







REQUEST FOR PROPOSAL

DESAFÍA LONDON

ICEX SPAIN TRADE AND INVESTMENT, E.P.E. ("ICEX"), in collaboration with the Economic and Commercial Office of the Embassy of Spain in London ("OFECOMES London"), is issuing this Request for Proposal to seek proposals from operators with proven previous track records managing landing pad programs.

DESAFÍA LONDON

DESAFIA is a public initiative to help Spanish technology companies scale faster and globally. It is sponsored by ICEX (the Government of Spain's agency for the internationalization of businesses) and Red.es (the Government of Spain's agency responsible for executing and deploying Spain's Digital Agenda). This invitation to tender is published pursuant to the Agreement for the Management of DESAFIA London Initiative, signed between ICEX and Red.es on November 18th, 2022.

The Spanish participating companies in DESAFIA LONDON programme must have a product or service of high technological value, a sustainable business model and ideally, previous international experience; the programme is not for early-stage entrepreneurs. DESAFIA LONDON aims to introduce the participants to the UK's tech ecosystem, so that they can benefit from lessons and networks that allow them to grow as successful entrepreneurs, and to help them to make global connections.

DESAFIA LONDON focuses on the challenges that Spanish cleantech companies encounter to grow and become global. Spanish startups taking part in DESAFIA LONDON should have a product or service related to one or more of the following clean technologies: renewable energies, energy efficiency, energy storage, clean and sustainable transport technologies, climate change and carbon capture, circular economy, digital water management and clean construction technologies.

Twice a year ICEX/Red.es will invite a cohort of Spanish startups to participate in the immersion programs. C-Level officers and founders will participate in workshops, meetings and activities that not only inspire them but help them assess the strategic position of the company, plot improvements to ramp-up growth, define a roadmap based on strategic and tactical considerations and start working on it.

OFECOMES London, on behalf of ICEX, requests proposals for the provision of the service for the management of DESAFIA LONDON.

SCOPE OF WORKS

The scope of the contract will be as follows:

- Information and advisory services.

The awardee is expected to collaborate with ICEX in attracting suitable candidates to DESAFIA LONDON, therefore knowledge and a professional network within the Spanish start-up ecosystem would be appreciated.









The awardee will manage enquiries from stakeholders about DESAFIA LONDON coming from public entities, media, potential applicants, etc.

Project Managers will be required to travel to Spain at least twice a year during the term of the main contract. Travel to Spain will be necessary, prior to the start of each cohort and for and on relevant technology events, and networking sessions with potential participants.

No extra funds will be provided for these trips.

Immersion programmes

Aimed at founders and C-level executives of Spanish companies with the greatest potential to successfully tackle the global market and transform their companies after the experience. Participants will be selected by ICEX and Red.es; support from the awardee is requested during the selection process, including proposal of evaluation criteria, prioritising of applications and explanation of scores.

The awardee must organize two immersion programmes – cohorts - before the end of 2023 with at least 8 participants per program, expecting 10 participants. Previous immersion programmes in other cities have received very good remarks by alumni and we believe that two weeks, mid-day workshops (so that founders can still manage their companies and have time for business meetings) is reasonable. In any case, bidders can suggest otherwise within the two-week time frame. The immersion programmes will include group meetings with key agents of London/United Kingdom's ecosystem (mentors, investors, entrepreneurs, advisors, etc.).

Prior to each cohort, kick-off meetings will take place in Spain between the awardee and the Spanish participants to explain the scope of the program to be developed in London.

Bidders must inform in detail of the venues of reference for their proposed activities.

If for whatever reason borders are closed, the immersion programmes will be held virtually. In case long quarantines are needed, ICEX will take a decision on whether to hold the immersion programmes in person or virtually.

- DESAFIA LONDON community and strategic alliances.

In collaboration with ICEX, the awardee will build and maintain a network of strategic alliances, consisting of:

- External mentors in the UK and Spain that give support to DESAFIA participants for the duration of the programme, with the possibility of extending their involvement further if they wish to.
- Alumni: we are seeking ways to strengthen the ties between alumni and expect the agency to offer proposals in this area.
- ICEX can propose and organise up to three community engagement events per year, either physical or online, that the awardee will be invited to take part in.









Preparation of reports.

Preparation and delivery of, at least, the following reports (in English or Spanish):

- One technical report for each cohort. Each report must include feedback from participants via specific surveys.
- o Final annual technical and economic report.

- Marketing and communication plan.

The awardee will develop marketing and communication activities in Spain and the UK to:

- o Raise awareness of DESAFIA LONDON
- Attract potential Spanish candidates to DESAFIA LONDON
- Build a professional community and forge strategic alliances
- Create awareness among relevant UK stakeholders on the potential of participants in DESAFIA LONDON

The awardee is expected to use personal and social networks. It will create and update a specific DESAFIA LONDON webpage and social media accounts, following technical instructions proposed by ICEX team.

Bidders are welcome to make detailed proposals on the services described above. Innovative suggestions adapted to the local environment will be positively assessed by ICEX in the evaluation process. For more information on current DESAFIA programs in other locations visit the following websites.

- https://www.sanfrancisco.desafia.gob.es/
- https://www.telaviv.desafia.gob.es/

PLACE OF SUPPLY OF SERVICES

Activities part of the 2 cohorts in 2023 will be developed in person in London and/or in any other UK locations considered by the awardee, unless borders were closed for whatever reason, in which case ICEX will decide the course of action.

As stated above, The Project Manager must travel to Spain at least twice a year, so in 2023 there will be at least two trips to Spain as part of the contract-

The awardee and the participating companies will take part in a kick-off meeting in Spain prior to the start of each immersion program. The aim is to prepare and explain to participating companies the scope of the activities to be developed in London.

FINANCIAL PROPOSAL

The financial proposal must be in pounds sterling (GBP) exclusive of VAT.









Maximum budget **per cohort**: one hundred fifty-nine thousand seven hundred fifty pounds sterling (159.750 GBP). VAT excluded.

The contract is expected to enter into force in January 2023 and will terminate on December 31st, 2023, or failing that, upon completion of the two planned programs.

The **estimated value** (value of the main contract and its possible extensions) of the contract will be 479.250 GBP, VAT excluded, according to the following:

- Main contract maximum budget: <u>319.500 GBP</u> (2 cohorts, to be carried out in 2023).
- Extension maximum budget: <u>159.750 GBP</u> (1 cohort, expected for 2024).

<u>Proposals exceeding the maximum available budget of 319.500 GBP, excluding taxes, will not be considered.</u>

ICEX is a Spanish institution based in Spain for all purposes.

The proposals should include a breakdown in which the price offered, and taxes must be clearly described and separated.

ICEX will evaluate the proposals on the basis of the offered prices, excluding taxes.

AWARD PROCEDURE

The bids will be assessed according to the following criteria:

CRITERIA		MAXIMUM POINTS	
Financial p	roposal		
· ·	coring will be assigned according to the following criteria (only to considered disproportionate or anomalous):		
		20	
	e bidder with the lowest price will obtain the maximum score; e rest will be allocated points proportionally.		
<u>Technical</u> j	proposal		
	cal proposal provided will be assessed as follows:		
1.	Proposed immersion programme, including, for example,		
	workshops, demo day and/or visits. Degree of adequacy will be valued up to a maximum of 25 points		
2.	Communication and marketing plan to specify those tasks of		
	the scope of works. Degree of adequacy will be valued up to a	55	
	maximum of 5 points.		
3.	Strategic partnerships with international and UK stakeholders.		
	Quantity and quality of companies and people that could		
	engage with Spanish companies. Maximum 15 points.		
4.	Unique and innovative solutions on the delivery of DESAFIA		
	LONDON Added value innovative solutions should not		









involve any additional extra cost to ICEX and must be clearly specified in the proposal. Maximum 10 points.	
(The proposals that do not receive at least 30 points in this section will be automatically excluded)	
<u>Team</u> Beyond the minimum requirements (see below), the team members will be assessed as follows:	
Project manager (fully engaged with the project):	
 Set-up of technology-based companies, either as an entrepreneur or as a member of the founder team. To be valued: number and relevance of companies established in UK. Maximum 2 points. Management of incubation and acceleration programmes. To be valued: number and relevance of programmes related to cleantech and managed in the UK and international technology ecosystems. Maximum 8 points. Networks in the UK related to the bid's main purpose (investors, mentors, corporates). Maximum 5 points. Investment fund operations for start-ups in different stages of growth: number, value and relevance. Maximum 2 points. Links to the Spanish start-up ecosystem so as to contribute in the attraction of potential DESAFIA LONDON candidates. Number and relevance of previous projects/alliances/collaborations. Maximum 3 points. 	25
Additional team members (average of all the additional members):	
 Coordination of innovation and incubation programmes. To be valued: number and relevance of programmes; focus in the UK; programs in international technology ecosystems. Maximum 3 points. Investment fund operations for start-ups in different stages of growth: number, value and relevance. Maximum 2 points. 	
TOTAL	100

Responses, other than price (Technical proposal and Teams), will be scored as follows:

0% of	Major	Technical proposal criteria:		
allocated	Reservations/C	The response simply states that the bidder can meet some		
points	onstraints	of the requirements set out but have not given information		
		or detail on how they will do this.		
		Team criteria:		
		No significant improvements beyond the minimum		
		requirements.		









50% of allocated points	Compliant	Technical proposal criteria: The bidder has provided some information about how they propose to meet most of the requirements. There is some doubt regarding their ability to consistently meet the full range of requirements. Team criteria: Medium level of the above indicators (number, quality, diversity, etc.).
75% of allocated points	Fully Compliant	Technical proposal criteria: The bidder has provided detailed information covering all elements, detailing how they propose to meet all the requirements. This gives full confidence in their ability to consistently meet the full range of our requirements. Team criteria: Significant level of the above indicators (number, quality, diversity, etc.).
100% of allocated points	Exceeds Requirements	Technical proposal criteria: The bidder meets the required standard in all respects and exceeds some or all the major requirements, which in turn leads to added value within the contract. Team criteria: Outstanding level of the above indicators (number, quality, diversity, etc.).

Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.

Bids will be considered disproportionate or anomalous when:

- The financial proposal is 20% below the maximum budget; in case there are fewer than three bidders.
- The financial proposal is 20% under the arithmetic mean of the bids submitted; in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, OFECOMES LONDRES and ICEX will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

The different bids will be compared on equal terms.

PROCUREMENT BOARD

Appointed members of the Procurement Board:









President	Elisa Carbonell	Director of Internationalization
Substitute	Carmen García	Deputy Director of the Infrastructure, Health and
	Cervigón	ICT Department
Member	José María Blasco	Head of the Infrastructure, Health and ICT
		Department
Substitute	Lidia Escribano	Head of Infrastructure and Cities Department
Member	Araceli Iniesta	Head of Climate Change and Environment
		Department, ICEX
Substitute	Javier Muñoz	Member of the Infrastructure, Health and ICT
		Department
Member	Jorge Postigo	Head of Department. Spanish Economic &
		Commercial Office
Substitute	Teresa Plaza	Member of the Infrastructure, Health and ICT
		Department
Secretary	Pedro Patiño	Head of Procurement Department
Substitute	Isabel Arias	Member of the Procurement Department

REQUIREMENTS

BIDDERS:

- **Bidders must have a strong and proven track record in providing similar services**. The technical solvency shall be demonstrated by submitting information about similar projects carried out since 2018 in the UK (or from the date of incorporation, if it is later).
- **Financial solvency**: All competing bidders will be required to provide a solvency report, including their financial accounts for the best of the last three accounting (3) years. The minimum annual total income requirement is an amount equivalent to 159.750 GBP, in the best of the past three (3) accounting years (2021, 2020 and 2019).
- As the programme will take place in the United Kingdom, bidders **must be based in the United Kingdom** with the ability to execute programs.
- Bidders must be pro-active with a **track record in Public Relations (PR)**, marketing and promotion in United Kingdom.

TEAM:

Project Manager:

Minimum of 5 years' leading experience in accelerator and incubation programmes, fundraising networks and strategic partnerships in United Kingdom. Full English competence required; Spanish is desirable. He or she must be fully engaged with ICEX, with OFECOMES London and with participant companies (the <u>project manager must not be a mere supervisor</u>). He or she must travel to Spain at least twice a year for DESAFIA related events, unless borders are closed.









Additional team members:

Minimum of 2 years' leading experience in PR, accelerator and incubation programs and fundraising networks. Full English competence required; Spanish is desirable. Proactive and customer oriented. Additional team members will be assessed only if they meet the minimum 2 years' proven track record in the tasks required.

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the bidder concerned.

It is expected that the key team members assigned to the project remain as part of the team for the duration of the contract. Any changes of key personnel could affect its potential renewal.

The role of each team member assigned to the project shall be specified in the bid. In addition, their CV must be included in the proposal. The awardee must designate a primary contact person that is informed of all aspects of the program, including administrative matters, and has direct continuous communication with ICEX, represented by OFECOMES London.

PROPOSALS

Proposals must be detailed and must be divided into <u>3 separate documents</u> as follows:

DOCUMENT 1

- Brief introduction of the bidder's experience on previous similar projects.
- Financial accounts for the last three years.

DOCUMENT 2

- Technical project, including workshops.
- Team assigned to the project, along with an indication of each person's role and CVs.

DOCUMENT 3

• Bid offer (in GBP) for the main contract (2 London immersion programmes). The price contained in the economic offer shall not be included in Documents 1 or 2.

<u>Proposals exceeding the maximum available budget of 319.500 GBP, taxes excluded, will not be considered.</u>

This briefing will be circulated to multiple bidders and will be published in the OFECOMES LONDRES website. Queries regarding this tender must only be addressed in writing, by emailing tenders@icex.es by 05:00 pm CET on December 22th, 2022. In the interest of fairness, questions posed by participating companies, as well as the answers provided by ICEX, may be shared with all other participating companies. ICEX will not be able to answer questions formulated after the above deadline.

All documents must be submitted either in English or in Spanish. Interested companies or individuals should send their bids in electronic format to tenders@icex.es. Term for submission of offers: 21 calendar days from the day after publication. Check exact date and time in OFECOMES portal.

In case the bid is bigger than 4 Mb, please send it via WeTransfer or similar.









ICEX and OFECOMES London may declare no winning bidder if the proposals do not meet the requirements.

All competing companies submitting a proposal should be aware that ICEX Legal Services will review the documentation submitted by each company in order to ensure that they comply with the requirements of this briefing. After verifying compliance with the prerequisites, the technical offer will be reviewed and evaluated. Once the scores have been assigned, the economic offer will be evaluated. The price will not be known until that moment.

AWARD NOTIFICATION DEADLINE

ICEX and OFECOMES London will assess the proposals submitted within the deadline. Final decision about the award will be notified properly and on time to the bidder that best fits the purposes of this Request for Proposal. The awarded company, upon notification, should submit the ANNEX 1 signed.

SIGNING OF THE CONTRACT

A contract between the awardee and OFECOMES London will be signed as soon as possible after the bidding process is over and a decision is made.

The contract will expire after the execution of the 2 immersion programs, as planned, latest on December 31st, 2023.

EXTENSION OF THE CONTRACT

The parties may agree to extend the contract for 1 additional year. This extension will be for an additional immersion program only. The extension of the contract will be settled in an additional agreement, signed by both parties.

The extension price will be the price of one program of the main contract.

The general terms and conditions of the contract shall apply to its extension.

PAYMENTS

The awardee will be entitled to payment for the services provided as set out in the contract.

Payment will be made **after each cohort/immersion program**, upon submission of invoice and the acceptance by ICEX of the services provided on that period. Invoices will be paid within 30 days of being submitted.

The price for the cohort/immersion program will not change whether the number of companies is slightly greater than the established range of 8-10 companies.

Administrative requirements for billing:

- Invoicing details:

All invoices must be billed to:









ICEX España Exportación e Inversiones, E.P.E.
Paseo de la Castellana 278
E-28046 Madrid (Spain)
VAT number: ESQ - 2891001F (ICEX is VAT registered in Spain)

And dispatched to:
Economic and Commercial Office,
Spanish Embassy,
Part Level 4 Podium,
125 Old Broad Street,
London - EC2N 1AR

Each payment will amount to a half of the total amount of the contract.

Please note that ICEX does not pay any advances.

No expense on behalf of ICEX can be incurred before the date of signature of the corresponding contract and prior written approval.

SUPERVISION OF THE WORKS

ICEX and OFECOMES London will directly monitor the development of the project; for this purpose, the awardee must facilitate examination of any process or phases of the work to ICEX representatives assigned in each case.

LIABILITIES OF THE AWARDEE

The awardee will be responsible for the technical quality of the work, performance and services performed under the contract, and for any consequences for ICEX and third parties derived from omissions, errors, inadequate methods, or incorrect conclusions in the execution of the contract.

The awardee will answer to ICEX and OFECOMES London for any possible claims brought by third parties based on the awardee's activity.

APPLICABLE LEGISLATION

The services shall be governed by the terms of the Agreement entered between the awardee and by this Request for proposal, which shall be incorporated to the same, and in default of the above, the Spanish legislation shall be applicable.

JURISDICTION

In order to solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the successful Awardee of this Request for proposal, the matter will be referred to the ordinary Courts. The parties, renouncing the jurisdiction that may correspond, expressly submit to the Courts of the city of Madrid.









RECOVERY AND RESILIENCE FACILITY (RRF)

This contract promoted by ICEX España Exportación e Inversiones E.P.E., responds to the priorities of Spanish and European economic policies aimed at promoting and internationalizing SMEs and strengthening the ecosystem of fast-growing companies, and contributes to the achievement of CID's objective 213, which is to reach at least 3,000 companies, 2,500 of which must be SMEs participating in internationalization support projects.

The contract is part of the investment project to strengthen the Spanish ecosystem of fast-growing companies (C13.I5). It is a support and assistance program for fast-growing and high-potential companies, whose main challenges and objectives are the following:

- -Main challenges: the Spanish entrepreneurial ecosystem is maturing, but it is still difficult to find companies that grow rapidly, and, above all, that reach a large size. Part of the problem lies in the capabilities of entrepreneurs, who must become true entrepreneurs, which requires different management skills and networks of contacts, many of which also transcend our borders (funders, clients, technology partners, etc.).
- -<u>Objectives</u>: the objective is to build bridges globally and thus facilitate the growth of companies and entrepreneurs to contribute to the maturity of the Spanish entrepreneurial ecosystem, which is addressed through 3 lines of action:
 - -Specialized training and master classes to acquire the skills and contacts necessary for the growth of the company.
 - -Approach to world hubs of entrepreneurship and technology through the creation of a network of programs that facilitate the access of entrepreneurs to reference ecosystems in the world. Activities will be carried out in ecosystems of interest to Spanish companies through the establishment of a local service network and structure that will be made available to Spanish companies at each of the "DESAFIA" locations. "DESAFIA'S" are foreseen in San Francisco, Tel Aviv, London, The Hague, Singapore, Berlin, New York, etc. This is an estimate of possible locations and may vary as the program evolves.
 - -Community DESAFIA. A cornerstone of DESAFIA is to create and manage the alumni community so they benefit from business contacts and shared networks.

This contract is framed in the second of the lines of action: approach of Spanish companies to entrepreneurship hubs.

This contract is funded by the European Union Recovery and Resilience Facility, established by Council Regulation (EU) 2020/2094, of December 14, 2020, which establishes a European Union Recovery Instrument for support the recovery after the COVID-19 crisis, and regulated according to Regulation (EU) 2021/241 of the European Parliament and of the Council of February 12, 2021, which establishes the Recovery and Resilience Facility.

Its financing is foreseen entirely from the credits of the service 50 "Recovery and Resilience Facility", from the budget of the Ministry of Industry, Commerce and Tourism through the corresponding capital transfers from the Secretary of State for Commerce to ICEX during the years 2022, 2023 and 2024.









ICEX Board of Directors By Delegation (Resolution of September, 30th 2021; BOE [Official State Gazette] No. 243 October, 11th 2021),

Alvaro Nadal Head of the Economic & Commercial Office in London

This service/activity can be subject to European Union's financing through the Recovery and Resilience Facility (RRF)









ANNEX 1

MUTLIPLE DECLARATION OF THE AWARDEE OF THE CONTRACT FINANCED BY THE RECOVERY, TRANSFORMATION AND RESILIENCE PLAN,

Contract number X10-08-2022, the object of which is "DESAFÍA London"

a) Declaration Form for the transfer and processing of data in relation to the implementatio
of actions for the Recovery, Transformation and Resilience Plan (PRTR)

Mr/Ms	, national	l ID no	as	Managing
Director/Manager/ of the entity				., with tax
ID no, and fiscal add	dress a			
participating as a contractor in the execu	ution of actio	ons necessary to a	chieve the	objectives
defined in Component 13 "Impulso a la	PYME" decl	ares they are aw	are of the	applicable
regulations, in particular the following para	agraphs of A	rticle 22 of Regula	tion (EU) 20	21/241 of
the European Parliament and of the Counc	cil of 12 Febr	uary 2021 establish	ning the Rec	overy and
Resilience Mechanism:		•	-	-

- 1. Paragraph 2(d): "to collect, for the purpose of auditing and monitoring the use of funds in relation to measures for implementing reforms and investment projects under the Recovery and Resilience Plan, in a searchable electronic format and in a single database, the following standardized categories of data:
 - i. The name of the end recipient of the funds;
 - ii. the name of the contractor and of the subcontractor, where the end recipient of the funds is a contracting authority in accordance with Union or national public procurement law;
 - iii. the names and dates of birth of the beneficial owners of the recipient of the funds or of the contractor, as defined in Article 3(6) of Directive (EU) 2015/849 of the European Parliament and of the Council (26);
 - iv. a list of measures for implementing reforms and investment projects under the Recovery and Resilience Plan, together with the total amount of public funding for these measures and indicating the amount of funds disbursed under the Facility and other Union funds".
- 2. Paragraph 3: "The personal data referred to in Paragraph 2(d) of this Article shall be processed by the Member States and by the Commission only for the purposes and for the duration of the relevant discharge audit and control procedures relating to the use of funds in connection with the implementation of the agreements referred to in Articles 15(2) and 23(1). As part of the Commission's discharge procedure, in accordance with Article 319 of the TFEU, the Facility shall be subject to reporting within the framework of the integrated financial and accountability reporting referred to in Article 247 of the Financial Regulation and, in particular, separately in the annual management and performance report".

In accordance with the aforementioned legal framework, the above party agrees to the transfer and processing of the data for the purposes expressly stated in the aforementioned articles.









b) Declaration of Commitment in relation to the implementation of actions under the Recovery, Transformation and Resilience Plan (PRTR).

The undersigned, as contractor, **declares the commitment** of the person/entity it represents to the highest standards in relation to compliance with legal, ethical and moral rules, adopting the necessary measures to prevent and detect fraud, corruption and conflicts of interest, reporting any non-compliance observed to the appropriate authorities.

In addition, in accordance with the content of the PRTR, it undertakes to respect the principles of the circular economy and to avoid significant negative impacts on the environment ("do no significant harm") in executing the actions carried out within the framework of this Plan, as well as the cross-cutting principles established in the PRTR that may affect the subject matter of the contract.

c) Declaration of Commitment in relation to proof of inscription fiscal registry or similar.

The undersigned declares his commitment, when required by the contracting administration, to proof the inscription in the Registry of Companies, Professionals and Withholders of the Tax Administration Service which applies to him.

If there are subcontractors, he or she must also provide the multiple declarations of those subcontractors affected by the contract.

- d) Declaration of Commitment in the obligation of the use of EU logos by contractor, according to art.9.3.b) of HFP 1030/2021
- e) Declaration of acceptance of the transfer of data between the Public Administrations involved.

The undersigned undertakes to accept the transfer of data between the Public Administrations involved in order to comply with the provisions of the European regulations that apply and in accordance with the Organic Law 3/2018 of December 5, 2018, on the Protection of Personal Data and guarantee of digital rights.

Provide name of sub	ocontracto	ors, if applicab	1
	, XX	202X	
Signature:			
Role:			