

REQUEST FOR PROPOSAL OF MARKETING AND COMMUNICATION SERVICES

Invitation to provide a proposal

This document constitutes a Request for Proposal (RFP) issued by the [ENRICH in LAC project](#) for a potential procurement of services (via framework agreement) in two areas: **Growth Marketing and Social Media Strategy**. With this RFP, ENRICH in LAC offers information so that the service provider shall understand ENRICH in LAC's requirements and scope for the service intended in order to provide a suitable proposal. The submitted proposal should be clear and comprehensive so that ENRICH in LAC is able to have a clear understanding about the tenderer, their ways of working with clients, their suggested expertise and services, and their delivery capacity in order to make an informed decision.

Background

The European Network of Research and Innovation Centres and Hubs in Latin America and the Caribbean – ENRICH in LAC has the objective to encourage and promote cooperation towards research, technology and entrepreneurship between Latin America, the Caribbean and Europe. The ENRICH initiative started addressing Brazil, entitled ENRICH in Brazil (European Network of Research and Innovation Centres and Hubs), and set up as a Brazilian Non-Profit Association in December 2019 (ENRICH's Centre).

In 2021, the initiative was expanded as ENRICH in LAC to cover not only Brazil, but also other 4 countries in Latin America: Argentina, Chile, Colombia and Uruguay.

ENRICH in LAC believes that a higher social welfare can be achieved through innovative measures in several fronts, from industrial and academic research to public policies and business management. With a consolidated innovation hub in Brazil, expanding to Latin America and benefitting the knowledge created and absorbed since 2017, ENRICH will be able to contribute to Latin American research, science, and technology.

ENRICH in LAC aims to expand the community in the EU and LAC through member-and partnerships, representation and other means of involvement to the Centre and its activities. Activities in Latin America will focus on increasing the visibility of the Centre and its services, establishing new partnerships with STI actors, and facilitate technology

transfer. Focus will be given to building competences on selected thematic fields such as bioeconomy, health, digitalisation, renewable energy, sustainable urbanisation as well as on horizontal topics such as capacity building on international cooperation and research and innovation management.

Current online channels used by Enrich in LAC team, handled by project partners:

- [Website](#), [Facebook](#), [Twitter](#), [LinkedIn](#); [YouTube](#)

Objective of this assignment

ENRICH in LAC is opening a Request for Proposals (RFP) for a potential procurement of services in two areas:

Growth Marketing and Social Media Strategy with the aim of:

- Develop and implement a Social Media Strategy for ENRICH in LAC Association / ENRICH in LAC Project to enhance collaborations in LAC;
- Build ENRICH in LAC's growth marketing strategy through social media and other online marketing tools (newsletters, website, email, etc) for a bigger visibility of the project as the main and the most reliable intermediary, and a knowledge centre in European-LAC research-based business and innovation collaborations in Europe;

The selected agency will need to work in close cooperation with the executive director of the ENRICH centre and the ENRICH in LAC project partners to successfully deliver these services. We are looking for an agency who can act as an extension to our project team to accelerate our impact and free up our limited resources.

Target audience

1. Researchers such as Universities, Research Organisations & Centres, Internationalisation "Offices" at Universities, individual Researchers, University Associations.
2. Business Organisations such as Entrepreneurs, Start-ups, SMEs, Technology Innovation based companies, large companies.
3. Business-to-Business Intermediaries such as Chambers of Commerce MS/AC, Sector / Industry / Trade Associations, Association Networks, International Relations Department at public/private organisations, (Business) Incubators, Business Angels, (Development) Banks, Accelerators, Investors (private), Soft-Landing Hubs.
4. Research-to-Market intermediaries such as Science & Technology Parks, Competence Centres, Innovation Centres, Applied Research Institutes, Technology Transfer Organisations (TTO) / Centres, Clusters, Foundations, R&D&I (EU) projects consortia.

Expected actions, outcomes and deliverables

Actions:

Development and implementation of a new growth marketing strategy to reach a qualified audience and increase ENRICH in LAC presence in Latin America:

- Detailed schedule for implementation of growth marketing strategy for 2023: Proposed actions, tactical plan, proposed metrics and outreach campaigns;
- Detailed social media strategy plan with calendar of activities, and goals for 2023 – organic and paid (desired impressions, reach, new followers);
- Communicate with the objective of generating increased engagement, both with the current followers / stakeholder base, and a new audience of potential partners and clients in LAC;
- Content development on ENRICH's channels (existing and new ones) accordingly to the calendar proposed, with paid advertising when its fit.

Outcomes of the work done by the marketing & communication agency

- Goals should consider:
 - Establish and build up a reputation of ENRICH in LAC in Latin America;
 - Increase the visibility of the brand on the Latin American market;
 - Network significantly increased, bigger and more engaged;
 - New associates, partners and increased engagement achieved;
 - Increased awareness and financial returns for ENRICH in LAC;

➔ **Outcomes will be measured by KPIs in alignment with the hired agency**

Deliverables

Growth Marketing

- Growth Marketing Strategy Plan for the year 2023 **March 2023**
- Regular Dissemination reports on posted communications (press releases, social media posts, newsletters, email marketing, etc) – **Monthly**
- Final Marketing Report with results, KPIs, analytics – **December 2023**

Proposal information and requirements

- Please send your proposal in English.
- Fluent English and Spanish languages will be required for the delivery of the services;
- **Duration of contract:** March 2023 to December 2023.
- **Maximum bid amount:** EUR 4.000,00 - including paid advertising (aprox. R\$ 22.000,00)
- **Deadline to receive proposals:** February 3rd, 2023 (18:00 WEST)
- **Proposals needs to be addressed to Sociedade Portuguesa de Inovação – SPI:**
caiqueneves@spi.pt
with CC to: carolinaoliveira@spi.pt and katrin.singer@ipk.fraunhofer.de
- The subject line needs to be included '**Proposal for ENRICH in LAC project**' with the name of the agency.
- **Proposals must present:**
Agency description and examples of previous works;
Proposed approach for the current RFP;
Deliverable schedule;
If needed, agencies can provide in their proposal suggestions / adaptations for the current RFP.

For additional content related information please contact:

Caíque Neves

caiqueneves@spi.pt

or

Carolina Oliveira

carolinaoliveira@spi.pt