

Building Skills for Climate Change: Low-Carbon Training Program Request for Proposals (RFP) – Communications Consultant

Issued: February 7, 2023

Due: March 17, 2023

Submit Proposals to:

Project Development and Research team, CAGBC

Please respond to projects@cagbc.org with any questions or concerns. Where no notice is given, all information contained herein is copyright by the Canada Green Building Council (CAGBC).

Submission Details

All submissions responding to this request for proposal (RFP) must be submitted by email to projects@cagbc.org no later than March 14, 2023, at 5:00 pm Eastern Time.

Submission questions

Any questions or clarifications required by applicants can be submitted until March 10th, at 5:00 p.m. Eastern. All questions and answers will be shared, by email, to all participants who have submitted questions or requested receipt of questions and answers.

Questions can be addressed to:

Laura Strikwerda

Acting Director, Project Development and Research

Email: projects@cagbc.org

Project Overview

The Canadian building sector has changed significantly over the past several decades, due to the increasingly important need to decrease its ecological, human, and financial impacts. To meet the building sector's climate goals, including reaching net-zero carbon emissions, we need to invest in a strong workforce trained in low-carbon building skills. Today, the building sector workforce is not adequately equipped to deliver the scale and scope of green building construction and retrofit required to meet Canada's greenhouse gas reduction targets.

To address this challenge, CAGBC and multiple partner organizations will develop and deliver the Low-Carbon Training Program, focused a low-carbon building curriculum to be incorporated into the training and reskilling of existing professionals engaged in the design, construction, and operation of buildings. The target audience includes large building owners, architects, engineers, general contractors, construction companies and building operators, with a particular focus on individuals early in their career through to mid-career (i.e., aged 20 - 40).

The Low-Carbon Training Program will include the following outputs:

- A collaborative curriculum development process to facilitate the creation of training for building professionals, especially professionals who are members of equity-deserving groups.
- Five core online, on-demand modules about key elements of low-carbon buildings including the following topics:
 - Transition planning
 - Environment, Social and Governance (ESG)
 - Integrated Design Processes
 - Life Cycle Assessment
 - Energy Modelling and Management
- The training of trainers to deliver core low-carbon concepts and equity, diversity and inclusion principles for program delivery partners; and,
- Specialized educational content on low-carbon building for key professions in the building sector.

Purpose

CAGBC invites proposals from qualified firms or individuals to develop the communications plan and campaign supporting the Low-Carbon Training Program. The

primary role of the consultant is to create a communications plan and supporting campaign designed to drive participation in the project's resulting training programs.

Project Scope & Stages

The following section details the project stages. Please align your budget submission to these stages and activities. Should you feel critical activities are missing, please detail them in your approach and budget analysis.

Target Audience:

- Owners of large buildings and/or portfolios
- Architects
- Engineers
- General contractors
- Construction companies
- Building operators

Target Regions:

- Canada-wide, with a focus on:
 - Alberta
 - British Columbia
 - Ontario

Please note:

- CAGBC has partners to aid in reaching many of these key audiences.
- All project communications outputs must be available in both French and English.

Stage 1: Develop a comprehensive communications plan to support the project.

- The proponent will support CAGBC by developing a communications plan in consultation with CAGBC and project partners.
- Timeframe for development: March 2023 – May 2023

- Tasks for proponent:
 - Develop a comprehensive set of recommendations on communications strategies to reach and influence the target audiences, including:
 - Identifying barriers and how to overcome them to reach the target audiences.
 - Outreach strategies to best engage partners and other potential allies.
 - Create a messaging framework targeting key audiences and highlighting the benefits of the program.
 - Provide a breakdown of recommended key performance indicators to manage the health of the campaign.
 - Create a timeline for development of assets aligned with campaign execution.

Stage II: Develop the communications campaign brand and strategy

- The proponent will support CAGBC in developing a communications campaign to reach the target audience.
- Timeframe: March 2023 - June 2023
- Tasks for proponent:
 - Building on the communications plan and working with CAGBC, develop a creative campaign to effectively brand the program, communicate the project messages and drive participation in the program.
 - Develop campaign assets needed to support the campaign to be used by CAGBC and program partners (may require customization)
 - Develop the timeline to release campaign assets to maintain market presence throughout the campaign, June 2023 – Feb 2024.
 - Work with the project team to effectively disseminate campaign assets to professional audiences. The strategy for dissemination should include, at minimum, the following:
 - Earned Media: Earned media should play an important role in marketing by leveraging media relations to increase program visibility.
 - Paid Media: The strategy for paid media should seek to make use of the lowest cost and highest impact strategies to reach the target audiences.
 - Microsite: The outreach strategies must be incorporated on a user-friendly comprehensive informational microsite, with a strategy to

ensure regularly updated content, resources and engagement opportunities. The site should provide a centralized location for content and direct participants to relevant partners based on training topic.

- Digital marketing: The strategy may include utilization of social networking and other new media outlets as well as online advertising to drive awareness. Note the program will not have its own social media presence, but can leverage CAGBC, its partners and the Workforce 2030 brand.

Stage III: Execution of the communications campaign

- The proponent will support CAGBC in execution of the communications campaign based on the communications strategy.
- Timeframe: June 2023 – February 2024
- Tasks for the proponent:
 - Purchase and placement of any paid media.
 - Outreach and placement of earned media spots.
 - Production of bilingual materials.
 - Coordination with partners and vendors relating to the campaign.
 - Ensuring deadlines for production and publication are met.
 - Regular reports on campaign KPIs and recommendations to improve performance.

Requirements of Proponent

The expected minimum level of skills, knowledge, and/or abilities of the proponent include:

- Experience in communications and marketing, with a focus on professional audiences.
- Bilingual capabilities.
- Experience developing and executing successful communications campaigns, especially those related to education, trades and professional audiences.
- Knowledge of communications strategies focused on reaching diverse groups.
- Strong media relationships, with a focus on professional trades.
- Experience working with executives and high-level staff, and multiple stakeholders.

- Understanding of CAGBC mission of supporting the building sector's transition to green buildings.

Assumptions and Constraints

CAGBC Commitments

CAGBC will provide:

- A detailed project work plan, of which the communications campaign is a significant portion.
- Requirements for the communications plan and campaign.
- A network of relevant organizations who have agreed to share content related to the project.

The consultant will engage with:

- CAGBC project management team, including the Corporate Communications and Marketing team.
- Project partners.

Terms and conditions

- Consultants will be retained using CAGBC's master consulting agreement.
- Consultants will need to abide by terms and conditions of a primary funding agreement for this project.
- All information, recommendations and reports will become the exclusive property of CAGBC. Consultants should be prepared to license materials used and created during the agreement to CAGBC.
- The CAGBC is not bound to choose any of the submitted applicants.
- Key factors of success include on-time delivery, on budget delivery, responsiveness and approval of quality of work from CAGBC senior management.

Key dates

Selection process timeline and key activity dates are estimated as:

CAGBC reserves the right to adjust these dates at its sole discretion.

- Requests for proposals submitted – February 7, 2023
- Question period ends – March 10, 2023, 5 pm ET
- Responses due – March 17, 2023, 5 pm ET
- Evaluation of responses and Finalization of proponent – March 27, 2023
- Planned contract award date – April 3, 2023

Project milestones:

Meeting with CAGBC project staff and on or before **April 7, 2023**
project briefing

Communications campaign development **April – June 2023**

Communications campaign
implementation –

Outreach and Marketing for on demand **June 2023- March 2024**
core content

Outreach and Marketing for specialized **July 2023 – March 2024**
content training with project partners

Selection and Evaluation Criteria

The final proponent selection will be made based on a balance of criteria including expertise, experience, and cost.

Proponents will include in no more than 10 pages plus any specific appendices as a PDF:

1. Executive summary (1 pg max)
2. An overview of the proponent (1 pg max).
3. Outline your unique approach to the work, including team, proposed meetings, and additional resources (3 pgs max)

4. Provide an overview of how you will meet the RFP objectives, including any deliverables or inputs from CAGBC required and detail your experience with similar work. (3 pgs max)
 - a. Outline how you will achieve each of the stages of the project.
 - b. Include a timeline to complete the work including milestones for necessary signoff.
5. Provide a detailed quote that matches the stages of the project scope. (2 pgs max)
 - a. For each phase, detail hours, fees and cost, and total cost per phase.
6. In an appendix, provide:
 - a. Three (3) professional references, email and phone numbers, from past clients on similar projects.
 - b. Two (2) examples of relevant past work, such as a completed communications campaign and websites developed.
 - c. The CV of the proponent, or multiple CVs if multiple team members will provide services.

Proposal Evaluation Criteria

CAGBC will evaluate all submissions using the following weighted system:

1. Executive Summary (5%)
 - a. Proponent introduction
 - b. Appropriate references (provide three)
 - c. Demonstration of excellent customer service and project management
2. Qualifications (20%)
 - a. Considerable direct expertise with similar projects
 - b. Samples of work
 - c. Appropriate staffing resources
 - d. Demonstrated ability to perform stated project at the highest level
3. Functional Approach (30%)
 - a. Proposed methodology and process
 - b. Proposed schedule
 - c. Ability to meet and achieve project requirements
4. Project Cost (45%)
 - a. Cost of services with details as to the method and basis of compensation (see note above on details to include)
 - b. Breakdown of overall cost