



REQUEST FOR PROPOSAL:

Open call for the provision of support for EIT RawMaterials

Public Relations

1. Request for Proposal (RFP)

EIT RawMaterials invites you to respond to this Request for Proposal (RfP) “Public Relations”.

2. Introduction to EIT RawMaterials

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 represents the largest network in the raw materials sector worldwide which includes 14 Innovation Hubs in Europe and over 300 partners across the entire raw materials value chain, including academic and research institutions as well as businesses – from more than 20 EU countries. Its mission is to enable sustainable competitiveness of the raw materials sector by driving innovation, education and entrepreneurship, which puts the organisation at the forefront of a major industrial transformation about to take place in Europe today. Together we collaborate on finding new, innovative solutions to secure the supply of 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 knowledge, information and expertise: Entrepreneurs, start-ups and SMEs receive funding and support through our partner network and collaboration activities.

EIT and EIT RawMaterials are and will be an integral part of Horizon Europe Framework Programme for Research and Innovation 2021-2027. EIT RawMaterials has evolved to an open, integrated, outward-looking and expanding partnership **closely connected with the policy agenda of the European Commission** and driven by a strategy to create industrial symbiosis through innovation across value chains.

EIT RawMaterials is transitioning to a **network- and service-focused organisation** (2021-2027) with the ambitious aim to emerge as a stand-alone and profitable, fully-fledged professional service organisation.

3. Activity/ project to which the RfP is referring to

Strategic media relations with European national business and financial media.

4. Description of Services to be provided

EIT RawMaterials seeks support for the following services:

- Provide a tight two-page PR media relations strategy outlining clear goals, key targets and expected outcomes
- Daily Monitoring Service



- Two-hour media training refresher of key messages, handling challenging questions
- Develop basic press materials
- Pitch media, prepare brief but succinct for Bernd Schäfer, CEO and Managing Director of EIT RawMaterials
- Follow up interview with any deliverables
- End of May, Measure and Evaluation report

To increase:

a) the profile of EIT RawMaterials with the particular aim of highlighting the fundamental role of raw materials for the renewable energy technologies needed. A lot of airtime is given to the rise of renewable or clean energy, but the link to the fundamental role that raw materials play in this equation, is being either missed, or underplayed.

Renewable energy will decarbonise the European industry, reduce pollution levels, prevent temperatures from rising and ultimately provide an improved quality of life for Europeans.

b) support of the marketing campaign in raising awareness for, and ultimately participation of industry leaders from the RawMaterials Summit, its flagship event, in financial and business media.

The RawMaterials Summit will be held on 15-17 May 2023 at The Egg in Brussels. The RawMaterials Summit is Europe's leading conference for the raw materials sector and one of the most important events for our sector globally. It offers unparalleled access to over 800 leaders of industry, government, NGOs, R&D, and academia, highlighting both the Summit's great prominence and influence in the sector and also the immense strategic importance of raw materials in Europe.

Europe is transitioning across all levels to adopt clean energy technologies and drive digitalisation, automation and electrification. The Summit will look at the key milestones and shifts that are impacting Europe's raw materials sector to become globally competitive. Topics for discussion will range from game-changing technologies for the industry to momentous developments such as France's first foray into lithium mining and the establishment of Europe's first rare earth value chain. The Summit will also focus on the latest policies impacting the sector for Europe like the European Critical Raw Materials Act, as well as geopolitical shifts and their implications, mobilising investment, new ways organisations are navigating future supply disruptions, the emergence of Europe's strategic raw materials assets and so much more.



c) the role and profile of the alliance that is managed by EIT RawMaterials, the European Raw Materials Alliance (ERMA).

ERMA key points as background:

- European Raw Materials Alliance (ERMA) plays a key role in mobilising a strategy, action plan and finance for the raw materials sector.
- ERMA's network of more than 620 members, and over 40 projects in the investment pipeline, has the potential to drive the achievement of Europe's 2050 goal.
- It is the purpose to identify and evaluate opportunities for primary and secondary production across Europe and to support the strategic EU raw materials partnerships with reliable non-European partners.
- ERMA was launched by Vice-President Šefčovič and Commissioner Breton in 2020 to identify barriers, opportunities, and investments in raw materials critical for Europe's twin transition.
- ERMA's first challenge was to implement an Action Plan and investment case in collaboration with our 600 stakeholders to build a resilient Rare Earths Magnets and Motors value chain.
- The result of this was the pipeline identified a total of 14 projects estimated to supply around 20% of Europe's permanent magnet needs by 2030.
- We have a second pipeline or Action Plan 'Materials for Energy Storage and Conversion' out soon to address the fact that the energy production and conversion sector accounts for approximately 41% of global carbon emissions.
- RawMaterials Summit point – connecting entrepreneurs from the Innovation Village, with ERMA.
- The KIC (Knowledge Innovation Community) benefits from ERMA in new partners, new projects and from the commercialisation and scaling up of projects.

Timing

Agency to begin February to end May 2023.

5. Selection Criteria

EIT RawMaterials will use multiple criteria to select the most appropriate partner. The following list summarises the major qualitative areas that will be evaluated:



- Services and KPIs offering as defined in section 4 **(35%)**
- Previous relevant experience as defined in section 4 **(35%)**
- Budget **(30%)**

It is critical to show that while the Agency is meticulous in how it works, we are less interested in what you have done, and only interested in what has been achieved, i.e. Media Coverage. So, less focus on reporting and general admin and a high focus on securing media coverage with top tier, most influential media outlets and newswires, e.g. Bloomberg, Financial Times, Politico, Der Spiegel, The Economist, Germany's Die Welt, etc.

EIT RawMaterials Innovation Hubs or regional offices are based in Belgium, Finland, France, Italy, Poland and Sweden.

Media spokesperson is Bernd Schäfer, CEO and Managing Director of EIT RawMaterials.

6. Response Contents and Format

Please complete all sections of the RfP as defined under Section 7. If additional material is required for one or more tasks, please label attachments clearly and reference them in your response. Your response to this RfP will serve as the basis for the consideration of your potential as a selected venture.

7. Information Requirements

For the purposes of understanding more about your company and your ability to successfully fulfil this important EIT RawMaterials requirement, please provide the information below as part of your response, clearly referencing each specific question.

a. Corporate Information

Give a brief overview of your organisation's involvement in providing services as described above in the marketplace covering the "Expertise" requests of Section 4.

b. Proposal



Describe your proposal as a response to the generic elements mentioned in this RfP and in specific in the “Services” and “KPIs” requests of Section 4.

The proposal should foresee for each action, a detailed set of deliverables, timeline and milestones and should be complemented by an estimate of costs.

c. Financials

Describe your pricing model and detailed financial analysis that is requested to execute your proposal.

8. Response Delivery Instructions

Please submit an electronic copy of your proposal to the email address indicated in the Communications and Response section above. All responses must be received on or before close of business (18:00 CET) on the proposal’s due date indicated in the key dates table below.

9. Key Dates

24.01.2023: RfP available and advertised

31.01.2023: Proposals submission deadline

By **14.02.2023:** Award by EIT RawMaterials

21.02.2023: Commencement of work

10. No Obligation

The submission of a proposal shall not in any manner oblige EIT RawMaterials to enter into a contract or to be responsible for the costs incurred by your organisation in responding to this request.

11. Agreement of Non-Disclosure

This document is considered to be proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of EIT RawMaterials solely for the benefit of EIT RawMaterials.



12. No Guarantee

EIT RawMaterials makes no guarantee of future volumes and offers volume information for directional purposes only, to assist vendors with proposal preparation.

13. Costs for preparing proposals / offers

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

14. Contact

Vanessa Lorenz, Head of Communications, is the designated EIT RawMaterials representative for this initiative.

For any information related to this RfP, please direct all inquiries to her contact information as follows: communications@eitrawmaterials.eu