

MARKET SURVEY QUESTIONS & BACKGROUND INFORMATION

Related to the procurement of

“EIT ALUMNI SERVICES”

B. Annex

Category 1: Reinforcing the governance and operational structure of the EIT Alumni community, through the formalization of operational procedures to include all parties (EIT HQ, EIT Alumni board, Service provider);

Task 1.1: Development of the formalised internal working /operational procedures between EIT HQ, the EIT Alumni Board and the service contract provider to support implementation of this service contract.

Category 2: Allowing for a deeper cross-KIC Alumni Communities’ integration, communication and knowledge-sharing across their activities and practices, both online and offline, through opportunities sharing, social network private groups’ monitoring, design and implementation of a shared-resource database;

Task 2.1: Upkeep of the online & offline engagement of EIT Alumni members in the EIT Alumni Community and the wider EIT Community, through sharing relevant content and valuable opportunities and posting news items that highlight participation of alumni to events/activities and their outcomes.

Deliverable 2.1.1:

Identification of relevant opportunities (events, discount tickets, jury member, speaking opportunity), agreed with the EIT and dissemination through Slack and on the EIT Alumni website – 35 opportunities a year.

Deliverable 2.1.2:

Engage EIT Alumni members to actively participate in EIT KIC events – 15 Alumni members a year

Deliverable 2.1.3:

In a cooperation with the EIT, facilitate the EIT Alumni members’ participation in EIT Business Accelerator programmes / Innovation Projects (number of EIT funded programs / projects at EIT KIC level, EIT Alumni members participate in, to be tracked) – 7-8 Alumni per year

Task 2.2: Maintenance and monitoring of EIT Alumni private groups’ activity across Social Media Channels

Deliverable 2.2.11:

Monitoring of the number of active EIT Alumni members on FB, LinkedIn groups, and Slack channels (to keep 1100 active members per year)

Task 2.3: Sharing up-to-date resources and information between EIT KIC Alumni associations and EIT HQ thanks to the design and implementation of a shared resource database and a procedure to regularly update it

Deliverable 2.4.11:

Design, implementation and regular update of a shared database of EIT Alumni resources

The Contractor shall be required to:

- Design and create a more user-friendly format for the database. (Either in google Forms or in a new format suggested by the Contractor)
- Work with the EIT and EIT Alumni Board to set up a system to collectively manage and continuously update (at least every three months).

Once this database has been redesigned, the contractor shall:

- Contact each Alumni Community and request and record the up-to-date contact details and locations of each Local Representative, highlighting locations where many representatives from different communities are present.
- Record and update a database of EIT Alumni Success stories. This includes alumni of EIT Accelerator and Education programmes that have been 'successful' in their fields. i.e. founded a successful start-up, gained high levels of investment, won awards at prestigious completions, been named on recognised lists such as Forbes 30 under 30, spoken at high level events. Etc.
- Based on input and suggestions shared by the EIT and EIT Alumni Board, record and update a list of suitable, past and potential venues that can be used for local Alumni events, including information such as contact details, pricing etc.;
- Based on input and suggestions shared by the EIT and EIT Alumni Board, record and update a list of cross-community speakers, who can be invited to speak at Alumni events. (Alumni speakers and externals);
- Based on input and suggestions shared by the EIT and EIT Alumni Board, record and list a database of partnerships made by the EIT Alumni Community and the Alumni Communities. Including planned partnerships, and those already contacted;
- Suggest and include other local resources that may be valuable to the EIT Alumni and individual Alumni Communities.

Category 3: Increasing the visibility of the EIT Alumni Community and connecting with recognised brands and institutions across Europe, through social media planning, regular content production, sourcing of events & collaborations, engagement of EIT Alumni members to participate in trainings and other events.

Task 3.1: Regular production of content for the expansion of specific sections of the website (success stories, news items, opportunities posting) – number of success stories & opportunities published every year - 30.

Task 3.2: Upkeep and enhancement of the external EIT Alumni social network channels through a consistent weekly social media planning – create social media post planning with 2 twitter, 2 FB relevant posts from Community on channels – every week

Task 3.3: Supporting the EIT Alumni Board in sourcing relevant opportunities for EIT Alumni members (e.g. jury member, workshop mentor, speaker, contests, trainings, etc) and collaborations with other European stakeholders, in complement with the ones identified by the EIT Alumni board and EIT HQ. Draw-up a list of relevant collaboration and event opportunities to be shared on a regular basis with EIT HQ and EIT Alumni board members – 8-9 a year.

Task 3.4: Promotion and support of the EIT Alumni Board in the organization of yearly JRC Awareness Day for a group of EIT Alumni member (“Open door workshop” at JRC premises) – up to 20, and access to JRC labs to 2-3 Alumni Members.

Task 3.5: Organization of flagship events such as EIT Alumni Startup Days (2 to 3 one-day hackathons per year – 20 to 30 participants each) and EIT Alumni Connect (over 150 participants, half-a-day to one day, once a year)¹.

Category 4: Fostering EIT KIC Alumni cross-communities' activities, EIT Alumni members 'entrepreneurial and innovation skill development and career support, by means of helping to run online solving challenges, and implementing impact measurement tracking methods.

Task 4.1: Promotion and help for the coordination of several EIT-related topic challenges on an online challenge solving platform and reporting of other cross-community activities.

Deliverable 4.1.1:

Promote and help run challenges (around 6 a year) via an online challenge-solving platform that will host sponsored challenges for alumni members. The envisaged features of this platform are:

- A space to host online challenges in which alumni can work together across disciplines in an online co-creation space;
- A space for relevant companies to register as partners on the platform, with the capacity to post their own challenges directly to alumni members, along with corresponding prizes;

Deliverable 4.1.2:

Cross Community thematic activities² organized or collaboration projects, developed and supported by EIT Alumni members (around 6 a year)

Task 4.2: Tracking of all KPIs related to EIT Alumni Community and EIT KIC Alumni communities' activities and impacts especially regarding career-related KPIs, and implement tracking processes for KPIs for which no existing processes are in place. EIT assistance will be provided on this.

Deliverable 4.2.2:

Provide a tracking method and on a quarterly basis update of the figures for the following KPIs: (non-exhaustive list):

- number of EIT KIC events where EIT Alumni actively participate
- number of active members on social EIT social media channels
- number of cross Community thematic activities organized or collaboration projects, developed and supported by EIT Alumni members
- percentage of Alumni founding or working at startups
- percentage of IP rights/patent ownerships in the EIT Alumni Community
- number of career opportunities shared within and across EIT KIC Alumni Communities
- number of jobs held within the EIT Community held by EIT Alumni members

Task 4.3: Promotion and reporting on online trainings (5 trainings a year) attended by EIT Alumni members (one per EIT KIC Alumni association / community).

¹ For the both type of activities, the cost of the venue, catering, transportation and allowances for participants will be covered directly by the EIT

² Activity defined as an event organised together and/or with participation from at least 2 different EIT KICs Alumni associations / communities