

# Request for Quotation

**For:** EIT Climate-KIC Rebranding

**Date:** 28.03.2024

## 1 Overview

### 1.1 Executive Summary

This is a Request for Quotation (RFQ) that details EIT Climate-KIC's requirements for services. Please treat this document in accordance with the confidentiality obligations detailed further in this document.

Services and/or goods requested	Procurement of an agency to carry out a rebranding process for EIT Climate-KIC
The legal entity requesting these goods and/or services	Climate-KIC Holding B.V.
Services and/or goods will be delivered to the following locations	Services will be delivered remotely. Onsite services are not anticipated.
EIT Climate-KIC Contract Manager for submitting quotes and inquiries	Stephanie Klotz, Communications Director, <a href="mailto:stephanie.klotz@climate-kic.org">stephanie.klotz@climate-kic.org</a> ; Barbara Jarkiewicz, Communications Lead, <a href="mailto:barbara.jarkiewicz@climate-kic.org">barbara.jarkiewicz@climate-kic.org</a>
Proposed contract term for successful candidates	For the duration of the delivery of the rebranding process, up to the end of 2024

### 1.2 Timelines

EIT Climate-KIC has set the following indicative timelines for this RFQ:

Planned Date*	Milestones
28.03.2024	RFQ issued to bidders
Within 2 business days of receiving this RFQ	Bidders to confirm they will respond to RFQ
Within 3 business days after receiving this RFQ	Deadline for bidders to submit questions on the RFQ
11.04.2024	Bidders submit an online survey available <a href="#">here</a>
Expected 18.04.2024	EIT Climate-KIC team to review survey answers EIT Climate-KIC to gain clarification from bidders EIT Climate-KIC to invite selected agencies to present a pitch on EIT Climate-KIC rebranding
Expected 5.05.2024	Notification of contract award
Expected 15.05.2024	Proposed contract start date



\* EIT Climate-KIC reserves the right to amend this timetable during the RFQ.

### 1.3 How you can participate

1. Review the RFQ documents provided by EIT Climate-KIC.
2. Email Contract Managers letting us know you will submit a quotation (within 2 business days if possible).
3. If you have questions on the RFQ, email Contract Managers within 3 business days after receiving the RFQ. We aim to respond in a timely manner wherever possible.
4. Submit a questionnaire following the requirements at Section 6 by the Submission Deadline stated at Section 1.2.
5. EIT Climate-KIC will assess bids and notify bidders following the timeline at Section 1.2. to invite the selected agencies to present a pitch.

### 1.4 About EIT Climate-KIC

EIT Climate-KIC is the EU's climate innovation initiative, working to accelerate the transition to a zero-carbon and resilient world by enabling systems transformation. Headquartered in Amsterdam, it operates from 13 hubs across Europe and is active in 39 countries. EIT Climate-KIC was established in 2010 and is predominately funded by the European Institute of Innovation and Technology (EIT), a body of the European Union.

As a Knowledge and Innovation Community (KIC), it brings together more than 400 partners from business, academia, the public and non-profit sectors to create networks of expertise, through which innovative products, services and systems are developed, brought to market and scaled-up for impact. See <https://www.climate-kic.org/> for more information.

## 2 Confidentiality

All information provided in this Request for Quotation (hereinafter "RFQ") document and any information that may be subsequently disclosed during discussions, correspondence and negotiations is confidential and must not be disclosed to any other party or used for any other purpose whatsoever without the prior written permission of Climate-KIC Holding B.V. or relevant subsidiary (hereinafter "EIT Climate-KIC").

The Supplier must not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the Supplier's group or use them for any purpose other than for the preparation and submission of a response to this RFQ. The Supplier must not make any press announcements or publicise in any way EIT Climate-KIC's name, this document, the quotation process or any subsequent agreement without the prior written consent of EIT Climate-KIC.

EIT Climate-KIC may require the execution of Non-Disclosure Agreement as part of this RFQ or for future commercial engagements. As part of preparation for the submission of the response and in any subsequent negotiations, the Supplier is allowed to disclose confidential information to others within the Supplier organisation, external advisors or subcontractors, provided that the confidentiality conditions are adhered to.

Employees of either party who have access to confidential information must be notified of their obligations with regard to confidentiality and of the disciplinary proceedings which will result if confidentiality conditions are breached.

## 3 Introduction and Background

A just, climate-resilient, beautiful future where people and nature thrive is within our reach. But to get there we need a profound shift in mindsets and unprecedented collective action. We need to be ambitious enough to change our ways of living and urgently transform whole places and industries. We need systems change now.

But systems change is complex. To bridge the gap between climate ambition and current reality, we must embrace that complexity. We need to get through the 'messy middle' between where we need go and where we are now. To do that we must experiment, try bold solutions, learn, test and learn again. That's where EIT Climate-KIC comes in. We use a systems approach to shape innovation to support cities, regions, countries and industries meet their climate ambitions. As an agency and community, we work with partners across the globe to find and implement solutions in integrated ways and mobilise finance.

Through radical collaboration, we open pathways to shift mindsets and behaviours, and enable decision makers and investors to act. We build skills to accelerate learning and to explore where innovation can make the biggest difference in transforming systems. With all this, we orchestrate large-scale demonstrations that show what is possible when cycles of innovation and learning are deliberately designed to trigger exponential decarbonisation and build resilient communities.

EIT founded EIT Climate-KIC (together with two other "KICs") in 2010. For many years, it was the sole funder of EIT Climate-KIC, however the grant was always conceived of as a 15-year grant and for the past years we have been in a period of planned transition to a multi-funder model. At the end of 2024/beginning of 2025 will we be "decoupling" from EIT and while there may still be a partnership and projects with the EU and EIT, formally the EIT Climate-KIC will cease to be part of the EIT. This means a change in our business profile (which has already been taking place for three years) and the way perceive ourselves and want to be perceived by the external stakeholders.

Therefore, EIT Climate-KIC will rebrand, creating a robust new brand to take organization into 2025 and beyond. A compelling brand must not only help to attract clients and raise funds, but it should give us a competitive advantage establishing EIT Climate-KIC as a community, an orchestrator of place-based transformations, as well as an attractive place to work. Our aim is to build a brand that will serve EIT Climate-KIC's mission and cause, as well as its organisational legacy.

## 4 Specification

### 4.1 Scope

EIT Climate-KIC is requesting quotation for conducting a full rebranding process for that will transition us from EIT Climate-KIC to Climate KIC, so that it is clear to our employees and to our stakeholders who we are and what we stand for.

#### Scope of work:

- Carry out an extensive brand audit – define what do we communicate now with the current branding based on the theory of vision and how are we perceived now; interviewing internal/external audiences, and/or wider focus groups
- Measure brand perception by target audiences to determine what the brand is worth, learn what is the brand perception, define the value of anything that consumers associate with EIT Climate-KIC brand and image, such as your trademark, brand name, visual assets such as a logo or colours, unique marketing strategy, digital assets or licenses, and level of customer loyalty and interest.
- Interview our key internal stakeholders (minimum our Executive Board and key members of our board) to help determine how we would like to be perceived and our key audiences, including those we are not yet reaching. What are the key elements we want to put at the centre (i.e. climate change, systems innovation, community)
- Develop a brand identity for Climate KIC based on the above, that includes: our brand position and values, messaging.
- Development of the design direction - determining the messages (what our logo should communicate) to be included in the identity.
- Design graphic solutions selected for the messages, which will determine the initial direction of the visual solutions (including the so-called memory anchors).
- Design of a logotype based on the chosen direction, together with definition of the visual definition of the brand, which can be used for patent application.
- The final stage in the development of the new identity is the creation of the Key Visual, i.e. the leading graphic / or and a set of accompanying elements - complementing the visual communication.
- Development of a brand book and branded templates (word doc, PPT etc.)
- Devise roll-out plan

#### Target audience:

- Potential challenge owners, including national, regional, and local authorities, and business sectors
- Policy makers at local/regional/EU levels, including mayors, governors and regional politicians, representatives of national governments, MEPs, and EU DGs
- Decision makers within intergovernmental and multilateral agencies, including the UNFCCC, target philanthropic and private sector funders
- Research, innovation, and scientific community, including academia, researchers, other innovation communities
- Climate-KIC employees, community members, alumni, and entrepreneurs

Additional services related to this Scope may be requested on a day rate basis. Please ensure a rate card is included with your submission and any other applicable costs associated with supplementary services.

The supplier will ensure sufficient financial, economic, technical and professional capacity to deliver the services in an efficient and effective manner.

The services will be delivered to meet the following project milestones:

Milestone	Time frame
Current brand survey	As soon as possible
Brand identity	September 2024
Full brand kit	December 2024
Relaunch	January 2025

## 4.2 Deliverables

- A current brand survey,
- A new brand identity and brand architecture for Climate-KIC for “sub-brands” like Foundation,
- Brand Identity Handbook, including brand positioning, key messaging, tone of voice, and visual identity,
- Brand Asset Toolkit, including logos, templates, Canva cards, etc.,
- Website redesign tbd.

Reports will be requested to be written at a suitably professional standard using a recognised (or specified) referencing style upon request. The format and structure will be discussed during a preliminary briefing with the successful party. The reports are to be provided for unrestricted use by EIT Climate-KIC and free from all third party copyright restrictions. EIT Climate-KIC will receive ownership of such work products and may make them available to other parties, publish online, or other at our discretion.

## 4.3 Service Level Requirements

In providing goods and/or services to EIT Climate-KIC, the following service levels are requested:

- Services are requested during business hours 9am to 6pm CET excluding public holidays.
- Services may be required outside general business hours and flexible working arrangements are requested.
- The provider is to propose a suitable service level agreement to ensure key elements of goods and/or services delivery are defined, aligned and tracked over time. This should include escalation channels, performance indicators / targets and mechanisms for remediation of ongoing missed performance targets (e.g. credits, rebates or reimbursement).
- The service provider should be generally contactable and responsive during business hours by phone or email.
- Services should be delivered by professionally competent and appropriately experienced individuals.

## 4.4 Sustainability

In order to uphold our commitment to sustainability, EIT Climate-KIC aims to minimise any negative impact we may have on the natural and built environment by effectively managing our resources.

In the efforts to procure in a sustainable manner with minimal impact, the following requests are made of the bidder:

- The services are to be delivered digitally following a paperless policy
- We love to hear what suppliers are doing to minimise impact. Feel encouraged to share your approach and policies if applicable.

#### 4.5 Eligibility

EIT Climate-KIC reserve the right to reject quotes where the proposed supplier:

- Has insufficient technical, professional or financial capacity to deliver the services
- Has been bankrupt or insolvent (last 7 years)
- Is sanctioned by a relevant authority
- Does not comply or has previously not complied with our [Ethical Standards for Contractual Counterparties](#)
- Has been convicted of crime, links to terrorism, breach of tax or social security obligations
- Is an individual prior employee of an EIT Climate-KIC or group entity (discretionary basis)
- Will continue to be a full time employee of an EIT grant recipient or EIT Climate-KIC partner during the contract term (discretionary basis)

If any of these scenarios apply, please make EIT Climate-KIC aware in your submission.

#### 4.6 Required Experience and Capabilities

The team or individuals delivering the services should be able to demonstrate the following experience and capabilities:

- Experience in branding and rebranding
- Working knowledge of several years in the industry
- Adherence to evaluation professional ethics and quality standards
- Project and financial management showcasing on time and on budget delivery
- Written and spoken local language competency in English

#### 4.7 Payment & Invoicing

- Payments will be made following provision of a correctly rendered undisputed digital (via email) invoice to EIT Climate-KIC. The EIT Climate-KIC contract manager will inform the successful bidder where to submit invoices.
- Payment terms associated with delivery of the goods and/or services must be not less than net 30 days.
- EIT Climate-KIC can provide a purchase order number to be referenced on invoices.
- Where EIT Climate-KIC is requesting services over longer periods of time, we ask that bidders invoice in a pay as we go model (e.g. billed on a monthly consolidated invoice based on work completed or completion of deliverables).

- Requests for deposit payments are generally not accepted.
- If the bidder is requesting any form of payment prior to delivery of goods and/or services, this must be raised with EIT Climate-KIC.
- If submitting invoices for subscription services, please ensure these fees are itemised and priced at line level.

#### 4.8 Contract Management

A one-off agreement is proposed for award of work.

EIT Climate-KIC can share their standard terms and conditions but will consider the bidder's own terms and conditions on the basis that the bidder can incorporate the following:

- EIT Climate-KIC requires that service providers provide an indemnity to EIT Climate-KIC for breach of third party intellectual property rights;
- EIT Climate-KIC's primary source of funds is the European Institute of Innovation and Technology (EIT) [eit.europa.eu/](http://eit.europa.eu/). Consequently, EIT Climate-KIC is obliged to pass through certain FPA/SGA terms to all service provider and service providers are required to agree and comply with such terms. See <http://www.climate-kic.org/policies/>;
- In addition, EIT Climate-KIC will ask that service providers comply with the Ethical Standards for Climate-KIC Contractual Counterparties available at <https://www.climate-kic.org/policies>
- Service providers are required to comply with EIT Climate-KIC's standard data protection clauses (can be provided in advance on request) and provide an indemnity for any breach;
- The liability of the service provider to EIT Climate-KIC (and affiliates) to be uncapped in respect of breach of data protection clauses. For all other heads, liability of the service provider to EIT Climate-KIC (and affiliates) may be capped at a reasonable multiple of fees not less than 2X. If applicable, EIT Climate-KIC liability to service provider also be similarly capped;
- No indemnities extended by EIT Climate-KIC to service providers.

## 5 Award Criteria

EIT Climate-KIC will assess bids based on the following factors:

Component	Weighting
Cost – the total cost for providing the scope.	50%
Quality – suitability and capability of the proposed services to deliver the scope and requirements in the Specification as evidenced by its Response.	30%
Experience and capabilities	10%
Added value	10%

Component	Weighting
<b>Total</b>	100%

## 6 Instruction to Bidders

### 6.1 Responding with your quote

EIT Climate-KIC are requesting the following are submitted to bid on this contract:

1. A **Response** that sufficiently details the bidder's offer and responds to the requirements contained in this document.
  - The bidder is kindly asked to include their trading name, VAT or tax identification number (if applicable) and registered trading address (*please note, address is not required for an individual*).
  - Include website links to examples of work previously performed by the bidder if applicable (e.g. portfolios, work products or other)
  - Professional references that can be reached by EIT Climate-KIC to verify previous services delivery
2. A **Quotation** that meets the requirements described at Section 6.2
3. Resumes of individuals that will be assigned to conduct the services for EIT Climate-KIC
4. Completed questionnaire that has been provided with this document

Any alternative solutions or services that the bidder may wish to bring to the attention of EIT Climate-KIC should be included at the end of your response. EIT Climate-KIC reserves the right to reject RFQ responses that do not confirm with these guidelines.

**All responses shall be made to the Contract Manager (refer Section 1.1) via electronic copy**

### 6.2 Quotation requirements

EIT Climate-KIC request that bidders quote in the following manner as appropriate to delivery of the services:

- Please provide itemised quotations in Euros and specify if the quote includes / excludes VAT or any other taxes;
- grades of employment that will be conducting services for EIT Climate-KIC (e.g. day rate) instead of averaged rates. These may be used for additional services.
- The quotation is requested to include a week by week resource plan with a resolution on the role title, days and day rates to reach a total proposed labour cost. Please refer **Table 2** as an example.
- Travel and subsistence for these services are strictly limited. Domestic travel and subsistence will not be reimbursed unless agreed in advance and in writing with EIT Climate-KIC. If you require international transport and/or accommodation, please make this clear and estimate costs in your quotation. Time for travel will not be billable hours.
- Include all applicable costs or charges associated with providing the goods and/or services in your quotation.



- Please quote on a company letterhead or similar company form where possible with the resolution described in **Table 1** at a minimum. Where a resource plan can be provided or explicitly requested, please refer the example in **Table 2**.

**Table 1:** Provided quotations to include the following details

Item and unit cost (in Euros excluding VAT)
<ul style="list-style-type: none"> <li>• Services ...</li> <li>• Deliverable 1 of ...</li> <li>• Deliverable 2 of ...</li> <li>• Deliverable 3 of ...</li> <li>• License fees (per user per month/annum, and in aggregate) if applicable</li> </ul>
TOTAL (if applicable)
Rate card for services (per day/hour, in Euros excluding VAT):
<ul style="list-style-type: none"> <li>• Assistant – XX / day</li> <li>• Officer – XX / day</li> <li>• Specialist - XX / day</li> <li>• Project coordinator – XX / day</li> <li>• Consultant – XX/day</li> <li>• Principal consultant – XX/day</li> <li>• Partner – XX/day</li> <li>• ...</li> </ul>

**Table 2:** Example resource-based quotation for proposed labour

Section	Area	Resource	Task	Quantity (days)	Resource day rate (EUR excl. VAT)	Subtotal cost (EUR excl. VAT)
Service delivery	Workshop facilitation	e.g. Facilitator	e.g. Workshop preparation and delivery	e.g. 3	e.g. € XX.00	e.g. € XX.00
		e.g. Facilitator's assistant	e.g. Workshop delivery support	e.g. 1	e.g. € XX.00	e.g. € XX.00
...	...	...	...	...	...	...
<b>Grand total</b>						€ XX.00

### 6.3 Subcontracting guidance

It is not anticipated that the delivery of these services will require subcontracting.

It is acceptable for bidders to sub-contract parts of the service, but EIT Climate-KIC is keen to understand which elements of the service this would apply to. In your response, state which sections are proposed to be subcontracted and advise EIT Climate-KIC of the sub-contractor's name and address (address is not required for an individual).

### 6.4 Complaints handling

EIT Climate-KIC offers bidders a mechanism to foster transparency and enable procurement best practice.

Bidders have the right in this procurement procedure, within a reasonable time, to address questions, request additional information and obtain feedback, as well as submit complaints. Requests for information or clarifications and complaints will be directed to the contact person (the Contract Manager or other designated person) indicated in this Request for Proposal. EIT Climate-KIC reserves the right not to action complaints received after any applicable standstill period.

The Contract Manager will acknowledge, review and respond to complaints or clarifications presented by bidders in a reasonable time. EIT Climate-KIC reserves the right to conduct a procedural review, make changes to the published procurement documents or take other action in response to complaints at its discretion.

In the event of a serious irregularity in connection with this procurement, and after first exhausting the recourse of obtaining a reply from the contact person for this procurement, bidders and suppliers are referred to the channels outlined in EIT Climate-KIC's Strategy & Policy Anti-Fraud, Bribery and Corruption (refer whistleblowing) available at <https://www.climate-kic.org/policies/>.

## 6.5 Terms of this RFQ

1. Your response should be submitted according to the instructions as detailed in this section and should be valid for a period of at least six (6) months from the bid due date. Any response submitted outside the scope defined may be rejected without provision for re-submission.
2. Any further information pertaining to this RFQ, of whatever nature, must be directed to the Contract Manager detailed in Section 1.1. If a point of clarification materially affects the RFQ, our response will be circulated to all bidders, otherwise the response will only be sent to the bidder seeking clarification.
3. If any doubt exists concerning any element of this RFQ, a clear statement should be made on the assumptions taken to arrive at your quoted costs, or alternatively contact us prior to submitting your response to seek clarification.
4. Entering into contractual arrangements with EIT Climate-KIC in connection with this RFQ does not guarantee work will be awarded.
5. EIT Climate-KIC reserves the right to reject any response(s) received after the submission date/time.
6. EIT Climate-KIC reserves the right to undertake post-bid negotiations with none, all or a shortlist of bidders.
7. EIT Climate-KIC, at its sole discretion, reserves the right to accept or reject any or all of the responses received and not to award any business and shall not be bound to give reasons for any decision. Only the execution of a written agreement between an EIT Climate-KIC entity and a supplier(s) will obligate an EIT Climate-KIC entity in accordance with the terms and conditions contained in such agreement.
8. EIT Climate-KIC reserves the right to procure services from alternative suppliers(s) where the successful bidder is, or becomes, uncompetitive within the market. However, issues over pricing and specification will be resolved through discussion and mutual agreement between EIT Climate-KIC and the supplier.
9. Bidders are required to email soft copies of their response to the Contract Manager detailed in Section 1.1 based on the timeline at Section 1.2.
10. As per above and where applicable, bidders must acknowledge receipt of this RFQ by return email to the Contract Manager detailed in Section 1.1 confirming whether they intend to submit a response by the Submission Deadline.
11. This RFQ does not commit or obligate any EIT Climate-KIC company to pay any expenses incurred by you in the preparation of your response. All such expenses are solely at the risk of the bidder and by submitting a response you automatically agree that response becomes the property of EIT Climate-KIC.
12. Responses are to be kept as clear and concise as possible and should be sequenced and numbered in accordance with the format of this RFQ.
13. The formatting of this document and the attached response document should not be altered.

14. Whilst this RFQ confers no legal rights on its addressees, it is not intended that any other persons acquire rights or obligations in respect of or arising under it.
15. Unsuccessful bidders agree, by the submission of their response, to return to EIT Climate-KIC this RFQ and any and all papers, records, data and materials supplied to them in connection with it, including all copies made by them.
16. This RFQ is for consideration in whole and not in part or parts unless otherwise indicated.
17. All efforts have been made to ensure the accuracy and validity of information contained in this RFQ. However, EIT Climate-KIC does not warrant the information accurate or comprehensive.