



[To all interested economic operators]

Berlin, 6 October 2026

Procurement Procedure

“Digital Marketing Services for the European Raw Materials Academy and European Advanced Materials Academy”

Invitation to Tender

Dear Sir or Madam,

EIT RawMaterials GmbH (“EIT RawMaterials” or “Contracting Entity”) intends to award a contract to an experienced marketing and communications agency to support the European Raw Materials Academy and European Advanced Materials Academy, run under one shared brand, EIT RawMaterials Academy, with their digital communication activities, working as an execution and delivery partner within the Academies' existing strategic narrative, positioning, and stakeholder alignment. The agency will be committed to a contractual engagement structured as an initial 12-month term, with up to two annual renewal options. The selected agency is expected to provide flexible, high-quality, and cost-efficient

- Strategic Communications Support,
- Content and Asset Production,
- Performance Marketing,
- Social Media Management,
- Website Management and Maintenance,
- Event Communication Support,
- Reporting and Grant Compliance Support.

The procurement procedure will be conducted as an open procedure pursuant to sections 119 para. (3) Competition Act, 15 VgV.

The relevant public procurement laws, referred to in these procurement documents are

- [The Competition Act \(GWB\)](#)
- [the Ordinance on the Award of Public Contracts
\(Procurement Ordinance \(Vergabeverordnung – VgV\)\)](#)

Interested economic operators are requested to prepare a tender based on the procurement documents and to submit it in due form and time by the electronic means provided for this purpose via the procurement platform <https://www.dtv.de>.

In this cover letter (cf. section 29 para. (1) no. 1 VgV), EIT RawMaterials shall explain the details of the procurement procedure, including the selection and award criteria (also application conditions within the meaning of section 29 para. (1) no. 2 VgV).

1 Contracting Entity / Point of Contact

The contracting entity is

EIT RawMaterials GmbH
Knesebeckstr. 62
D-10719 Berlin

Point of Contact shall be

Eichler Kern Klein Rechtsanwälte PartG mbB
vergabe@eichlerkernklein.de

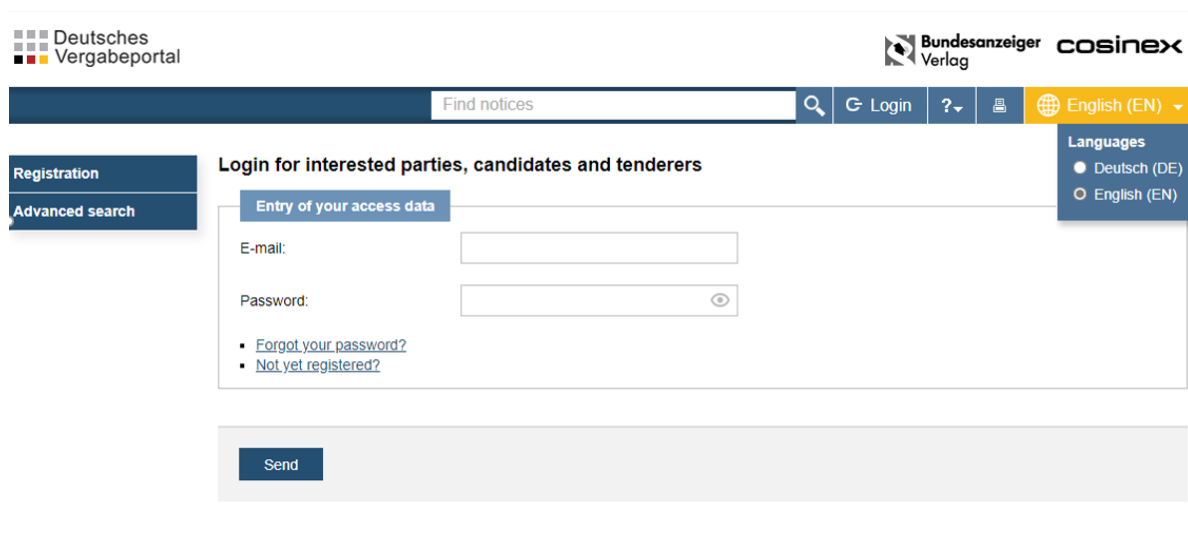
2 Procurement Platform

The procurement procedure shall be conducted electronically via the German Procurement Portal / Deutsches Vergabeportal (<https://www.dtv.de>) (hereinafter referred to as “DTVP” or “Procurement Platform”). Interested economic operators shall have free, unlimited, full and direct access to procurement documents through the Procurement Platform.

Guidance is available at

<https://support.cosinex.de/unternehmen/display/company/E-Vergabe++English+Instructions>

The platform language is either German or English, which can be selected on the registration page at the top right.



Deutsches
Vergabeportal

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cosinex

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Login

English (EN)

Registration

Advanced search

Login for interested parties, candidates and tenderers

Entry of your access data

E-mail:

Password:

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Send

Languages

☒ Deutsch (DE)
☐ English (EN)

To participate in the procurement procedure by submitting a tender, all interested economic operators must register at

<https://www.dtyp.de/Satellite/notice/CXP4DM2M28S>

The e-mail address used for registration will be addressed for all communication regarding the procurement procedure. It is therefore recommended to choose a general e-mail address that is constantly monitored by the candidate.

Interested economic operators are encouraged to register and test the electronic means in good time before the tender submission period expires and contact support in case of problems:

<https://support.cosinex.de/unternehmen/display/company/E-Vergabe++English+Instructions>

3 Procurement Documents

The procurement documents include:

1.0_ Invitation to Tender with further annexes

- 1.1_ Tender Letter
- 1.2_ Price List
- 1.3_ Declaration of Eligibility
- 1.4_ Declaration on grounds for exclusion
- 1.5_ Declaration on third parties' capacities
- 1.6_RM_AM_Logo_Use_Guidelines

2_ Service Description

3_ Terms of Contract (Framework Agreement)

4_ EITRM-Academy_ Information sheet GDPR

5_ Q&A-List

Interested economic operators shall check the procurement documents for completeness after download and inform the contact point immediately of any missing or incomplete documents or damaged files.

4 Questions

If, in the opinion of the interested economic operator, the procurement documents contain ambiguities or errors, he shall inform the contact point without delay and before submitting his tender by the appropriate means via the Procurement Platform <https://www.dtv.de>.

Questions concerning the procurement procedure shall be asked exclusively via the Procurement Platform <https://www.dtv.de> **no later than seven calendar days before the end of the tender submission period**. Telephone enquiries or enquiries by post, fax or e-mail etc. will not be answered. Questions that have been asked in due time will be answered no later than six calendar days before the end of the tender submission period. Questions shall be answered via a continuous Q&A list insofar as they contain relevant information for the preparation of tenders. The Q&A list is part of the procurement documents and can be downloaded from the Procurement Platform.

The languages of the proceedings shall be English. All communication shall be conducted in English. The contract to be concluded as a result of this procurement procedure shall be governed exclusively by German law.

5 Prerequisites for the submission of tenders

Tenders must be submitted in due time, in full and in text form via the procurement platform <https://www.dtyp.de>. For this purpose, it is sufficient to enter the plain name in the spaces provided for this purpose on the forms to be used (text form pursuant to [section 126b of the German Civil Code \(BGB\)](#)).

Prerequisite for the submission of a tender is the installation and execution of the so-called “tool for bidders” (“Bietertool”):

See <https://support.cosinex.de/unternehmen/display/company/System+requirements>

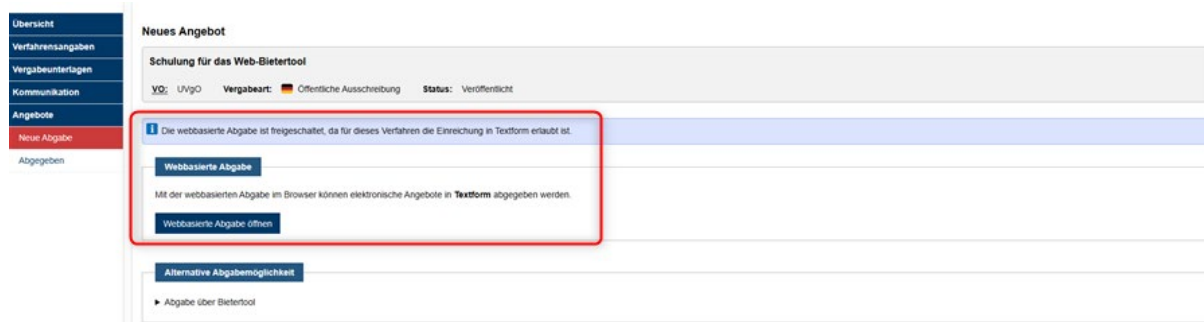
A video tutorial is available (in German with automatically translated subtitles) under:

<https://youtu.be/na-n1lkXS80?si=pZdHKp2AQ1spvcW3>

Submission of the tender by mail, by electronic means other than via the Procurement Platform, in particular by unencrypted e-mail or by fax, is not permitted. The same applies to the submission of tenders via the messaging function of the Procurement Platform <https://www.dtyp.de> (“Communication”). Any violation of this provision shall result in the exclusion of the tender.

Additions, amendments or corrections to the tenders are possible before the end of the tender submission period and must be submitted in electronic form via the Procurement Platform <https://www.dtyp.de>. Tenders can also be withdrawn in this way before the end of the tender submission period.

As an alternative to submitting tenders via the use of the desktop client software “Bietertool” it is possible to submit a tender entirely online using a compatible web browser. No additional software needs to be installed for this:



Tenders shall be submitted no later than

Monday, 9 November 2026,

12:00 pm noon (CET)

The date of receipt on the server of the Procurement Platform is pivotal for compliance with the deadline for submission of tenders.

The tender and all related documents shall be in English. For information and evidence that is not in English (e.g., certificates from foreign authorities), translations into English shall be enclosed in addition to copies of the originals.

Costs incurred by tenderers in processing and preparing tenders shall not be reimbursed.

Tenderers shall designate in the tender letter a responsible contact person whom EIT RawMaterials may contact throughout the remainder of the procurement procedure in all matters relating to the tender.

Tenders shall first be reviewed for compliance with the formal and substantive requirements laid down in the contract notice and in this application conditions pursuant to section 56 (1) VgV. The completeness and accuracy of the tenders shall be reviewed and, if necessary, tenders shall be rejected in accordance with section 53 in conjunction with section 57 (1) and section 57 (3) VgV.

Tenderers who do not meet the specified minimum requirements for eligibility (also referred to as “exclusion criteria”) will be excluded. Tenderers for whom there is a compulsory reason for exclusion pursuant to section 123 Competition Act will also be excluded unless sufficient self-cleansing measures pursuant to section 125 Competition Act can be demonstrated. Tenderers for whom there is a facultative reason for exclusion pursuant to section 124 Competition Act may be excluded unless there is proof for sufficient self-cleansing measures pursuant to section 125 Competition Act.

In compliance with the principles of transparency and equal treatment, tenderers may be requested to complete, send on or correct any incomplete, missing or incorrect business-related documents, particularly self-declarations, statements, certificates or other means of proof (cf. section 56 (2) VgV). A change in the content of tenders is inadmissible (cf. section 15 (5) sentence 1 VgV).

Tenderers may be requested to explain the documents submitted in accordance with sections 15 (5) sentence 2 and 48 (7) VgV or to clarify abnormally low prices or costs under the conditions of section 60 (1) VgV.

6 Requirements for the tenders

The contract is not divided into lots. Variant tenders are not permitted.

The tender shall contain the components listed below (Sections 6.1 to 6.5). Annexes are possible. They must be marked with the suffix “B” (e.g. “Annex B1”).

6.1 Tender Letter

The form provided for this purpose must be used to prepare the tender letter. This form must be completed in full and submitted in text form.

If participation in the procedure as a bidding consortium is intended, the members of the bidding consortium must name an authorised representative for the conclusion and implementation of the contract in the tender letter. The authorised representative is available as the contact person for the bidding consortium in this procurement procedure.

6.2 Declaration of Eligibility / Grounds for Exclusion

A contract in this procurement procedure shall be awarded only to a skilled, efficient (eligible) undertaking that has not been excluded under sections 123 or 124 Competition Act (cf. section 122 para. (1) Competition Act).

Please note that the contract to be awarded in this procurement procedure is subject to public funds granted by the EIT. According to the conditions of funding, costs incurred by EIT RawMaterials GmbH through the provision of services by its partner organisations are not eligible for funding. Tenders from tenderers who are members of the sole shareholder of EIT RawMaterials GmbH, the EIT RawMaterials e.V., must therefore remain unconsidered.

As proof of eligibility in this procurement procedure, the form **Declaration of Eligibility** shall be completed in full and submitted as part of the tender. The same applies with regard to the grounds for exclusion listed in sections 123 and 124 Competition Act for which the **Declaration on Grounds for Exclusion** must be submitted.

The self-declarations to be submitted to this purpose are set out in detail in the contract notice and in the form Declaration of Eligibility.

In the Declaration of Eligibility, the declarations and evidence required in the context of the tender procedure are clearly marked with an “EX” or an “I”. These markings have the following meanings:

- **EX: Exclusion Criterion;** exclusion criteria describe mandatory requirements to be met by the candidates regarding their eligibility (also designated as ‘Minimum Requirements’). They are clearly identified in the contract notice, in this procedure information and in the **Declaration of Eligibility** form. Requests to participate from candidates who do not meet these exclusion criteria will be excluded from further proceedings in accordance with section 57 (3), (1) VgV.
- **I: Information Criterion;** With regard to information criteria, declarations must be made for information purposes. They serve as a basis to be able to make further investigations in the context of the prognosis decision on the tenderer’s eligibility if there are doubts, regardless of minimum requirements or exclusion criteria defined as such.

In the case of a bidding consortium, the qualification and authorisation to pursue the professional activity and the absence of the grounds for exclusion under section 123 and section 124 Competition Act must be proven individually for each member of a bidding consortium. For the other selection criteria, the bidding consortium as a whole is decisive. In this respect, each member only completes the **Declaration of Eligibility** form to the extent that it applies to that member. If reference is made to third parties’ capacities, the **Declaration on third parties’ capacities** must also be completed and submitted as part of the tender. The eligibility review shall take into account all documents submitted by the bidding consortium.

6.3 Declaration on third parties’ capacities (only if applicable)

An economic operator, even as a member of a bidding consortium, may refer to the capacities of third parties (e.g. subcontractors) to meet the requirements in terms of economic and financial standing and technical and professional ability, irrespective of the legal nature of the relationship between it and these third parties.

Any third party to whose capacities the tenderer refers must complete the **Declaration on third parties’ capacities** and submit it with as part of the tender. In addition, this third party must prove its economic and financial standing as well as technical and professional ability in accordance with the requirements in the contract notice using the form for the **Declaration of Eligibility** to the extent that the tenderer relies on it. Irrespective of this, the third party to whose capacities the tenderer refers to must also individually and completely prove its qualification and authorisation to pursue the professional activity and the non-existence of the grounds for exclusion under section 123 and section 124 Competition Act in accordance with the contract notice and using the form **Declaration of Eligibility**.

A tenderer can only rely on the capacities of third parties, in respect of providing evidence of the required professional ability or of the relevant professional experience, if the third parties provide the services for which these capacities are required.

In conducting the eligibility review, EIT RawMaterials reviews the third party offering capacities that the tenderer refers to and verifies whether these undertakings actually meet the selection criteria and whether grounds for exclusion are met. The contracting authority shall require the tenderer to replace an undertaking that fails to meet a particular selection criterion or to which compulsory grounds for exclusion apply under section 123 Competition Act. It may require the tenderer to also replace an undertaking to which facultative grounds for exclusion apply under section 124 Competition Act. For this purpose, a reasonable deadline shall be set.

6.4. Proposal

Tenderers are requested to prepare and submit a proposal and a test case based on the relevant Statement of Work and the Terms of Contract, containing at least the elements set out in this section. Tenderers must describe how they intend to perform the tendered services. The proposal shall form a binding part of the contract. EIT RawMaterials expects concise, comprehensive and plausible proposals addressing the specified aspects and clearly demonstrating how the tenderer will meet the objectives, targets and expectations set out in the Service Description and the Terms of Contract, while ensuring high-quality performance throughout the contract term.

The tender concept shall briefly outline the following aspects and shall not exceed 20 A4 pages (with maximum font size 11, Arial or comparable), visualization included.

6.4.1 Concept of Approach

- **Communications strategy:** Agencies must demonstrate high-quality work by submitting a technical proposal that includes an analysis of the European Raw Materials Academy and European Advanced Materials Academies’ current communications and market positioning, based on publicly available information, addressing each Academy separately given their distinct audiences and positioning challenges. The proposal shall include a high-level approach covering strategy, team/resourcing structure, and how the agency’s approach would contribute to the existing KPI framework.
- **Test case:** Agencies are also asked to complete a limited test task. For this purpose, agencies are invited to develop a short, high-level communication and marketing concept for a hypothetical lead-generation campaign to recruit Learning Content Providers (VET providers and training organisations in the advanced materials sector – specifically those with successful existing courses) for the European Advanced Materials Academy, in support of the Academy’s target to reach 200,000 learners by 2029. The campaign should launch in Q1 2027, with a budget of €35,000. Agencies should propose their approach, key messages, channel mix, and 2-3 KPIs they would use to measure success. Agencies should include three illustrative examples (e.g. sample messages or content pieces) for the target audience.

The specifications set out in the branding guidelines (1.6_RM_AM_Logo_Use_Guidelines) must be taken into account when creating the test case.

The test task is intended solely for evaluation purposes and will not be used for implementation.

Relevant Case Studies: Case study examples of campaigns or marketing activities along with visual references to exhibit proven track record and previous work within the field of vocational education and training (VET), higher education, or workforce upskilling and reskilling are desired, alternatively, previous work relevant to the raw materials, advanced materials, sustainability, or related industrial/technology sectors are also acceptable. Familiarity with EU-funded education or Horizon Europe/EIT-

funded projects is considered an asset. The agency must highlight key objectives, deliverables, (content, campaigns, CMS, etc.), what worked, what didn't, what they would do differently, and results achieved.

6.4.2 Proposed Project Team

- Presentation of the agency's team for the contractual services covering all required roles:
 - Key Account Manager - lead point of contact
 - Group Account Director or equivalent
 - Communication and Brand Strategist (Senior)
 - Art director
 - Video Producer/Editor
 - Copywriter
 - Graphic Designer
 - Digital Performance Marketing specialist
 - Social Media Manager
- Full profile for each team member; qualification (education and professional background) of each team member; relevant track record showcasing each team members' experience in his/her particular field, i.e. relevant Case Studies to exhibit proven track record and previous work. Familiarity with EU-funded education or social impact projects is considered an asset. The agency must highlight what they actually delivered (content, campaigns, CMS, etc.), what worked, what didn't, what they would do differently, and results achieved.

Team members' case studies may be identical with the references submitted for the company of the tenderer.
- Each team member proposed by the tenderer for the roles listed in this Section must have at least 3 years of relevant professional experience in their respective field (minimum requirements).

6.5 Price List

The tenderers calculate the requested prices on the basis of the **Service Description** and the **Terms of Contract** and enter these in full in the fields provided in the **Price List**.

All requested prices must include all services as indicated in the procurement documents, over the whole duration of the contract, including extra hours/night/weekend/holiday work, communication and all other incidental and additional costs, charges and expenses, as well as all taxes (exclusive of VAT), as far as cost and expenses are not subject to reimbursement for additional services.

All prices are to be indicated in Euro, exclusive of VAT.

The contracting entity will review all price indications in terms of plausibility and appropriateness in relation to the tendered services. The contracting entity reserves the right to request further explanations on the calculation if the prices appear abnormally low in relation to the type, scope and difficulty of the tendered services. No award shall be made to a tender containing prices which are disproportionate to the nature, extent and difficulty of the services to be provided.

Agencies are requested to offer

- a monthly retainer fee and
- any additional costs for additional services and specific projects which are not covered by the retainer-based services, i.e. daily rates for the requested roles.

Services shall be remunerated on an annual fixed price basis capped by the available funds. All tenders exceeding the respective annual budgets for the contractual services will be excluded from further proceedings (cf. sections 57 (1) no. 4 VgV).

7 Provision on Minimum Requirements

The tendered services as set out in the **procurement documents** must be offered in full. Deviations will result in an exclusion of the tender pursuant to section 57 para. (1) no. 4 VgV.

8 Evaluation of tenders and conclusion of the procedure

8.1 Review and evaluation of tenders

The tenders will be reviewed and evaluated in accordance with sections 56 et seq. VgV. The contract will be awarded to the most economically advantageous tender according to the best value-for-money-principle.

- (1) 30 % of the price and 70 % of the quality will be included in the overall. The tender scoring the most weighted points (see table below, no. 3) in total will be awarded the contract.

No.	Award criteria	Weighting	Points (max)	Weighted points (max)
		(1)	(2)	(1 x 100) x (2)
1.	Quality (cf. Section 6.4)			
1.1	Concept of approach	35%	10	350
1.2	Proposed Project Team	35%	10	350
2.	Price List(cf. 6.5)	30%	10	300
3.	Total	100%	-	1,000

- (2) The quality of the service to be expected according to the proposal (criteria 1.1 and 1.2) is rated with 0 to 10 points within the framework of a comparative holistic evaluation with regard to the objectives defined in the contract. 0 points represent the worst and 10 points the best possible evaluation. The score points have the following meanings:

evaluation points	description
0	Insufficient presentation, the tender does not contain any evaluable information.
1-3	With regard to the objectives defined in the Service Description and in the Terms of Contract , the tender allows for the expectation of a sufficient quality of service.
4-6	With regard to the objectives defined in the Service Description and in the Terms of Contract , the tender allows for the expectation of a satisfactory quality of service.

7-8	With regard to the objectives defined in the Service Description and in the Terms of Contract , the tender allows for the expectation of a good quality of service.
9-10	With regard to the objectives defined in the Service Description and in the Terms of Contract , the tender allows for the expectation of a very good quality of service.

- (3) The price (criterion 2) will be rated as follows on the basis of the total as set out in the **Price List** (see section 6.5):

$$\text{Tenderer's Score} = \frac{\text{Total amount of the lowest of all eligible tenders according to the price list, incl. VAT}}{\text{Tenderer's total amount according price list including VAT}} \times 10$$

8.2 Interviews

All tenderers whose tenders have been deemed eligible for award will be invited to an online interview. The purpose of the meeting is to present the submitted tender, to enable the contracting entity to gain a better understanding of its contents, and to clarify any questions that may arise.

No contents or concepts may be presented in the meeting that were not already part of the electronically submitted tender. Negotiations on tender contents or prices are not permitted in this procurement procedure. **Tenderers are kindly asked to be ready for a possible pitch meeting in the week of the 23 November 2026.** Please note that this is provisional and may be subject to change.

8.3 Determination of the best-value for money

The determination of the most economical tender will be carried according to the best-value-for-money principle: All submitted electronic tenders are reviewed and evaluated as described above. The tenderer with the highest score of weighted points will be considered will be awarded the contract.

In the event of a tie, the decision shall be made by drawing lots.

8.3 Award of the Contract

The contract is legally concluded with the award of the contract in this procurement procedure. The following documents form the basis of the contract:

- Terms of Contract
- [General Terms and Conditions of Contract for Services \(VOL/B\), 2003 version](#)

and shall be signed by both parties.

Tenderers shall be bound by their tenders until

31 January 2027.

If it is foreseeable that a contract cannot be awarded by this date, EIT RawMaterials reserves the right to ask the tenderers for a reasonable extension of the binding period.

9 Confidentiality and Data Protection

By submitting a tender, the tenderer shall treat as confidential all information and documents made available in the course of the procurement procedure, insofar as they are not publicly accessible. The procurement documents may not be passed on by the tenderers to third parties without authorisation. Only consultants and subcontractors of candidates shall be exempted from the prohibition on disclosure if they can prove that they have been obliged to maintain confidentiality in the same manner and to the same extent.

Tenderers may only publish information about the contract or parts thereof as well as further information which they become aware of in the course of the procurement procedure with the written consent of EIT RawMaterials.

Personal data collected in the course of the procurement procedure shall be processed and stored for purposes of conducting the procurement procedure and implementing and processing the contract. The provision of personal data is neither contractually nor legally required; however, it is a prerequisite for the consideration of tenders in this procurement procedure. Failure to provide the relevant personal data may result in exclusion from the procurement procedure.

The data shall be stored for as long as is necessary to fulfil the intended purpose, in particular the statutory tasks of EIT RawMaterials, or for legitimate reasons within the meaning of Art. 17 para. (3) GDPR, such as public procurement law and other statutory retention periods. As long as there are legal obligations to retain personal data, such as tax and commercial law regulations, to prevent the deletion of personal data, the person responsible restricts the processing

of the data; the data is then deleted in accordance with the legal regulations. The contract award documentation, the contract award notice, tenders, requests for participation and copies of the concluded contract and its annexes shall be kept until the end of the contract term, but at least for three years from the date of the award of the contract (cf. section 8 para. (4) VgV).

In addition, reference is made to the **Information Sheet GDPR**.

10 Complaints and time limit for filing a review procedure

Complaints for identified infringements of public procurement regulations must be addressed EIT RawMaterials within a period of ten calendar days (section 160 para. (3) no. 1 Competition Act).

Violations of public procurement regulations which become apparent from the contract notice or from the procurement documents must be reprimanded by the end of the deadline for requests to participate specified in the contract notice, section 160 para. (3) no. 2 and 3 Competition Act.

In addition, reference is made to section 160 para. (3) no. 4 Competition Act. Accordingly, a review procedure is inadmissible if more than 15 calendar days have expired since receipt of notification from EIT RawMaterials that it is unwilling to redress the objection.

Competent body for filing a review procedure is

Senatsverwaltung für Wirtschaft, Energie und Betriebe
Vergabekammer des Landes Berlin
Martin-Luther-Str. 105
10825 Berlin

We would be very pleased if you could decide to submit a tender and wish you every success in doing so.

If you are not interested in submitting an offer, please let us know. This will not put you at a disadvantage.

Yours sincerely

EIT RawMaterials GmbH