



Service contract on delivering studies and presentations on the topic of internationalisation of innovation in SMEs (WP 2014-2015)

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0.0 version : Name

Date: 11/03/2015

*Research and
Innovation*

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Brussels, March 2015

Services contract: Studies and Presentations on "Internationalisation of Innovation in SMEs"

This publication is made pursuant to Article 124 of the Rules for Application of the Financial Regulation that provides for ex-ante publication on the Institutions' websites of contracts with a value up to € 60.000.

DG Research and Innovation is launching a low-value contract in relation to the following subject:

Studies and Presentations on "Internationalisation of Innovation in SMEs"

Summary of the assignment

A focus of the section on 'Innovation in SMEs' of the Horizon 2020 Work Programme 2014-2015¹ is the topic of internationalisation of innovation activities. This focus comes to expression through various planned and ongoing actions, including a conference action which is to be concluded before the end of 2015.

In order to support content development for the latter, which is anticipated to have high visibility and impact as it would be a stepping stone towards the development of an EU policy roadmap on the internationalisation of innovation activities for SMEs, an invitation to tender will be launched which will concern the development of an analysis and presentation material which can serve as a basis for discussion at the named conference event, which will be organised in the month of November or December, 2015, by the European Commission (final date to be communicated to the contractor at least 3 months before the event).

The materials requested through the negotiated tender procedure shall propose:

- a global analysis of the successes and failures of European SMEs that have chosen to 'internationalise' their innovation activities over the last decade – either through cooperation in particular with third country partners, or through commercialisation by customising an innovation in order to access to a market outside of the EU – with as objective the extraction of lessons learnt (from the company perspective) for the development of the planned policy roadmap at the EU level. (Part 1)
- an outline, analysis and evaluation of current policies, obstacles to be removed, support measures and infrastructures provided by SME support entities and administrations, in order to help EU SMEs to establish collaborative innovation activities with partners from non-EU countries²; the formulation of a set of

¹ See http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/main/h2020-wp1415-sme_en.pdf.

² Some interesting reference material has already been provided by European Commission, DG ENTR (2011): http://ec.europa.eu/enterprise/policies/sme/market-access/files/web_internationalisation_opportunities_for_smes_final_report_aug_2011_en.pdf, p. 89 and following.

Service contract on delivering studies and presentations on the topic of internationalisation of innovation in SMEs (WP 2014-2015)

recommendations on possible EU policy support, drawing on the good practices analysed (Part 2)

The intention of the negotiated procedure is in this case to appoint a contractor that must deliver this type of content input within a relatively limited time period (by October 31, 2015 or at least one month before the forenamed event date).

The contractor will, under part of 1 of the assignment:

- Develop a research paper and an accompanying presentation which will allow an understanding of how European SMEs in practice go about the internationalisation of innovation activities.
- In particular outline and analyse the successes and failures of European SMEs that have chosen to 'internationalise' their innovation activities over the last decade – in particular with third country partners or with the goal to reach market introduction of an innovation in a third country³ economy.
- Proceed with a total of 12 case-studies⁴, that will explore the following aspects of existing internationalisation of innovation in SMEs:
 - ✓ motivation
 - ✓ models/types of partnerships and channels
 - ✓ pros and cons of the experience
- Present on that basis – inductive analysis – an overview of main opportunities and pitfalls for EU action on internationalisation of innovation in SMEs, including in person at the named event.

Under part of 2 of the assignment, the contractor will:

- Develop a research study and an accompanying presentation which will allow an understanding of the techniques used by SME support entities/public administrations to stimulate and successfully promote the internationalisation of SME innovation activities.
- To that effect, include an overview of at least 12 best support practices⁵ and their premises, including those implemented at national/regional/local levels and relevant practices supported by Europe's main economic competitors (for instance the United States Small Business Administration) with the aim to explore adoption or transposal of certain of these practices at EU level.
- Offer a concise Strengths-Weaknesses-Opportunities-Threats (SWOT) analysis of existing support measures at the EU level that could help SMEs with the internationalisation of

³ Third country economy means country outside of the EU or non-associated with Horizon 2020.

⁴ The SMEs involved in these case studies should be established in at least 10 different EU Member-States. There must be proper geographical and sectorial balance in the selection.

⁵ Including at least three from other continents than Europe.

Service contract on delivering studies and presentations on the topic of internationalisation of innovation in SMEs (WP 2014-2015)

their innovation activities (under Horizon 2020 mainly, but also other measures can be referred to if deemed justified by the contractor).

- Present on that basis an overview of policy recommendations for EU action on internationalisation of innovation in SMEs, including in person at the named event.

Selection criteria

The candidate must have the necessary technical, professional, economic and financial capacity to execute the contract, and particularly proven record of more than two years of experience in the field of research and innovation analysis in the domain of the study, including strategy consultancy and work with key stakeholders, and delivery of at least one study/report in the area of the study (innovation in SMEs and/or internationalisation) in the last two years.

Award criteria

Best-value-for-money procedure:

The tender will be awarded according to the best-value-for-money procedure. The quality of the tender will be evaluated based on the following criteria.

Service contract on delivering studies and presentations on the topic
of internationalisation of innovation in SMEs (WP 2014-2015)

Qualitative award criteria	Weighting (maximum points)
<p>Quality of the proposed methodology</p> <p>This criterion relates to the completeness, quality, feasibility, functionality and structure of the approach in respect to the two assignments presented.</p>	Maximum 35 points - minimum threshold 50%
<p>Geographical and sectorial balance for case studies and best practices presented</p> <p>This criterion relates to the balance in the case studies and best practices envisaged, both from the geographical and the sectorial point of view (the latter as far as the choice of the SMEs is concerned).</p>	Maximum 15 points - minimum threshold 50%
<p>Organisation of the work</p> <p>This criterion will assess how the roles and responsibilities of the proposed team and of the economic operators (in case of joint tenders, including subcontractors if applicable) are distributed for each task. It also assesses the global allocation of time and resources to the project and to each task or deliverable, and whether this allocation is adequate for the work. The tender should provide details on the allocation of time and resources and the rationale behind the choice of this allocation.</p>	Maximum 30 points – minimum threshold 50%
<p>Quality control measures</p> <p>This criterion will assess the quality control system applied to the service foreseen in this Tender Specifications concerning the quality of the deliverables, the language quality check, and continuity of the service in case of absence of the member of the team. The quality system should be detailed in the tender and specific to the tasks at hand.</p>	Maximum 20 points – minimum threshold 50%
<p>Total number of points</p>	... /100

Tenders must score above 50% for each criterion and sub-criterion, and above 60% in total. Tenders that do not reach the minimum quality thresholds will be rejected and will not be admitted to the next stage of the evaluation. The maximum total quality score is 100 points.

In order to determine the tender offering the best quality-price ratio to which the contract will be awarded, the total qualitative score will be divided by the total price of the tender, these two aspects having the same weight.

Service contract on delivering studies and presentations on the topic
of internationalisation of innovation in SMEs (WP 2014-2015)

Estimated amount: EUR 50.000 - 60.000 (maximum). Tenders proposing a budget higher than EUR 60,000 will be excluded from evaluation.

Estimated launching date: 11 March 2015*

Economic operators interested in participating in this call for tenders may express their interest by writing to RTD-SME-1@ec.europa.eu no later than two weeks after the publication.

An acknowledgement of receipt will be sent to interested bodies by the EC services in charge of the procedure.

Only the candidates invited by the contracting authority will be admissible to participate in this procedure. The personal data collected in relation to this prior information notice shall be made available on request to the various services of DG RTD and will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data.

Any entity having expressed its interest shall have the right of access to his/her personal data and the right to rectify any such data that is inaccurate or incomplete. Any queries concerning the processing of the personal data should be addressed to RTD-SME-1@ec.europa.eu. Any entity shall have right of recourse at any time to the European Data Protection Supervisor.

* Addendum: the estimated launching date has been postponed to 27 March 2015. Deadline for submission will be 17 April 2015.