

REQUEST FOR PROPOSALS

HOSTING AND DELIVERY OF DEMO DAY FOR SHAPE AND SCALE PROGRAMMES – OCTOBER 2025

Procedure timeline	Type of procedure	Maximum yearly budget
25 July 2025 - Go live 8 August – Deadline 25 August – Extended Deadline 03 September - Results	Open	60 000 euros excl VAT

<https://eit-culture-creativity.eu/>





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1. About EIT Culture & Creativity

EIT Innovation Communities are designed as pan-European partnerships that bring together business, research centres and universities with the aim to tackle global challenges Europe faces, e.g. in Climate, Raw Materials, Urban Mobility or Manufacturing. For more please visit www.eit.europa.eu.

The European Institute of Innovation and Technology (EIT) launched 2023 the building of the Innovation Community for the Cultural and Creative Sectors and Industries (CCSI), called EIT Culture & Creativity (EIT CULTURE & CREATIVITY). The EIT CULTURE & CREATIVITY GmbH has six subsidiaries incorporated in The Netherlands, Finland, Spain, Italy, Austria and Slovakia, so called CLCs. EIT Culture & Creativity's mission is to provide interventions to CCSI and sector-specific challenges in education, innovation, business creation and societal transformation and foster interdisciplinary and cross-sector collaboration. In this way, EIT Culture and Creativity unlocks the innovative potential of its fragmented ecosystem, contributing to Europe's triple transition and accelerating competitive a resilient cultural and creative entrepreneurship. We will focus on the following priority areas, each having its unique challenges and a need for intervention while representing a significant share of the EU CCSI workforce and revenue: Architecture, Audiovisual, Cultural Heritage, Gaming and Fashion.

To represent the diversity of the CCSI stakeholders, from profit to non-for-profit organizations, EIT Culture & Creativity set up a two-strand governance under German law: A non-profit association (EIT CULTURE & CREATIVITYSI e.V.) and a Limited Company (EIT Culture & Creativity GmbH), both legally registered in Cologne. EIT Culture and Creativity GmbH (EIT CULTURE & CREATIVITY) is funded in the first years by grants of the EIT, while the EIT CULTURE & CREATIVITYSI e.V. receives membership fees from its partners to provide, under German law tax exempt, services for the CCSI ecosystem.

However, EIT Culture & Creativity GmbH aims to become financially sustainable and independent from public grants or membership fees over the course of 15 years. It develops in the mid-term a portfolio of income streams from services to business and organizations in the CCSI. In the long-term EIT Culture and Creativity GmbH aims to be financial sustainable by returns from investments and equity. It aims to build a portfolio of shareholdings of approx. 13 MEUR by 2027.

2. The Objectives

EIT Culture & Creativity is seeking a professional organization, event or venue partner to host and deliver a high-impact **Demo Day** for the startups and scaleups participating in its business creation acceleration and post-acceleration programmes – cohort 1 (July-October 2025). The Demo Day will be organised in collaboration with our **Regional Hub South-East Alps** and will take place in **Austria** in the second half of October.



The objective is to provide a dynamic and well-attended platform for up to **27 startups and scaleups** to pitch their ventures, engage with investors and potential clients, and celebrate the achievements of the cohort through an awards ceremony.

3. The services

The selected provider will be responsible for:

Venue and Logistics

- Provision of a **main stage** suitable for pitching sessions and keynote presentations.
- Capacity to tap into an **audience of at least 600 participants** to attract to the pitching sessions.
- Provision of a **side room** or breakout space for investor-startup interactions.
- Technical setup for presentations, including AV equipment, microphones, and stage lighting.

Programme Integration

- Integration of EIT CC's pitching sessions and keynotes into the broader event programme.
- Coordination of time slots to ensure each startup and scaleup has at least 3 minutes to pitch their innovation/business idea.

Audience Development and Promotion

- Promotion of the Demo Day to attract attendees, including investors, corporates, and potential clients.
- Management of registration and audience engagement.
- Provision of networking opportunities and dedicated space for informal interactions.

4. The offer from the tenderer

Interested organisations must submit a proposal including:

- Description of venue and facilities.
- Approach to audience development and investor engagement.
- Experience hosting similar events.
- Budget and pricing structure.
- Team and contact details.
- Proposal of process to follow and cooperation details in preparation for the Demo Day.



- Confirmation of availability on the specified dates (second half of October).

The offer must be submitted to the dedicated link: <https://wkf.ms/4f48YHN>

No costs incurred by the tenderers in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

5. Timeline

Opening of the procedure - publication	25/07
Closing of the procedure	08/08
Extended deadline	25/08
Communication of the results	28/08
Standstill and appeal period	3 days
Award of the procedure	03/09
Signature of the contract	08/09
Start of the service	October 2025

During the time of the procedure, the EIT CULTURE & CREATIVITY team will receive questions via email and provide an answer within 48 hours.

6. The evaluation

The proposals **received by the 25/08/2025 23:59:59 CEST** will be evaluated by 3 people (the evaluation committee).

Every criteria will be scored individually by every member of the evaluation committee.

The criteria are scored between 1 and 3 (1 being the lowest and 3 the highest score):

Criteria #	Description	Weight
Relevance and Quality of Venue and Programme Integration	Assesses the suitability of the venue for hosting a high-profile Demo Day, including stage setup, breakout space, and technical infrastructure. Also considers how well the proposed schedule and logistics integrate with the EIT CC programme and requirements.	40%
Audience Development and Strategic Outreach	Evaluates the proposer's capacity to attract a relevant and high-quality audience, including investors, corporates, and potential clients. This includes promotional strategy, existing	40%



	networks, and ability to create meaningful networking opportunities	
Cost of the service	Overall cost of the organisation, including technical and logistic arrangements. Proposals with clear, competitive pricing and flexible terms will score higher	20%

The proposal(s) received after the set deadline will not be evaluated.

The tenderer with the higher score will be awarded.

7. General terms and conditions

- All proposals will be treated in confidence. And any personal data, and data generally, is treated in accordance with applicable GDPR rules.
- The information that EIT CULTURE & CREATIVITY will provide in the context of this procurement procedure in writing or verbally are considered confidential and should not be disclosed to any other external parties without prior written approval from EIT CULTURE & CREATIVITY.
- Final Framework Agreement may be subject to further negotiation if so required.
- Data protection rules are followed according to GDPR.
- It is expected that the relationship between EIT CULTURE & CREATIVITY and the selected applicant will respect the principle of fairness and loyalty in the execution of the procurement procedure and during the lifetime of the contract.

8. Appeal procedure

1. Submission of appeal:
 - (a) Interested parties who wish to lodge an appeal must do so in writing within three business days from the date of 28 August 2025.
 - (b) Appeals must be submitted to the designated contact person specified in the RFP documentation.
2. Content of appeal:
 - (a) Detailed description of the grounds for appeal.
 - (b) Supporting evidence and documentation.
 - (c) Contact information of the appellant for communication purposes.
3. Review committee:
 - (a) A review committee will be appointed to oversee the appeal process.
 - (b) The review committee will be comprised of 3 members not involved in the evaluation committee to ensure impartiality in evaluating the appeal.
4. Review procedure:



Upon receipt of an appeal, the review committee will promptly acknowledge its receipt and commence the review process.

The review committee will conduct a thorough examination of the appeal, including:

- (a) Assessing compliance with EIT CULTURE & CREATIVITY procurement rules and relevant national legislation.
- (b) Evaluating the merits of the grounds for appeal and supporting evidence provided.
- (c) The review committee may request additional information or clarification from the appellant or the contracting authority, if necessary.

5. Decision making:

- (a) The review committee will render a decision on the appeal within 7 calendar days from the date of receipt.
- (b) The decision will be communicated in writing to the appellant and the contracting authority.
- (c) If the appeal is upheld, the review committee may recommend appropriate remedial actions, which may include re-evaluation of bids, correction of errors, or other measures to address the concerns raised in the appeal.

6. Confidentiality and transparency:

- (a) The appeal process will be conducted with utmost confidentiality to protect sensitive information and ensure fairness to all parties involved.
- (b) However, to promote transparency and accountability, the review committee can decide to publish it in anonymized form, excluding any confidential information. The appellant has no right to demand such a public publication.

7. Finality of decisions:

- (a) The decisions rendered by the review committee shall be final and binding on all parties involved.
- (b) There shall be no further recourse or appeal against the decisions of the review committee, except as provided for by applicable law.

8. Costs and expenses:

- (a) Each party shall bear its own costs and expenses incurred in relation to the appeal procedure, unless otherwise determined by the review body.

9. Continuation of procurement procedure:

- (a) The procurement process may continue during the pendency of any appeal, unless otherwise decided by the review committee or required by applicable law.



9. Conflict of Interests

The conflict of interest is defined as *all measures to prevent any situation where the impartial and objective implementation of the service could be compromised for reasons involving family, emotional life, political or national affinity, personal economic interest or any other direct or indirect interest ('conflict of interests'). They must formally notify EIT CULTURE & CREATIVITY without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.*

The tenderers and EIT CULTURE & CREATIVITY must ensure to collaborate and exchange information respecting fairness, transparency and equal treatment for all parties engaged. It is expected that:

1. The tenderer ensures to EIT CULTURE & CREATIVITY that it is not engaged in a EIT CULTURE & CREATIVITY funded project, nor engaged in the preparation of an EIT CULTURE & CREATIVITY proposal;
2. The tenderer has no link with any of the person within the EIT CULTURE & CREATIVITY organisation and cannot access material or information on an exclusive basis;
3. The tenderer has no unfair advantage given by a current employee of EIT CULTURE & CREATIVITY;
4. The tenderer will not contact, nor approach any member of the selection committee, nor employee of EIT CULTURE & CREATIVITY to obtain additional information and/or exclusive information;
5. The tenderer will answer the RFP with fairness.

The tenderer, or employee of EIT CULTURE & CREATIVITY must informed immediately the contact person of the RFP if any irregularity is identified.

The tenderer acknowledges the code of conduct of EIT CULTURE & CREATIVITY, publicly available in the website : <https://eit-culture-creativity.eu/about-us/the-library/>

10. Contract

The final award does not yet constitute the Contract. The Contract will be concluded at the time of signature by the tenderer and EIT CULTURE & CREATIVITY. The winning tenderer will be sent the contract to be signed (indicating the deadline by which the signed contract should be returned to EIT CULTURE & CREATIVITY).



The invoicing will be based on a mutually agreed schedule; it will be detailed in the contract. The contract will be awarded for a duration of 3 to 6 months and will be subject to extension based on the internal needs of EIT CULTURE & CREATIVITY, the contract can be renewed and extended according to the procurement policy in place. The successful bidder will sign a framework contract with the EIT CULTURE & CREATIVITY, unless the service provision includes the use of a software; in this ultimate case, EIT CULTURE & CREATIVITY will use the agreement of the selected tenderer.

The awarded tenderer will ensure to provide its services always being GDPR compliant and will guarantee to EIT CULTURE & CREATIVITY, even at the tender stage, that there are the needed safeguards.

