



TEUH – The European-Ukrainian Hub

Announcement of the desired purchase

General information

Title of the announcement: TEUH - The European-Ukrainian Hub - Incubators

Advertiser: TEUH - The European-Ukrainian Hub, IVÆKST ApS, Alhambravej 3, 1826 Frederiksberg C

Date: 12.01.2024

Deadline: 26.01.2024 at. 12.00 noon

Contact person / information:

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Please submit all questions in writing for the sake of documentation.

TEUH - The European Ukrainian Hub is a national entrepreneur project running from December 2023- July 2024. Through this period of time, the goal is to educate and improve the entrepreneurial skills of more than 1.000 Ukrainians residing in Denmark.

The task:

We TEUH - The European-Ukrainian Hub are looking for a collaboration partner to perform one, multiple or all of 8 incubators each with 10 workshops (80 workshops in total) across Denmark for potential Ukrainian entrepreneurs. All 8 incubators must be completed by 30/6 2024 at the latest.

The content of the course/incubator must be based on the following: Entrepreneurship, how do you build a sustainable business, validation of a business idea, business strategy, sales and customer service, financing, marketing, branding accounting and taxation for entrepreneurship or entrepreneurship for a specific industry. The topics are not fixed, but can be put together based on experience from previous courses.

Each incubator can evolve around a specific main topic or a specific industry.

Topics can include:

1. Business Start.
2. Marketing in Denmark.
3. Accounting for entrepreneurs in Denmark.
4. Developing your business to a new level.
5. Import\export (business in EU).

Industries can include: (the features of an industry in Denmark, licences, permissions, peculiarities of marketing in Denmark, as well as how the whole industry works, what are the options and how to get experience within those industries in Denmark to get insights):

1. Food industry
2. IT and tech companies
3. Beauty industry
4. Building and construction
5. Culture and artists

The topics are not fixed, but can be put together based on experience from previous courses. We are also open to suggestions.

The course is organized by TEUH - The European-Ukrainian Hub. The Incubators must be able to be performed across the entirety of Denmark with partial physical attendance or virtually.

It is a requirement that suppliers can develop, organize, and run workshops on the basis of high professional skills and teaching experience. This includes the ability to produce quality content that creates high returns for the target group (Ukrainian entrepreneurs in Denmark) based on concrete tools, tips, and content. In addition, it is positively weighted that the teaching is tied together across workshops and can create a coherent learning experience and retention of course participants. It is likely that courses of the same type will be held in several places in Denmark, and it must be clear from the supplier's offer how it may affect delivery.

The target group is Ukrainian refugees residing in Denmark. The project's main purpose is for the target group to acquire skills and knowledge that can help them start a business in Denmark or Ukraine.

The course must contribute to creating:

- *Growth and employment - The effort must give Ukrainians the opportunity to acquire skills to create growth and employment while they reside/stay in Denmark. Through their professional activity, turnover, jobs and growth must be created as a consequence.*

Overall, each incubator must be able to engage at least 15 entrepreneurs. The individual workshops must be held in continuation of each other, and there must be a common thread between them. There is a great deal of freedom to structure the process as the supplier sees fit. The ordering party assists the supplier with inspiration and teaching materials from previously held workshops. The individual workshops must be conducted on evenings and weekends to accommodate the target group. It is very likely that several courses must be running at the same time. We expect an overview that explains how the course is practically and logistically feasible. There are no requirements for the length of the individual workshops, but we expect that a participant who completes a course will have an average hourly consumption of 25 hours incl. preparation and any homework. The supplier must therefore explain how the participants are expected to spend their time up to a minimum of 30 hours.

The courses should mainly be facilitated in English, but can also be facilitated in Ukrainian. The offer should clearly state which language the course will be facilitated in, or if it can be facilitated in both languages.

The program for the course must include a mixture of professional input and practical exercises, where the individual entrepreneur can put their own project in focus. It is important for the entrepreneurs' experience that they are met at eye level and that they get the opportunity to put their individual projects in focus through the work at the individual workshops as well as any planned homework.

In the process of recruiting participants for the course, we expect the supplier to provide input for marketing material and help share on its own channels aimed at the target group, where this may be relevant. We expect the supplier to create a 1-minute video in which they talk about the course, 2 promoting posts on social media, and 1 feedback post on social media as well. This will be agreed in detail with the selected supplier.

The offer must include one overall price for the amount of incubators the supplier wishes to conduct. The price must include all costs associated with the development, organization and conducting of the courses - e.g. preparation time, driving, transport, materials, diets etc. It must be clearly stated in the offer what is expected of costs in connection with teaching and what is expected of costs for transport, meals, and accommodation. It is permitted to indicate a differentiated price or differentiated solution proposal per region and for an online course (Copenhagen area, Zealand, Funen, South Jutland, Central Jutland and North Jutland). In addition to the registered participants, there must be room for employees from the contracting authority.

If the course and the collaboration are successful, there will be the possibility of performing repeated courses within the project period. Courses must be able to be completed throughout the country as well as online, and if this is not possible, then this must be clearly stated in the offer.

1. Task description

If you can handle the entire task and cover all topics, the partner must:

- Conduct 1-8 incubators of 10 workshops (80 in total) from early February 2024 until 30/6 2024.
- Overall, each course must be able to accommodate a minimum of 15 participating entrepreneurs as well as any representatives of the ordering party.
- Describe the content of the course and the content of the individual workshops.
- Ensure a common thread in the course, so that the participants experience a development through the course.
- Facilitate the individual workshops in such a way that the entrepreneurs can work practically with their idea.
- Actively participate in marketing efforts of the offer.

2. General requirements for all Incubators:

- Workshops must be a mixture of professional inputs, presentations and practical exercises.
- Workshops must be facilitated in such a way that they retain the participants throughout the course.
- Emphasis must be placed on the participants acquiring skills that can be converted into their own business or its development.

- The supplier must provide a certificate/diploma to the participants with our logo added on it.
- Workshops must end with suggestions and references to the participants for further insights within the given topic and/or advice on next steps.
- Workshops must provide the participants with suggestions for literature, articles, websites, social media etc., which can be useful in their further work in developing their business ideas.
- Workshops must inform where the entrepreneurs can find help from both public and private advisers.
- Workshops are expected to be held during the evening, and potentially on weekends which is why the supplier should be able to show flexibility for this.
- It is expected that the suppliers can give the participants access to relevant material and information via a suitable digital platform, as well as make all material available to TEUH - The European-Ukrainian Hub.
- the supplier must provide the information about the speakers on each workshop, the slides or other materials, proving of workshops being held and being open to workshops being recorded.
- For activities that are carried out in whole or in part virtually, the supplier must show experience with performing workshops online, as well as ensure that the technical setup can carry out the task in a professional manner.
- The supplier must provide professional equipment (computer, microphone, camera, etc.) for online activities.
- The ordering party makes Zoom available for performing an online workshop.
- A coordinating meeting will be held with the selected supplier, where the final details and any adaptations are agreed upon in more detail.
- During the process, the selected supplier must help to identify the 5-10 most promising participants and pass on who these are to TEUH - The European-Ukrainian Hub.
- The supplier is committed to an iterative process with continuous quality assurance based on feedback and possibly adjustment based on user evaluations.

The service must include active and polite communication with the workshop/course participants, including inviting them to the following workshops if there are several of them, reminding about and reviewing homework, inspiring participants to leave feedback in SoMe about the workshop.

Please note that it is not possible to become a supplier to TEUH - The European-Ukrainian Hub if you are a current or former participant in TEUH - The European-Ukrainian Hub.

3. Offer specification

The offer must be sent to andreas@ivaekst.com and include CVR no. The offer must be dated and signed.

The offer to TEUH - The European-Ukrainian Hub should amount to approx. 2-5 pages and specify:

- Price for performing 1-8 incubators incl. preparation, transport, meals, accommodation and materials. As well as the price for repeating the course. The price must be all-inclusive, as there will be no possibility of reimbursing expenses outside of the delivery.
- Contact person(s) regarding the course. Name, organization and e-mail address should be specified here.

- Description of the contact person(s) who will carry out the task.
- Description of the overall content of the course(s).
- Description of the specific entrepreneur target group, if this is desired to be described in more detail than the general framework.
- Confirm whether the supplier wants to let the offer apply to later processes, even if you do not initially win the task. This can come into effect, among other things, if the project assesses that there is a need for more suppliers to solve the task nationally or several processes. The task and offer price must be unchanged.

The total budget for the task of 8 incubators is up to DKK 360,000 DKK excl. VAT. or 45,000 DKK pr. Incubator excl. VAT. Price for any repetition of a course with 10 workshops must also be stated in the offer in order for the supplier to be offered the execution of several similar courses in the future.

The payment is due 30 days after the end of the full course.

In the selection phase, an assessment is made of the individual tenderer's general suitability in relation to the requested task. The assessment is made on the basis of the evaluation criteria below.

The evaluation criteria and their weighting are as follows:

- Price: 20%

The tenderer is asked to specify the price based on:

- Organisation/preparation (incl. coordination with TEUH - The European-Ukrainian Hub) and development of teaching material.
- Implementation of teaching.
- External costs associated with settlement (e.g. transport, diets, overnight stays, printing etc.).

- Quality: 80%

Quality is assessed based on the following 4 criteria, of which the overall offer must give a clear picture:

- The concept and structure of the course(s).
- Professional competences in relation to the theme of the course.
- Experience and skills in relation to teaching and facilitation.
- Understanding of and experience with the course's target group.

IVÆKST ApS reserves the right not to choose one of the offers received if no offer is deemed to be able to perform the task satisfactorily. In that case, the project assesses whether the task is advertised again or not carried out.