



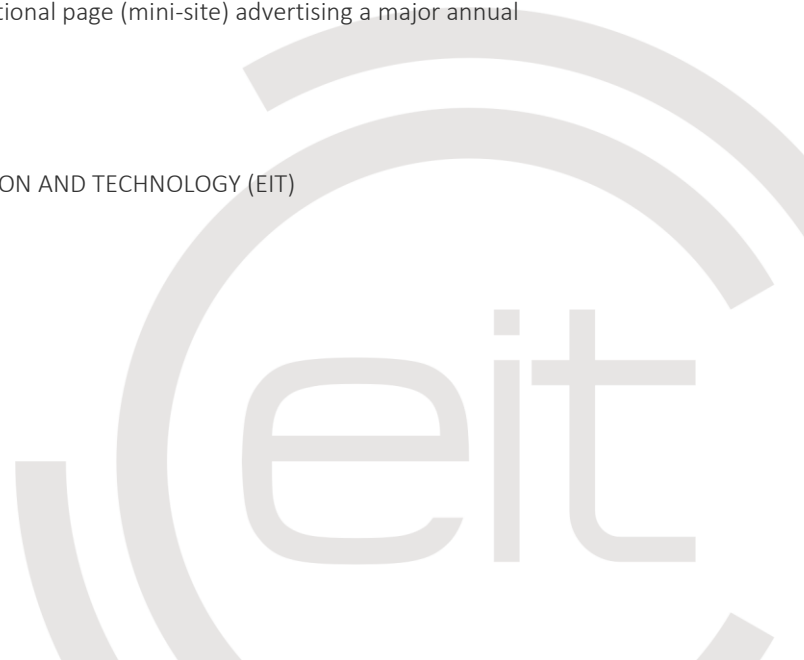
Case Study Two

REQUEST FOR SERVICES

for drawing up a specific contract under the Framework Contract No

Title of the specific action planned: Provision of a promotional page (mini-site) advertising a major annual EIT event

Authorising service: EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY (EIT)



1. Subject

1.1. Background

The EIT's current website has been online since June 2014 and is currently configured as such: programmed in DRUPAL, administered with the CK Editor Content Management System and hosted on an Apache 2 server.

Each of the EIT's five Knowledge and Innovation Communities (KICs) has its own corporate website and other separated and dedicated web platforms (e.g. educational programme websites) and are an important source of information for the EIT. The EIT's website 'interacts' with these five websites through news duplication, links towards content on these five websites, events and other links. The EIT's website and those of the five KICs largely mirror each other in terms of design and, to a limited extent, content. This creates a clear identity and level of consistency that must continue. The EIT uses branding guidelines in the form of an EIT Community Brand Book; this must be consulted by the Contractor and fully adhered to when designing the website and developing content.

Since the EIT's first website went online in 2009, the EIT has strived to continuously improve the content of the EIT website and populate it with rich information. Improvements have been made in terms of design and presentation of the content. The EIT has worked on producing more news items, success stories and editorials, taking content from the KIC websites or creating content and success stories about their work. The EIT would like to continue in this direction, populating its website with content from different voices within the EIT community. The website has a multilingual section that contains a description of the EIT in the remaining 23 official EU languages, and hosts a 'mini-site' at innoveit.eu. This mini-site changes annually to provide a fresh look for the EIT's main external event: [innoveit](http://innoveit.eu).

The EIT's social media presence focuses mostly on Twitter and Facebook, with growing interest and followers. The EIT also has YouTube, LinkedIn and Instagram accounts. Activities are developed in parallel with other actors in the EIT community.

The EIT's website is and should continue to be a portal that helps innovators and entrepreneurs navigate through the different opportunities offered by the EIT Community.

1.2. Objective

The objectives of the present request for a promotional page advertising a major annual EIT event are to:

- Support the collection of ideas and ownership from EIT stakeholders
- Maximise the impact of the event through the use of a mini-site that captures the idea of the EIT as a driving force in innovation, with strong stakeholder connections. Original ideas that demonstrate a strong understanding of how the EIT can inspire innovators and entrepreneurs and how the EIT can be placed at the forefront of innovation and entrepreneurship in Europe will be given particular attention.

1.3. Target group

As a body of the European Union, the EIT must share its activities and results with citizens of the EU. All communication about the EIT Community should demonstrate the ways in which its innovation and entrepreneurship activities and results are contributing to a European 'Innovation Union'.

More specifically, EIT target groups include:

- Brussels-based decision- and policy-makers
- Potential multipliers (EU-level umbrella organisations)
- Innovators and entrepreneurs
 - Business: They include business leaders, entrepreneurs, consultants and investors
 - Higher education: These stakeholders include academia, educators, university administrators (rectors, vice-rectors and supporting staff) and students
 - Research: Stakeholders from the research field include professors, scientists, post-docs and other active researchers

1.4. Nature of the services requested

The tenderer will complement and facilitate the EIT's digital communications work by providing a promotional mini-site based on:

The EIT's website

The present INNOVEIT mini-site

Documents and information available on the EIT website

The EIT Community Brand Book (a PDF of this document will be sent to each tenderer upon request)

The contractor will provide the following deliverables:

- A event website mock-up. The tenderer should collect the information directly from the above sources. The promotional **mini-site** should be visually attractive and incorporate innovative methods of attracting interest.
- Short summary of idea behind the promotional **mini-site**. The tenderer should provide a summary of between 1 500 and 3 000 words describing the idea behind the promotional **mini-site**. The summary should include features that could be incorporated that would increase interest, involvement and effect.

It is the responsibility of the tenderer to obtain the materials necessary to carry out the above work, to provide necessary background explanations, and to fully adhere to the EIT's visual identity. The promotional mini-site and any other work should be provided in English.

The tenderer is responsible for ensuring that all proposed content, visual or otherwise, is copyright cleared and that the necessary permissions have been obtained. The tenderer is also responsible for making sure that data protection laws are respected at all times. Any material produced for the purposes of this contract shall be regarded as the intellectual property of the EIT.

1.5. Dates, duration and places of performance

The duration of the execution of the tasks shall not exceed one (1) month. The place of performance will be the contractor's office and the results will be delivered to the EIT's Headquarters in Budapest.

1.6. Specific technical specifications

The tenderer must respect the visual identity of the EIT and individual KICs:

<https://eit.europa.eu/> and <https://eit.europa.eu/eit-community>.

2. Special provisions on payment

- 2.1. Interim payment: Not applicable
- 2.2. Payment of the balance: According to Article I.5.3. of the Framework Contract
- 2.3. Reimbursable expenses: According to Article I.5.3. of the Framework Contract