



6Aika



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Helsinki-Uusimaa
Regional Council

Call for tenders May 8, 2019

An EdTech-themed internationalisation trip to Silicon Valley

1. Client

The City Executive Office, Economic Development of the City of Helsinki, the Six City: Smart Learning Environments for the Future project.

2. Background

The primary aim of the Smart Learning Environments for the Future project is to improve the business opportunities of companies that develop and provide services, products and technologies related to learning and smart learning environments, both physical and virtual. The project will improve the business opportunities and ability to grow and internationalise of companies developing learning and learning environments. The executors of the project are City of Helsinki (main coordinator), Forum Virium Helsinki, City of Espoo, Turku University of Applied Sciences, City of Turku, Tampere University of Applied Sciences, City of Tampere, Oulu University of Applied Sciences and City of Oulu.

3. Object of procurement

We are calling for tenders for an internationalisation programme for companies in the field of EdTech (educational technology) in the San Francisco Bay area and Silicon Valley.

Approximately eight to ten Finnish EdTech companies focusing on the K12 market will be selected to participate. The client shall select the companies for participation and manage the marketing of the trip in Finland along with signing up. The programme of the internationalisation trip must be drafted for the specific target group of EdTech companies.

In addition to this, we are calling for tenders for a trip intended for ten public sector employees. The participants work for the most part for the Smart Learning Environments for the Future project, and their core task is to promote the PPP (public private partnership) model. Approximately ten people will participate in this trip, which would partially have the same content as the corporate trip with regard to visits, the evening programme and other networking events.

The goal of the internationalisation programme is to promote the business opportunities of the companies:

- learn more about the target market area and identify new business opportunities
- understand the demands of the competition in the market in question from the point of view of EdTech companies
- create contacts with local decision-makers, customers, investors and other potential partners
- introduce the Finnish EdTech product offering
- increase awareness of the business environment and business culture of the target area and any legislative changes in the area.



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The purpose of the personnel study trip is to increase awareness for example in the following areas:

- increase personnel knowledge of the target market area
- learn more about the local innovation culture, decision-making and administration processes in terms of innovations and entrepreneurship, as well as developing testbeds in the field of education
- learn more about the operators in the area and generate contacts for future collaboration
- learn more about new EdTech solutions.

The internationalisation trip should include:

A five-day (Mon–Fri) programme for Finnish EdTech companies and public sector employees between 30 September and 4 October 2019. The total number of people in the group is approximately 20. The programme should include:

- five full days of programme, three of which should be combined with the TechCrunch Disrupt SF event (<https://techcrunch.com/events/disrupt-sf-2019/>)
- learning more about the market area (shared events for companies and personnel)
 - meetings with experts
 - mapping the market area through information bulletins, meetings or relevant visits
- creating contacts (both participant groups, where applicable)
 - evening events with the purpose of creating contacts
 - utilising the simultaneous TechCrunch Disrupt SF event to generate contacts and set up meetings with investors
 - utilising the Finnish and Nordic operators in the area, and mapping the services that the companies may utilise going forward
- meetings with experts (shared or separate for participant groups, where applicable)
- visits to relevant sites unique to Finns (companies, scientific institutions or other similar operators) (shared outings with project personnel and companies)
- setting up investor meetings (companies)
 - including visiting various accelerators
- familiarising project personnel with local innovation culture, testbeds and decision-making from the point of view of EdTech
- participating in the preliminary meeting organised prior to the trip and planning the meeting together with the client. The meeting is held online (via Skype).

4. Tender procedure and communications

The call for tenders has been sent directly to known suppliers. The estimated value of the tender does not exceed the national threshold value for public procurement (EUR 60,000) specified in the Act on Public Procurement and Concession Contracts. The client reserves the right to reject all offers.

5. Providing the tender price

The tender price must be provided in euros without value-added tax and with value-added tax. You can submit the tender in either Finnish or English.



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Instructions on submitting the tender

a. Information provided for the purpose of comparing tenders

The tenderer must attach the following information to their tender to enable comparisons between tenders.

Tenderer references:

- Proof of the operator's excellent networks in the target market, this may include programmes of previously organised trips or links to event pages. A brief description of the operator and the human resources / team responsible for the organisation of the programme.

A description of the itinerary:

- A draft of the programme for companies and project personnel incorporating the content mentioned in this call for tenders.

Price:

- the cost and organisation of any meals organised during the programme must be included in the tender
- organising an evening event for networking purposes: premises, refreshments and invitations to locals must be included in the tender (one evening event)
- any meetings, visits and events included in the programme must be included in the tender
- the price of the trip must be given per person and in euros. Estimated size of the group: twenty people.
- participation in the TechCrunch event (the Startup Alley Exhibitor Package and stands under the Finnish brand for companies and Student & Government / Non Profit Innovator Passes for project personnel). The coordination of building the stands must be covered by the tender. Further details will be agreed together with the client
- cost for any additional participants (price per person)
- roundtrips to the target area from Finland and accommodation are not included in the tender.
- In addition to this, a cost estimate of all of the transportation during the trip, including all transportation on site, is requested (including transportation to and from the airport). This cost estimate is not included in the tender.

8. Tender comparison

The procurement decision is based on the economic value. The assessment criteria and weighting are as follows:

- tenderer references, contacts and experience with organising similar programmes – 40%
- initial description of the programme, programme attractiveness in terms of the companies – 30%
- price without value-added tax – 30%



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9. Partial tenders

This procurement does not permit partial tenders. The tenderer may, however, offer some of the work as subcontracted services. The tenderer is liable for the work of the subcontractor as if it were its own.

10. Tender period of validity

The tenders must be valid until June 30, 2019.

11. Submitting tenders

Tenders must be received **by May 22, 2019 at 12 (UTC +2)**. Any late additions are excluded from the tendering process.

The tenders must be submitted as PDF files via e-mail to: anna.rantapero-laine@hel.fi.

The subject field of the e-mail must read: "Internationalisation trip to Silicon Valley". Any trade secrets must be marked confidential. The message must also include the contact details of the contact person of the tenderer.

More information

Any further questions concerning the procurement:

Project Manager Anna Rantapero-Laine, anna.rantapero-laine@hel.fi or

Project Coordinator Hanne Laasonen, hanne.laasonen@hel.fi.

Background:

One of the goals of the Six City: The Smart Learning Environments for the Future project is to promote the development of user-oriented learning environments (the whole city as a learning environment in addition to schools). Tangible development projects are piloted and user-oriented experiments are organised during the project for companies to use for the development of their products in genuine environments together with end-users. The project, which lasts until the end of April in 2020, has received funding from the European Regional Development Fund and is part of the Six City strategy.

Further information on the project: www.oppimisenuusiaika.fi