

Request for Quotation

Social media management and social content creation

Date: 14 May, 2025

1. Overview

1.1 Executive Summary

This is a Request for Quotation (RFQ) that details 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	Social media management & content creation
The legal entity requesting these goods and/or services	Stichting Climate-KIC International Foundation Plantage Middenlaan 45 1018 DC Amsterdam Netherlands
Services and/or goods will be delivered to the following locations	Services will be delivered remotely. Some onsite services may be required in Europe.
Climate KIC Contract Manager for submitting quotes and inquiries	Zane Razane Digital Communications Manager social.media@climate-kic.org
Proposed contract term for successful candidates	2-year Framework Agreement with potential extension for another year.

1.2 Timelines

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

Planned Date*	Milestones
14 May 2025	RFQ published on Climate KIC website and issued to bidders upon request
Wednesday, 28 May 2025, 18:00 CEST	Deadline for bidders to indicate their interest in submitting a quotation. Deadline for bidders to submit questions on the RFQ
Wednesday, 4 June 2025, 18:00 CEST	Deadline for bidders to submit their quotation
Thursday, 5 June – Tuesday, 10 June 2025	Climate KIC team to review quotations Climate KIC to gain clarification from bidders
Wednesday, 11 June 2025	Notification of contract award
Monday, 16 June 2025	Proposed contract start date

* 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 Climate KIC.
2. If you have questions on the RFQ, email the Contract Manager at least 3 business days before the submission deadline (28 May, 2025). We aim to respond in a timely manner wherever possible. Responses will be shared with all bidders.
3. Submit a quote following the requirements at Section 0 by the Submission Deadline stated at Section 1.2.
4. Climate KIC will assess bids and notify bidders following the timeline at Section 0.

1.4 About Climate KIC

We are Climate KIC, Europe's leading climate innovation agency and community. We are here to help create climate-resilient societies and fight the climate breakdown, building better futures for local communities, globally.

Working hand-in-hand with countries, regions, cities and businesses across the globe, we use innovation to mobilise systems change and bridge the gap between climate commitments and current reality. Together with our partners, we orchestrate solutions and facilitate learning to fuel faster and more ambitious climate action.

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 Stichting Climate KIC Foundation or relevant subsidiary (hereinafter "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 Climate KIC's name, this document, the quotation process or any subsequent agreement without the prior written consent of Climate KIC.

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

We are seeking a creative and reliable social media agency to act as our external social media manager. This partner will be supporting crafting and delivering high-quality, on-brand social media content that resonates with our audiences across platforms. The agency should bring strategic insight, sharp storytelling instincts, and visual fluency, helping us show up consistently and compellingly online.

This is a retainer-based engagement, expected to begin in early June 2025.

Bonus: experience working European-funded projects or the climate change/sustainability space

4. Specification

4.1 Scope

Objectives

The social media agency will support our communications team to:

- Deliver consistent, high quality social media content aligned to our voice and brand
- Translate key messages, campaigns, and initiatives into engaging visuals and written formats
- Build audience engagement across priority platforms
- Ensure visual consistency and accessibility across all posts

Potential Scope of work

- Write social copy that aligns with our brand and voice
- Design visuals (static posts, carousels, and occasional videos)
- Manage weekly scheduling and publishing
- Adapt materials for different platforms (e.g. LinkedIn, Instagram)
- Support specific campaign launches and thematic pushes
- Monitor performance and produce monthly reports with insights
- Join regular planning check-ins and respond to feedback in a timely manner
- Ad hoc strategic advice

Deliverables

- Weekly content batches (approx. 8-15 posts per month)
- Platform specific adaptations
- Scheduling and posting
- Light community management
- Monthly performance report
- Visuals delivered in editable formats on an ad hoc basis (e.g. Canva)

4.2 Service Level Requirements

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

- 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.
- The consultant(s) may be required to travel within Europe for a sequence of days.

4.3 Sustainability

In order to uphold our commitment to sustainability, 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 ask our service providers to consider the greenhouse gas emissions from transport to events. Cycling, walking, public transport and rail are preferable over air travel wherever possible.
- We love to hear what suppliers are doing to minimise impact. Feel encouraged to share your approach and policies if applicable.

4.4 Eligibility

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 Climate KIC or group entity (discretionary basis)
- Will continue to be a full time employee of an EIT grant recipient or Climate KIC partner during the contract term (discretionary basis)

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

4.5 Required Experience and Capabilities

The agency delivering the services should be able to demonstrate the following experience and capabilities:

- Proven experience in social media content creation and management
- Strong visual design skills and editorial instincts
- A sharp, nuanced understanding of tone, storytelling, and audience engagement
- Experience working with mission-driven organisations or complex social topics

- Familiarity with inclusive language and accessibility practices
- A collaborative, reliable approach to project management and delivery
- Experience with SMM tools, including Sprout Social, and design tools, e.g. Canva, Adobe.

4.6 Payment & Invoicing

- Payments will be made following provision of a correctly rendered undisputed digital (via email) invoice to **Climate KIC**. The **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.
- **Climate KIC** can provide a purchase order number to be referenced on invoices.
- Where **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 **Climate KIC**.
- If submitting invoices for subscription services, please ensure these fees are itemised and priced at line level.

4.7 Contract Management

A framework agreement is proposed for award of work.

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:

- Climate KIC requires that that service providers provide an indemnity to Climate KIC for breach of third-party intellectual property rights;
- Climate KIC's primary source of funds is the European Institute of Innovation and Technology (EIT) eit.europa.eu/. Consequently, 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, 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 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 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 Climate KIC (and affiliates) may be capped at a reasonable multiple of fees not less than 2X. If applicable, Climate KIC liability to service provider also be similarly capped;
- No indemnities extended by Climate KIC to service providers.

5. Award Criteria

Climate KIC will assess bids based on the following factors:

Component	Weighting
Cost – the total cost for providing the scope.	40%
Experience and Capabilities – track record of delivery ability to meet the requirements at Section 4.0 as evidenced by its response.	40%
Quality – suitability and capability of the proposed services to deliver the scope and requirements in the Specification as evidenced by its Response.	20%
Total	100%

6. Instruction to Bidders

6.1 Responding with your quote

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.
 - Include website links to examples of work previously performed by the bidder if applicable (e.g. portfolios, work products or other)
2. A **Quotation** that meets the requirements described at Section 0
3. Resumes of individuals that will be assigned to conduct the services for Climate KIC (e.g. links to LinkedIn profile).

Any alternative solutions or services that the bidder may wish to bring to the attention of Climate KIC should be included at the end of your response. 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 0) via electronic copy.

6.2 Quotation requirements

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

- Please provide a day rate for your services in Euros and specify if the quote includes / excludes VAT or any other taxes;
- Travel and subsistence for these services are strictly limited. Any travel will be agreed with the Contract Manager/ Project Manager. Costs for agreed travel will be reimbursed upon provision of receipts. 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 Error! Reference source not found. at a minimum. Where a resource plan can be provided or explicitly requested, please refer the example in Error! Reference source not found..

6.3 Subcontracting guidance

It is acceptable for bidders to sub-contract parts of the service but 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 Climate KIC of the sub-contractor name and address (address is not required for an individual).

Climate KIC require at least one relevant reference including the name and phone number of a current contact within that organisation.

6.4 Complaints handling

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. 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. 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 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 0. 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 Climate KIC in connection with this RFQ does not guarantee work will be awarded.
5. Climate KIC reserves the right to reject any response(s) received after the submission date/time.
6. Climate KIC reserves the right to undertake post-bid negotiations with none, all or a shortlist of bidders.
7. 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 Climate KIC entity and a supplier(s) will obligate an Climate KIC entity in accordance with the terms and conditions contained in such agreement.
8. 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 Climate KIC and the supplier.
9. Bidders are required to email soft copies of their response to the Contract Manager detailed in Section 0 based on the timeline at Section 0.
10. As per above and where applicable, bidders must acknowledge receipt of this RFQ by return email to the Contract Manager detailed in Section 0 confirming whether they intend to submit a response by the Submission Deadline.
11. This RFQ does not commit or obligate any 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 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 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.

All efforts have been made to ensure the accuracy and validity of information contained in this RFQ. However, Climate KIC does not warrant the information accurate or comprehensive.