2x Hands 12h per day (3 days in total)
- 2x Videographer/Photographer 8h per day - editing not included; needs to be requested additionally

4.2.8 Other

- Support in sourcing and management of an external workshop provider
- Communication with external workshop supplier
- Support with workshop implementation in the main programme

4.3. Registration and Customer Management

4.3.1 Registration

- Online ticket shop setup
- Registration related customer service

4.3.2 Sponsors Management

- Creation of sponsorship packages
- Communication and customer service for sponsors
- Sponsor contracting
- Co-branding
- Post event follow-up

4.3.3 Booth Management

- Creation of booth packages
- Communication with potential exhibitors
- Contracting and co-branding of exhibitors
- Customer service and post event follow-up

4.3.4 Speakers Management

- Communication with speakers
- Stage briefing, slide review and rehearsals
- Speaker costs reimbursement

4.3.5 Abstract Management

- Development of an online tool for abstract submission
- Abstracts review management
- Slide submission system creation
- Presentation library and download area setup

4.3.6 Press management

- Creation of media kits
- Contracting and communication with media partners

4.3.7 Customer Service

- Management of all support communication channels
- Troubleshooting

4.4. Onsite Management

4.4.1 Onsite Management and Supervision

- Location management
- Staff management
- AV Supervision
- Registration management
- Booths management

4.5. Production

4.5.1 – Website Management

- Content updates based on the model and structure of the EITRMS 2019 website
- Regular website updates
- Ticketing system implementation
- Design alignment according to EIT RM corporate design

4.5.2 – Event app

- Standard web-app package for Android and IOS
- Push notifications, feedback function and live voting
- Activity feed, surveys, chat function

5. Budget and working arrangements

5.1. Estimated total value of purchases for the duration of the service agreement

Range: Between 80,000.00 and 200,000.00 EUR (excluding VAT)

Duration: 12 months from award date.

The contract will be concluded for an initial period of 24 months with the right for EIT RawMaterials e. V. to renew the agreement once and for a maximum period of 12 months (resulting in a maximum duration of the agreement of 12+12=24 months). The right is to be exercised at the sole discretion of EIT RawMaterials e. V. and by written notice to the contractor.

5.2. Payments Arrangements

Detailed statements of work to be issued by EIT RawMaterials on the basis of the frame agreement. Monthly financial reporting will be submitted and agreed depending on progress, before the issuing of invoices. Invoices will be paid within 20 working days.

5.3. Working Arrangements

This framework contract will be wholly managed by the EIT RawMaterials GmbH

EIT RawMaterials GmbH

T: +49 30 26 366 46 68

M: +49 1739 444 184

E: katerina.thomas@eitrawmaterials.eu