



REQUEST FOR PROPOSALS

EIT RawMaterials Request for Offers

Berlin | 15 March 2024

The purpose of this REQUEST FOR PROPOSALS is to:

- Provide an introduction to EIT RawMaterials and the EIT HEI Initiative
- Outline the terms of reference for subcontracting support to complete the EIT HEI Initiative branding and communication activities of its pilot phase
- Solicit offers for contracting

Deadline: 25 March 2024, 17.00 CET



1. Overview of EIT RawMaterials

EIT RawMaterials is a European initiative that aims to boost innovation in the raw materials sector and position Europe as a global leader in securing raw materials – fundamental building blocks necessary to the achievement of the UN SDGs and the European Green Deal. In order to do this, EIT RawMaterials brings together stakeholders from academia, R&D and industry collectively representing the entire raw materials value chain to carry out the following activities:

- (i) Develop, commercialise and launch technological solutions to the market
- (ii) Scout, support and mentor start-ups and idea holders with smart, circular, resource-efficient solutions to increase the competitive of raw materials industries
- (iii) Educate future innovators by delivering higher education programmes which equip learners with innovation knowledge, skills and attitudes (KSAs) and provide them with opportunities to ideate and accelerate solutions to real societal and industrial challenges
- (iv) Raise awareness amongst society about the significance of raw materials and how to get involved in a raw materials career but also to make the economy more circular
- (v) Upskill the current raw materials workforce ensuring it keeps pace to an evolving sector

EIT RawMaterials invests the majority of its funding into projects addressing the above activities, which are carried out by EIT RawMaterials Partners in so-called KAVA projects. In addition, several strategically relevant activities are centrally driven and managed by EIT RawMaterials staff, with involvement of EIT RawMaterials partners in supporting roles. EIT RawMaterials also coordinates the EIT's HEI Initiative, a major cross-KIC initiative involving all eight of the EIT's Knowledge and Innovation Communities.

2. General Objectives and Scope of Work

The EIT Strategic Innovation Agenda (SIA) 2021-2027¹ sets the strategic direction, priorities and objectives of the European Institute of Innovation and Technology (EIT) and its Knowledge and Innovation Communities (EIT KICs).

One specific objective in the new SIA 2021-2027 is to create systemic impact in higher education at institutional level, by supporting higher education institutions (HEIs) to strengthen their innovation and entrepreneurial capacity and integrate into and engage with innovation ecosystems. By doing so, HEIs will be empowered to become engines of impact and support the realisation of a carbon-neutral, digital, circular and inclusive society.

¹ Decision (EU) No 2021/820 of the European Parliament and of the Council of 20 May 2021 on the Strategic Agenda of the European Institute of Innovation and Technology (EIT) 2021-2027: Boosting the Innovation Talent and Capacity of Europe and repealing Decision No 1312/2013/EU, OJ L 189/3 of 28 May 2021, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0820&from=EN>.



Under the EIT SIA 2021-2027, the EIT and the EIT KICs will raise the bar and create systemic impact in higher education by strengthening innovation ecosystems. This will be achieved through the following:

- Increasing the entrepreneurial and innovation capacity of higher education institutions across Europe by promoting and supporting institutional change in higher education institutions
- Strengthening the integration and contribution of higher education institutions to innovation ecosystems

In order to realise these ambitions, the EIT and EIT KICs have established the *EIT HEI Initiative: Innovation Capacity Building for Higher Education*.

The EIT HEI Initiative: Innovation Capacity Building for Higher Education (hereinafter referred to as the “HEI Initiative”) has been designed with the aim of increasing the innovation and entrepreneurial capacity in higher education by bringing together HEIs in innovation value chains and ecosystems across Europe.

A central philosophy of the EIT is the integration of the EIT Knowledge Triangle Model² into all its activities. HEIs selected to participate in the HEI Initiative will also leverage and use the Knowledge Triangle Model as an enabler, facilitating the creation of systemic, institutional change. Additionally, HEIs selected to participate in the HEI Initiative will contribute to and leverage Smart Specialisation Strategies³, the Regional Innovation Impact Assessment (RIIA) Framework⁴, as well as align with the goals of the EIT Regional Innovation Scheme (EIT RIS)⁵. This will strengthen the links between HEIs and their local and regional ecosystems and provide an impetus to leverage additional funding sources beyond the HEI project funding period of the selected HEI projects.

HEIs are encouraged to prepare applications which will support the development and implementation of six Actions in their institutions as listed in Section 2.3, cumulatively leading to institutional transformation, an increase in entrepreneurial and innovation capacity, and integration with innovation ecosystems.

As per the SIA 2021-2027, the first three years (2021-2023) of the HEI Initiative have been designated as the pilot phase. Based on the results of that evaluation, on 23 November 2023 the EIT Governing Board decided with its Decision 38/20231 that the HEI Initiative shall be continued and scaled up.

Although the EIT SIA 2021-2027 sets out that the majority of funding under the HEI Initiative will go to HEIs which are not currently partners⁶ of the EIT KICs at the start of the HEI project, the HEI Initiative will unite EIT KIC partners

² The Knowledge Triangle refers to the interaction between business, education and innovation, which are key drivers of a knowledge-based society. https://eit.europa.eu/sites/default/files/eit_innovation_model.pdf.

³ <https://s3platform.jrc.ec.europa.eu>.

⁴ <https://s3platform.jrc.ec.europa.eu/regional-innovation-impact-assessment-riia->

⁵ <https://eit.europa.eu/our-activities/eit-regional-innovation-scheme-ris>.

⁶ Any legal entity which is a member of an EIT KIC, and may include, in particular, HEIs, vocational education and training providers, research organisations, public institutions, public or private companies, financial institutions, regional and local authorities, foundations, and non-profit organisations. Unless otherwise specified, references to ‘KIC partner’ or ‘KIC partners’ include the KIC LE and the entities with the CLC role.



and non-partners to cultivate collaborative relationships and leverage the existing innovation and entrepreneurial knowledge base developed within EIT KICs thus far. Participation in an application selected for funding will not result in any obligation to become an EIT KIC partner or pay a membership fee. However, a non-partner may become a partner of an EIT KIC if deemed desirable by the non-partner organisation.

The scope of the HEI Initiative is broad. It aims to address the need for HEI transformation and the role of HEIs in boosting sustainable economic growth and competitiveness by reinforcing the innovation capacity of Europe. More specifically, the HEI Initiative aims to encourage HEIs to review their own practices and the opportunities for increasing their impact in their ecosystem in Europe, and it provides support to HEIs to develop and undertake concrete Actions which are specifically tailored to achieve such enhanced impact. HEIs will, consequently, identify the potential to take a significant step forward in increasing their entrepreneurial and innovation capacity.

The overarching aims of the HEI Initiative are to empower HEIs across Europe to become innovative and entrepreneurial in general, and also in their approach to education, research, and engagement with businesses and the broader regional and local innovation ecosystem, including but not limited to civil society, public institutions, regional authorities and third sector organisations, in the most inclusive and gender-balanced way.

The specific aims of the HEI Initiative are multi-fold:

- Encourage HEIs to look at their own practices and the opportunities for increasing their impact in their ecosystems in Europe.
- Ignite an entrepreneurial culture and mindset which inspires people to transform and catalyse their knowledge and expertise into tangible, societal value.
- Extend the impact of the EIT beyond the EIT KICs and thereby contribute to the EIT's core mission of boosting sustainable economic growth and competitiveness by reinforcing the innovation capacity of Europe. This is in line with the Horizon Europe goals of fostering entrepreneurial and innovation skills in a lifelong learning perspective, including increasing the capacities of HEIs across Europe.
- Leverage and make available the innovation and entrepreneurial knowledge base built in the EIT KICs, their partnerships and projects.
- Enable EIT KIC partners and non-partners to collaborate, co-create and mutually learn.

3. Terms of Reference & Description of Work

EIT RawMaterials seeks a contractor to provide ongoing and continuous support to complete the EIT HEI Initiative branding and communication activities of its pilot phase (April – September 2024) by positioning the initiative as the go-to instrument for capacity building in the EU higher education and innovation landscape.



The work will involve:

- **Brand Monitoring:** Regularly monitoring HEI Initiative mentions, reviews, and discussions across various online and offline channels to stay informed about public perception and sentiment.
- **Website Updates:** Ensuring that the HEI Initiative website remains up-to-date with relevant content, images, and information, and making necessary updates to improve user experience and search engine visibility.
- **Social Media Management:** Managing and maintaining HEI Initiative social media profiles by scheduling posts, responding to comments and messages, and engaging with followers to foster community and brand loyalty.
- **Content Management:** Continuously creating and curating content for various channels, including website posts, articles, social media updates, and email newsletters, to keep audiences engaged and informed.
- **Performance Monitoring:** Tracking and analyzing key performance metrics, such as website traffic, social media engagement, and email open rates, to assess the effectiveness of branding and communication efforts and make data-driven decisions for improvement.
- **Client Communication:** Maintaining regular communication with the HEI Initiative Coordination team to provide updates on ongoing projects, solicit feedback, address concerns, and ensure alignment with their goals and objectives.
- **Reporting and Analysis:** Generating regular reports detailing the outcomes and impact of branding and communication initiatives, along with insights and recommendations for future strategies and improvements.

These maintenance tasks are essential for ensuring that the organization's branding and communication efforts remain effective, relevant, and aligned with its goals and objectives over time.

4. Budget

Budget to be submitted by the prospective contractors based on number of days of work and costs of the created content, based on the above terms of reference.

However, the budget may not exceed 90,000.00 EUR (VAT excluded).

5. Offer

All prospective contractors shall submit an offer to EIT RawMaterials illustrating how they would implement the description of work illustrated above, within the specified time frame, including the necessary budget.

Selection will be based on the following criteria and weighting:

- Evaluation of your professional background and relevant, demonstrated consultant/team experience (20%)



- Quality of your professional approach to this work (40%)
- Total budget requested excl. VAT (40%)

Offer should not exceed 5 pages.

This offer should be addressed to and sent via email to hei@eitrawmaterials.eu by **25 March 2024, 17.00 CET**.

EIT RawMaterials
Attention: Dr. Dolores Volkert
Europaplatz
10557 Berlin
Germany



6. 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 organization in responding to this request.

7. 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.

8. No Guarantee

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

9. Costs for preparing proposals/offers

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

10. Contact

For questions please contact Dr Dolores Volkert, Head of EIT HEI Capacity Building Initiative, via email:
hei@eitrawmaterials.eu