

Request for Proposals

Centralized Information Hub: Green Economy



RFP Release Date: January 23, 2025
Proposal Due Date: February 6, 2025

Background

Newfoundland and Labrador (NL) is expecting significant growth in its green economy (i.e., clean energy, energy efficiency retrofits, critical minerals, circular economy, etc.). Findings from various research initiatives undertaken have pointed to a need to educate and create greater awareness within NL about the opportunities before it. The need for education and awareness has been identified as a key action in the attraction and retention of the workforce required to support and realize green economy opportunities in the province.

Objective

The objective of this scope of work is to create a centralized hub (i.e., website) where important information about NL's green economy can reside and be accessed by Nlers who are interested to learn more about emerging areas of development and consider careers within them.

Scope of Work

To accomplish these objectives, the scope of work will include:

1. The development of a brand for the centralized information hub. The brand will be a subset of *econext's* activities and include a name and visuals which will serve to inform the design and development of a website. It is expected that the brand will closely align with *econext's* visual style and be strongly influenced by areas of particular importance to NL's emerging green economy.
2. The design and development of a website which will serve as a centralized information hub for information pertaining to NL's green economy to help educate and create greater awareness about the opportunities in front of NL. The website will be designed using Wordpress architecture and done so in close collaboration with *econext* staff who will be updating it on a daily basis. It is anticipated that the website will include the following information:
 - a. Background information and context on NL's emerging green economy
 - b. Information for job seekers and those curious about work in NL's green economy, including:
 - i. Overview of the types of jobs expected to be in-demand
 - ii. Green jobs bank
 - iii. Career pathways
 - iv. Available training programs in NL
 - c. Latest NL green economy news / emerging global trends
 - d. Events calendar
 - e. Resources (i.e., research reports)

Note that the successful bidder will not be expected to compile content; content will be provided by *econext*. It will be the vendor's role to take this information and present it on a website in an aesthetically exciting manner.

The vendor will meet with the client on a bi-weekly basis to provide progress updates and to work with the client to address any barriers that arise. These meetings may take place in person or virtually, pending location, cost, schedules, etc.

Timelines and Budget

Respondents are expected to provide, within their submission, a detailed budget and timeline.

Timeline (anticipated):

1. RFP Release Date: January 23, 2025
2. Proposal Due Date: February 6, 2025
3. Project Kickoff: February 12, 2025
4. Project Completion: March 19, 2025

Vendors are expected to propose their own budget based on the scope outlined. The timeline for completion of this work is ambitious; proponents should be prepared to execute within the defined timeframe.

Evaluation Criteria

Submissions will be evaluated according to the following criteria:

- Knowledge and experience in relation to the work: demonstrated ability to meet expectations based on completion of similar projects and/or quality of previous works, including primary team member details.
- Understanding of the scope and objectives of the project: demonstrated comprehension of/adherence to the RFP.
- Proposed approach/workplan: including detailed timeline and project milestones.
- Identification of potential risks to achieving the project's objectives and mitigations/contingencies to address them.
- Knowledge of and experience working with or within Newfoundland and Labrador's green economy.
- Price: value of work proposed versus identified costs.

Proposal Submissions

The contracting organization for this RFP is *econext*. A single electronic document is sufficient for proposals. The proposal should be no longer than four (4) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

Supporting documentation may be appended. Suggested appendices include (1) brief descriptions of the respondent's company/relevant experience with similar projects, (2) a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format and sent to Ogaga Johnson, *econext's* Director of Workforce Development, via email at ogaga@econext.ca no later than 17h00 NST **February 6, 2025**. Questions from interested applicants can be directed to the same address. Any additional clarification or information provided will be posted to *econext's* website.

Terms and Conditions

- All proposals received will be considered strictly confidential;
- The lowest cost, or any proposal, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- Applicants must be a company or organization of legal entities validly incorporated or registered in Canada, with work being undertaken in Canada;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible; and
- *econext* reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.