



## REQUEST FOR PROPOSAL

Open call for the provision of support for EIT RawMaterials  
Video production  
*(“EIT RM video project”)*



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## 1. Request for Proposal (RfP)

EIT RawMaterials invites you to respond to this Request for Proposal (RfP) “*EIT RM video project*”.

## 2. Introduction to EIT RawMaterials

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 300 partners from more than 20 EU countries. EIT RawMaterials is a highly influential partner networking organisation that works to bring together like-minded partnerships between government, industry, academic, research and NGOs for the prime mission of connecting, and collaborating to find the most innovative strategies to build sustainable raw materials value chains – from mineral extraction to recycling – so that Europe can rebuild its production capacities of its raw materials and reduce its dependencies on imports, which until today, carry high risks that threaten the security of Europe.

The building of sustainable value chains will take unprecedented levels of innovation – which means moving from fossil fuel energies to clean technology energy sources like wind turbines, and solar panels, all requiring electrification, digitalisation, automation. To that end, the role of EIT RawMaterials is to foster innovation and entrepreneurship by bringing together academic, research and industry, to build the finest production ecosystem for Europe’s future. This must always refer back to the three strategic pillars of securing raw materials supply, designing materials solutions, and closing materials loops. Not only will this reduce our dependencies on imports, but by building a highly modernised industry will reduce carbon dioxide emissions. This industry will put sustainability at its core, which means that environmental integrity, safe and healthy workforce conditions and robust governance will be put first.

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

EIT RawMaterials Communications team seeks support with video production for the promotion of the following activities:

- promotion of the upcoming RawMaterials Summit 2023 (RM Summit);
- promotion of the education portfolio of EIT RawMaterials Academy (RM Academy);
- promotion of the innovation portfolio of EIT RawMaterials;



- general video production support for EIT RawMaterials HQ.

### 3.1. RawMaterials Summit 2023

RawMaterials Summit is the annual flagship event of EIT RawMaterials. The event attracts more than 80 speakers and hundreds of attendees from organisations that are building a sustainable and secure raw materials sector to enable the twin green and digital transition by 2050.

The 5th edition of the RawMaterials Summit will take place on 15-17 May 2023 at The Egg, Brussels, Belgium, and will feature leading players in the international raw materials industry, innovators, educators, researchers, prominent figures from the European Commission, NGOs, and more. Key discussions on the major innovations, policy initiatives, challenges and opportunities facing the raw materials sector will take place.

The mission to build a secure supply of raw materials to enable the transition to a carbon-neutral economy, and to strengthen Europe's strategic autonomy and global competitiveness, gains more prominence than ever on the EU's strategic and economic agenda.

### 3.2. RawMaterials Academy

EIT RawMaterials also invests in future generations of innovators for the raw materials sector through initiatives ranging from the education of school students to higher qualifications for industry professionals through the EIT RawMaterials Academy.

EIT RawMaterials Academy is the overarching brand of all the education activities of EIT RawMaterials. These range from innovative education projects launched via calls and run by the Innovation Community's partners to a number of centrally operated projects. Activities across the entire ecosystem of learners – PhD students, Masters' students, industrial partners, professionals within the raw materials sector, and wider society – foster new ways of learning and teaching by connecting academia, industry, and research organisations.

The aims of the RawMaterials Academy are:

- To introduce society as a whole to the importance and relevance of raw materials and incite interest in topics related to raw materials
- To train current and future stakeholders to the technical standards required by the raw materials industry today – contextually across the entire raw materials value chain
- To foster the entrepreneurial and innovation skills, knowledge, and attitudes needed for the entre- and intrapreneurs of tomorrow



To this end, the RawMaterials Academy offers education programmes through four strands:

- Master's Education
- PhD Education
- Lifelong Learning
- Wider Society Learning

### 3.3. EIT RawMaterials Innovation Portfolio

EIT RawMaterials offers funding to project consortiums from industry, research and education to upscale solutions linked to a sustainable raw materials value chain in Europe.

The latest success stories from the EIT RawMaterials projects portfolio:

- EIT RawMaterials funded project CSyARES (Circular System for Assessing Rare Earth Sustainability), led by Circularise, is developing a sustainability tracking tool to ensure that handling of raw materials follows environmental, social, and governance (ESG) standards. This will improve the way companies track the transparency and sustainability of their supply chains.
- Europe's solar sector will adopt a state-of-the-art recycling process. The project ReProSolar, led by Veolia Germany, and that includes two start-ups supported by EIT RawMaterials in their early development, is working on a new process where all photovoltaic (PV) module components are completely separated for the first time. This way, pure silicon, silver and glass, among other things, can be made available to the manufacturing industry again.
- Europe is the fifth global consumer of magnesium (Mg). However, the EU fully relies on the supply of Mg, a key alloying material for the aluminium, steel, or diecasting industry, from China. EIT RawMaterials project EU Magnesium project, led by Mures Magnesium, will bring the production of magnesium back to Europe with up to 13.5% capacity to supply the annual EU demand for minimum nine years.

## 4. Description of Services to be provided

EIT RawMaterials aims to produce and release a series of short videos to promote the RawMaterials Summit 2023, EIT RawMaterials Innovation and Education portfolio and general EIT RawMaterials activities. The videos will be based on the ready footage, stock footage, key messages, animation (incl. animated logo, animated elements of the video like content pop up), audio, voiceover.



## Video production

Video production services will cover:

### 1. RawMaterials Summit, 15-17 May 2023 (10007)

- Official trailer: **60 sec** for social media. The video will include testimonials/interviews from 2022 (ready footage), stock footage, animation, audio, voiceover. To go out the third or last week of February after the Early Bird Discount is over.
- Short teasers x 3: **short 15-20 sec teasers** for social media channels to help raise awareness of the upcoming summit to attract maximum participation will be produced, in time to be aired from March, April and May.
  - Video interview with the EIT RawMaterials CEO in Berlin or Düsseldorf, Germany. 2-3 hours of an in-person interview, including set up, with the video crew.
- Opening video: **120 sec**. The video will broadcast the vision of the RM Summit 2023 and will be shown to over 700 participants at the summit on the massive video screen to officially mark the beginning of the two-day conference. The video will include a mix of video footage showing the dynamic innovations that have occurred on all elements of the raw material value chain, from exploration, mining and mineral refining to product design and recycling, as well as key messages, animation, audio, voiceover.

### 2. Education Wrap-up Video (RM Academy, 15098)

- General Education video: **90 sec**. Best of the best. The video will serve as a dynamic wrap-up of EIT RawMaterials Education activities, the full scope, biggest successes and results and its remaining targets. It will include soundbites and vision from academics, business leaders on the EU projects such as Skills For The future, Girls Go Circular, as well as students and school kids and lots of great footage from earth observation to students walking around a cool control centre at a mine, all positive high tech links to raw materials sector.

### 3. Innovation Wrap-up Video (HQ KAVA, 15105)

- General Innovation video: **90 sec**. Best of the best. The video project will represent a dynamic wrap up of EIT RawMaterials Innovation portfolio, the full scope, biggest successes and results and its targets remaining. It will push the key messages of decarbonisation, ESG &



sustainability, discuss our enormous results with start-ups, showcase some case study footage, show images of girls in STEM etc.

#### 4. EIT RawMaterials HQ Team Ad Hoc Support (15105)

- For social media, we will need also support with the production of 4-6 ad hoc 30 sec videos.

#### Video format

All videos will be available in the following formats for the following platforms:

- Instagram Reel & Post, Twitter, LinkedIn, YouTube, website.

#### Script

The script for all the videos will be provided by the EIT RawMaterials Communications team, in collaboration with education and innovations teams, with final support from the agency.

### 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 **(30%)**
- Budget **(35%)**

### 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 a detailed financial analysis that is requested to execute your proposal.

## 8. Response Delivery Instructions

Please submit an electronic copy of your proposal to [communications@eitrawmaterials](mailto:communications@eitrawmaterials). All responses must be received on or before close of business (18:00 CET) on the proposals due date indicated in the key dates table below.

## 9. Key Dates

- RfP available and advertised: **Monday, 19 December 2022**
- Proposals submission deadline: **Friday, 6 January 2023, 18:00 CET**
- Award by EIT RawMaterials: **Friday, 13 January 2023**
- Commencement of work: **Wednesday, 18 January 2023**





## 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. EIT RawMaterials Broadcasting Contact

Kateryna Vorobiova, Communications Manager, is the designated EIT RawMaterials representative for this initiative.

For any information related to this RfP, please direct all inquiries to:  
[kateryna.vorobiova@eitrawmaterials.eu](mailto:kateryna.vorobiova@eitrawmaterials.eu)



## Appendix 1. RawMaterials Summit 2023

### Key Audience

- Partners: raw materials industry sector from mining to recycling
- Government: European Commission, and Member States
- Academia
- Researchers
- Mainstream society
- Associations: Euromines, Eurometaux, Geological Society
- NGOs

### Key facts

- We are the world's leading partner network in the raw materials sector with more than 300 Members
- Coverage of the entire value chain of the global metals and minerals sector
- Leading the EIT's Higher Education Institutions initiative (EIT HEI) > 280 Universities and having educated more than 20,000 learners since our foundation
- We are managing the European Raw Materials Alliance (ERMA) with more than > 600 Partners
- We have supported over 300 start-ups since 2015

### Useful links

- EIT RawMaterials: <https://eitrawmaterials.eu/>
- RM Summit: <https://www.eitrmsummit.com/>
- 2022 RawMaterials Summit Look-Back: <https://eitrawmaterials.eu/rawmaterials-summit/>
- RM Summit 2022 promo video: <https://youtu.be/3qLgx4np7hA>
- RM Summit 2022 recap video: [https://youtu.be/Lp\\_CLrjkCkY](https://youtu.be/Lp_CLrjkCkY)
- RM Summit 2021 promo video: <https://youtu.be/0X-EsU1yKrg>
- RM Summit 2021 recap video: <https://youtu.be/EcghhMrtCjM>
- RM Summit 2019 recap video: <https://youtu.be/7Wj-sOP2l1Q>