

## Request for Proposal

concerning the purchase of a license on the use of service design training methodology for the purposes of the “Design Your Profit” project implementation.

21<sup>st</sup> October, 2011

## 1. Ordering Party's Background

**Instytut Wzornictwa Przemysłowego** Sp. z o.o. [The Institute of Industrial Design], seated in Warsaw, ul. Świętojerska 5/7 (hereinafter referred to as the "IID") has been promoting design and new product development for 60 years. The company functions as an expert and a strategic consultant for enterprises, designers and public administration in the area of building competitive advantage based on industrial design. It aims to drive innovation and competitiveness through design, and offers innovation-stimulating services (consultancy, information, training and networking services) for enterprises, institutions and local governments.

The services include research projects in design and ergonomics, consultancy regarding the development and implementation of new products, trainings for entrepreneurs, post-graduate studies for managers, competitions for design service providers, promotion of innovative products and good practices by means of exhibitions and competitions.

## 2. Project Description

The IID is implementing its key project called "The improvement of the competitiveness of enterprises through the application of design (product and process innovation)", whose short name is "Design Your Profit" (DYP). The project is being implemented as part of the Innovative Economy Operational Programme, 2007–2013.

The Innovative Economy Operational Programme, 2007–2013, (IE OP) is one of 6 national programmes within the National Strategic Reference Framework financed by the European Union. The programme is targeted mainly at entrepreneurs who intend to implement innovative projects related to research and development activities, new technologies, investments of significant importance for the economy or implementation and application of information and communication technologies (ICT).

The "Design Your Profit" programme covers three years (01/09/2008 until 30/12/2011). It is being implemented in line with Priority Axis 5 – Diffusion of Innovation, Measure 5.2., Support for business environment institutions (IID) rendering pro-innovative services and their networks of supra-regional importance.

As part of the project, works are being held to develop and update the methodology of implementation of new designed products in companies, adjusted to the evolving

needs and capacities of the market, aimed at enterprises and designers (design teams).

During the implementation of the DYP project, the IID learned that the service sector was systematically increasing its share in generating added value. In developed countries, the share exceeds 70%, in Poland, it stands at around 65%. Synergies have been observed between the functioning of a product and a service on the market (e.g. routers added with Internet providing services, phone sets with telecommunication service packages, etc.). Complementing the operations of manufacturing companies with services, in particular with e-services, is a great opportunity for development for small, highly innovative companies that operate in sectors characterised by elevated risk levels and have little resources at hand for investment. If we stimulate growth in the sector, increase staff competences, implement reliable service design and implementation methodology, the share of services generating added value in Poland will grow.

Given the changing knowledge of the process of new product development, the Institute intends to extend the previous methodology developed as part of the DYP project with training in the area of service design and service design management.

A consistent methodology that will become available as a result of the said efforts will be used for promoting knowledge of the synergies between products and services, in line with the best practices in collaboration of entrepreneurs and designers in the design process.

### 3. Subject for the RFP

State-of-the-art methodology of training in service design based on the latest global market knowledge that may constitute a basis for developing educational content for the purposes of the DYP website (including the elements specified in Appendix 1).

### 4. Formal Requirements

4.1 For the purposes of the delivery of the order, the Contractor shall appoint one contact person who will have all the relevant authorities to conduct negotiation and make arrangements within the scope of the order and agreement.

4.2 The proposal should include:

- the name and address of the bidder,
- cost estimate of the service (net amounts, including separate cost estimates for every proposal item),

- declaration from the Contractor that s/he will fulfill the following requirements:
  - 1) is authorised to perform specific activities or operations if the legislation requires such authorisations;
  - 2) has the necessary knowledge and experience required to deliver the order,
  - 3) is in an economic and financial position to deliver the order.

4.4 The proposal should be made on the Bidder's letterhead or bear the Bidder's stamp, it should include the date of drafting and the Bidder's signature.

4.5 The proposal should be delivered by regular mail, by courier mail or personally to the seat of the Instytut Wzornictwa Przemysłowego Sp. z o.o. The proposal may be sent earlier by e-mail, with the date of receiving the electronic proposal being considered as the binding date.

4.6 The Ordering Party shall not accept variant proposals, however, it shall reserve the right (in the case of proposals inconsistent with the requirements or that do not ensure comprehensive high-quality service) to select only certain components of the service.

4.7 The Ordering Party shall reserve the right to:

- change or complement the content of the request for proposals,
- cancel the procedure at any time without stating the reason. No claims shall be accepted from the Contractors by the Ordering Party for the cancellation of the procedure.
- request the Contractor, if formal irregularities are found in the proposal, to submit relevant declarations, explanations or documents within a specific time,
- correct calculation errors in the price calculation (upon the Contractor's approval), of which fact all other Bidders shall be informed,
- correct obvious typographical errors.

4.8 In cases justified by the character of the order, dialogue is allowed with the Contractor who submitted the most attractive proposal.

4.9 By participating in the competitive process, the Contractor accepts the terms and conditions indicated in the request for proposal and shall undertake to sign an agreement with the Ordering Party at a time indicated.

## 5. Deadlines

Proposals may be submitted until **3 November 2011**.

Proposal selection date: The Ordering Party shall announce the selected Contractor on the Institute website at [www.iwp.com.pl](http://www.iwp.com.pl) and shall post a relevant notice on the notice board at the seat of the Institute on **10 November 2011**.

## 6. Proposal selection criteria

The Ordering Party shall award the order to the Contractor whose proposal is deemed the most attractive according to the following criteria:

Item	Criterion	Weighting
1.	Experience in the implementation of education projects based on the Bidder's methodology	40%
2.	Price of the service	30%
3.	References from the Bidder's clients	15%
4.	Quality and content of the training materials	15%

## 7. Number of Contractors invited to submit their proposals: unlimited.

## 8. Contact

8.1 Every Contractor can request the Ordering Party by e-mail to provide explanations related to the subject of this request for proposals.

8.2 The Ordering Party shall contact Contractors by e-mail and by phone.

Please, send your proposals to the siege of the Institute of Industrial Design:

Instytut Wzornictwa Przemysłowego Sp. z o. o.  
ul. Świętojerska 5/7, 00-236 Warszawa

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## APPENDIX 1

### Table with items to be quoted

NAME	SPECIFICATION
Methodology of training in service design and service design management provided under a licence	A description of the training methodology including examples of good practices from the global market with guidelines for further application by the Ordering Party, <b>delivered by the 19<sup>th</sup> December 2011</b> .
Training materials as a basis for the development of educational content under said methodology.	<ul style="list-style-type: none"> <li>• The quotation is to be accompanied by a list and a description of the materials (content, volume, form) to be used in combination with the methodology.</li> <li>• Training materials to be translated into Polish by the Contractor.</li> </ul>
Descriptive material constituting subject-related input to the DYP website.	3 features/articles (of 4,500 characters each) on: <ul style="list-style-type: none"> <li>• Changes in developing corporate strategies given the increasing share of the service sector.</li> <li>• Global trends in the process of designing and managing services and e-services around the world.</li> <li>• How to launch a new service successfully on the market? (based on a case study from an international market)</li> </ul>