



EU-Japan Centre for Industrial Cooperation

Call for proposal to outsource a study to “research and identify European Industrial Technologies of high cooperation and business potential with Japan”

Terms of Reference

Preliminary remarks:

- (1) The "Centre" refers to the EU-Japan Centre for Industrial Cooperation, Tokyo, Japan;
- (2) The "Consultant" refers to the external organization - legally independent from the EU-Japan Centre for Industrial Cooperation - whose services are requested by the EU-Japan Centre for Industrial Cooperation under the framework of this call for proposal;
- (3) The “Outsourced Project” refers to the study to “research and identify European Industrial Technologies of high cooperation and business potential with Japan”;
- (4) This proposal has 7 pages.

A) Submission of proposals

Interested parties are required to submit a written proposal to the **call for proposal to outsource a study to “research and identify European Industrial Technologies of high cooperation and business potential with Japan”**. To be valid, all written proposals must arrive at the Centre by e-mail, or post no later than **Friday 1 July 2016 17h30**, Tokyo local time.

Contact:

Attn: EU Side General Manager

EU-Japan Centre for Industrial Cooperation

Shirokane-Takanawa Station bldg 4F, 1-27-6 Shirokane, Minato-ku, Tokyo 108-0072

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Important notes:

- (1) **Size limitation on e-mail attachments:** all files and proposals attached by e-mail must be smaller than 5 Mega Bytes in total cumulative size (obtained by adding the sizes of all file attachments) – contact the Centre beforehand if you plan to send files with total cumulative size exceeding 5 Mega Bytes.
- (2) **Acknowledgment of receipt:** all submitted proposals will be returned by an acknowledgement of receipt from the Centre for validation purposes. All applicants who have sent their proposals by e-mail must **promptly confirm their sending** by calling the Centre at +81 (0)3 6408-0281 (attn: Mr Mura or Mr Jora).

B) Objective and expected approach

The Outsourced Project described in this call is intended to support and complement the policy exchange in the framework of the EU-Japan Industrial Dialogue - “Cooperation on Industrial Technologies” with a business driven perspective focusing on EU and Japan technology licensing, transfer and cooperation, technological and regulatory cooperation through the identification of Industrial Technologies developed in the European Union with lower international exposure, which have the potential to become strong candidates for future partnering, transfer or licensing with Japan.

The Outsourced Project shall also document the process undertaken by the Consultant to research and identify EU Industrial Technologies with lower international exposure, and clearly justify why these technologies could fulfill a gap in partnering, transfer or licensing opportunities in and with Japan. The final deliverable, which is a Detailed Written Report, will include a comprehensive summary of the selected technologies describing each technologies’ range of potential applications through interview-based and clearly documented identification and assessment metrics which justify the selection procedure.

The identification of relevant industrial technologies of interest for this study shall be carried out without any limitation to the business areas impacted by eligible technologies, so as to maximize the initial coverage and diversity of available areas of future cooperation.

The geographical scope of research shall specifically cover all EU Member States, **with a shortlist of at least 3 technologies of interest selected from each Member State, while providing particular focus on areas such as Central-Eastern and Southern Europe which are currently less exposed in the context of technology transfer to Japan.** Identified technologies do not need to be segment specific, but should fall in the range of R&D to early commercialization stages.

C) Description of tasks and expected deliverables

Definition of “eligible” industrial technologies for the scope of the Outsourced Project:

The output of the research will offer a panorama of selected Industrial Technologies developed in the European Union, described as eligible for this project in the sense that:

- a) they have generally-speaking relatively lower levels of international exposure;
- b) at the time of the research, there is no evidence to show that these technologies have been widely exposed in and within Japan through the usual channels of technology transfer, licensing and/or collaborative R&D cooperation;
- c) the study will research and document evidence that there is a potential demand gap in and within Japan for future technology transfer.

The Outsourced Project is expected to produce **1 main deliverable in the form of a Detailed Written Report which will include:**

- a mapping of eligible Industrial Technologies (eligible as previously defined in the first paragraph of section C) “**Description of tasks and expected deliverables**”) developed by EU Member States which have the potential to generate demand for technology transfer with Japan (the Consultant shall demonstrate the eligibility for each of these technologies by confirming that they fulfil – to a reasonably satisfactory level - the criteria listed under the definition proposed in the first paragraph of section C));

- a procedure which establishes a priority list in the mapping of eligible Industrial Technologies according to multiple identification metrics commonly used in IP valuation, Management of Technology (Roadmaps, Technology Readiness Levels) / technology transfer (the list of proposed identification metrics shall be proposed in preliminary discussion together with the Centre ahead of executing the listing);

- a complete and precise description of the top 3 Industrial Technologies, selected from of the priority list for each EU Member State, with a clearly documented justification for the final selection looking at qualitative and quantitative analyses of a) a precise assessment of the potential to match demand gaps in Japan (which implies a certain understanding of Japan’s stage of development in the selected Industrial Technologies); b) possible drivers and barriers arising from the current EU-Japan trade, regulatory, investment, RTD, innovation and technology cooperation contexts; c) suggestions on possible enabling (internal and external) factors of future cooperation frameworks for these Industrial Technologies, taking advantage of existing policy frameworks developed by the EU and/or Japan aimed at strengthening technology cooperation.

The Detailed Written Report shall outline recommendations for concrete follow-up actions of future cooperation as possible outcomes after the Outsourced Project.

The Detailed Written Report shall pay particular attention to identify the specific roles which European and/or Japanese Small and Medium-sized Enterprises (SMEs) could play in the development of the selected Industrial Technologies with the aim of reinforcing technology cooperation.

Wherever relevant, European Experts directly involved in the development of eligible and selected Industrial Technologies shall be listed in the annexes of the Report, in view of potentially having a consultative role in any future cooperation which may arise.

Relevant stakeholders, including public authorities, industry representatives, stakeholders from academia, IP, and technology transfer, managers, engineers and other technical experts should be involved in the analysis through interviews and surveys and invited to provide feedback.

The available budget under this call is a maximum equivalent of 24,000 EUR.

The expected duration of the project is 5 months from the time of signature of the contract with the selected Consultant. The estimated start date of the project is in the first half of July 2016 until the first half of December 2016.

D) Required reporting and documentation to produce

An interim written report shall be submitted to the Centre, which presents the first data collection results including the progress in identifying European experts on technologies of interest, to be submitted no later than 3 months after contract start. The Centre may deliver comments, requests for quality improvements and requests for corrections within 2 weeks after receipt of the interim written report (if not: implicit approval).

A final written report will be submitted to the Centre, which takes into account the Centre's comments, requests for quality improvements and requests for corrections on the interim written report. The report should contain an executive summary presenting the methods used, key findings and policy recommendations. The report shall also include an annex with reference documents and analyses as well as the growing list of identified experts who agreed to be part of an ad hoc expert working group to back up and play an advisory role to the authorities.

The final written report shall be submitted to the Centre no later than five months after the signature of the contract with the selected Consultant. Additional comments may be posted by the Centre within 2 weeks thereafter (if not: implicit approval). In case of request for quality improvements or requests for corrections on the final written report, the Consultant will submit a modified final report within 2 weeks after the receipt of feedback from the Centre.

All the data collected under this contract, as well as all the summaries, analyses and findings, will be property of the Centre and must be handed over in the agreed format.

E) Application and selection process

Proposals must be presented to the Centre in 4 separate sections:

Section 1: presentation of the applicant, which must contain administrative information.

Section 2: documented evidence relating to the pre-selection criteria, as described in the paragraph "I) Pre-selection criteria".

Section 3: a technical proposal which shows how the Consultant plans to address technical specifications and fulfill the award criteria, as described in the requirements under the paragraph "F) Technical Proposal" below.

Section 4: a financial proposal, which shall include fees for:

- 1) Research, Planning, preparation and draft of the report;
- 2) Work for putting together a documented list of private European and Japanese experts;
- 3) Fees for management and consulting (if relevant);

Fees can be quoted either in Japanese Yen (JPY) or in Euro (EUR).

F) Technical Proposal

Applicants must include in their proposals a technical proposal addressing in detail all aspects highlighted in the specifications set out in the presentation of the Outsourced Project. The technical proposal must respond to these specifications and provide, as a minimum, all the information needed for the purpose of awarding the contract. The technical specifications and the applicant's proposal shall be integral parts of the contract and will constitute annexes to the contract.

G) Assessment and award of contract

The assessment will be based on the quality of the information provided by the applicant. For the assessment of proposals an evaluation committee will be set up with the representatives of the Centre, experts from the European Commission and potentially other independent experts who will be identified in the course of the project. The evaluation will also act as advisory committee throughout the execution of the contract, in order to review the progress of the Outsourced Project.

H) Clause of suspension

The Centre reserves the rights to suspend the contract for the Outsourced Project at any moment, after the first interim report, if the results of the interim reports are considered to be unsatisfactory and if no sufficient and consistent countermeasures have been taken by the Consultant to improve the report as requested in paragraph "D) Required reporting and documentation to produce".

I) Pre-selection criteria

1. Financial and economic capacity

1.1 Applicants must demonstrate sufficient economic and financial capacity to guarantee continuous and satisfactory performance throughout the envisaged lifetime of the contract.

2. Technical and Professional Capacity

2.1 Applicants must have a minimum of 5 years of research and/or practical experience in the areas of IP valuation, management of technology, analysis and consulting in technology transfer, and shall demonstrate that they possess prior experience in doing business with/in Japan or engagement in Japan related projects.

Applicants based in Europe should have a reliable Japanese partner for the execution of certain parts of the Outsourced Project.

2.2 Applicants are expected to possess perfect command of English as a working language and excellent drafting skills in English, since most of the research and interviews are expected to be carried out in the EU.

2.3 Applicants must show that they possess a high degree of reliability in terms of human and technical resources and quality control. Applicants' ability to perform services will be assessed in particular with regard to their know-how, efficiency, experience and reliability in past projects of similar scope and size. Applicants who submit a proposal will have to supply documented evidence of their technical ability and professional capacity on the basis of the following documents:

- a) Curriculum Vitae which present educational and professional qualifications of the applicant's management and staff and eventual contractor, in particular, staff who will be responsible for providing the services or carrying out the tasks within the Outsourced Project. Applicants shall submit the Curriculum Vitae of each staff expected to be involved in the execution of the tasks foreseen in the Call for Proposal, where the breakdown of tasks and the precise contractual link with the applicant will also need to be described.
- b) A list of the principal services provided in the past 5 years.
- c) A description of the measures employed to ensure the quality of supplies and services, including a description of the Applicant's research and consulting experience.
- d) If relevant, an indication of the proportion of the contract which the applicant may intend to subcontract.

N.B.: applicants who do not meet all basic pre-selection criteria as requested in paragraph "I) Pre-selection criteria" will not be assessed for the award criteria.

J) Award Criteria

Proposals from applicants will be assessed using the criteria in the following table

Assessment criterion	Weight
Demonstrated understanding of the services to be performed and the general approach to the work to be performed reflected in the proposal	10 points
Overall quality and coherence of the proposed methodology	30 points
Quality and experience of the proposed expert team in charge of implementing the project	30 points
Overall quality and coherence of the proposal, including efficient and appropriate allocation of resources, composition of the project team, in particular with a view to respecting the time frame	30 points
Total	100 points

The Outsourced Project will be awarded to the most comprehensive, feasible and cost effective proposal on the basis of the ratio between the total points scored in the award criteria and the fee of the proposal.

K) Payment terms

Payment will be based on the Consultant's ability to successfully meet the needs and expectations of the Centre in the framework of this call for proposal, particularly on the execution of the deliverables as listed in paragraph "C) Description of tasks and expected deliverables".

Payment will be done in the following way:

- _ 50% at the signature of the contract with the Consultant;
- _ 50% after the successful completion of deliverables, based on submission of the required Detailed Written Report as described in paragraph "C) Description of tasks and expected deliverables".

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