

# Request For Proposals

---



## **Position:**

**Graphic and Web Designer**, Deep Energy Retrofits Canada.

## **Location:**

Fully remote.

## **Responses Due:**

Friday, September 23<sup>rd</sup>, 2022, at 1pm ET.

## **1.0 Introduction**

### **1.1 Overview & Background**

Green Communities Canada's Deep Energy Retrofits Canada Project will work with local community organisations to develop resources and strategies to hasten uptake of home energy retrofits in Canadian communities. This project aligns with national goals to reach net-zero emissions by 2050.

This project's three main goals are, as follows:

1. Home Energy Retrofits are Widespread
2. Home Energy Retrofits are Ambitious
3. Home Energy Retrofits are Equitable

The first goal seeks to boost the awareness around energy efficiency and conservation in communities across the nation through the dissemination of knowledge and communications. The second goal seeks to better inform the various stakeholders in the sector and promote deep energy savings and emissions reductions. The third goal seeks to increase participation in the sector by those in underserved and underrepresented groups.

To support the development of this important project, we have received funding from the McConnell Foundation, Peter Gilgan Foundation, and Trottier Family Foundation to develop a graphic brand and an online web platform.

### **1.1 Position Summary**

The consultant will (1) lead the creation of the new brand; (2) develop a limited number of promotional materials, as outlined in the activities and deliverables; (3) provide a template for the creation of future materials; (4) design the project's website; and (5) offer guidance on the use of the brand, and a training session for staff to support ongoing maintenance and updating of the website as well as use of the materials templates.

## **2.0 Scope and Objectives**

### **2.1 Scope of Project**

This position will begin in October 2022 and will end in February 2023.

## 2.2 Objectives

The objective of the branding and website development process is to develop a clear, attractive, and inclusive brand that reflects the diversity of stakeholders involved in and targeted by this project.

## 3.0 Activities, Deliverables, and Timelines

### 3.1 Timeline Table

| Activity   | Deliverables   | Timelines   |
|--|--|---|
| Develop the project's brand, consistent with GCC's brand   | <ul style="list-style-type: none"><li>Develop a logo, including monochrome variants.</li><li>Create additional vector brand devices (icons, contour elements, etc.) to build a cohesive look for materials development.</li></ul>  | October 2022  |
| Develop a limited number of promotional materials          | <ul style="list-style-type: none"><li>Using the branding elements, design:<ul style="list-style-type: none"><li>a) Infographics</li><li>b) Brochures and pamphlets</li><li>c) Factsheets</li></ul></li></ul>   | November 2022<br>- January 2023   |
| Design the project's website                               | <ul style="list-style-type: none"><li>Using the graphic branding elements, as well as text and content provided by project staff, develop a website landing page and up to 8 secondary pages. This will include interactive maps, interactive retrofit pathway tools, program/service directories, and a resource library.</li><li>The website will also include a 'members- only' page that will have resources and downloadable files available to partners.</li><li>The website will ideally be integrated into GCC's existing website or will connect to our main website in a seamless way.</li><li>The website will need to be bilingual with French content to be provided.</li></ul> | November 2022<br>- January 2023   |
| Provide a template for the development of future materials | <ul style="list-style-type: none"><li>Provide all existing promotional materials as Illustrator vectors, so that they can be manipulated in the future.</li><li>Provide guidance and suggestions on the use of the logo, and the vector brand devices in various applications.</li></ul>   | Files and guidance document to be provided upon completion of the contract. |
| Staff Training   | <ul style="list-style-type: none"><li>Offer a half-day staff training sessions on how to use and update the website and how to employ the brand elements to develop various graphics or materials for web or print.</li></ul>  | November 2022   |

### 3.2 Notes on Timelines

Work will be concentrated in winter 2022/2023. If you believe there is an opportunity to streamline the deliverables, please indicate this in your submission.

### 3.3 Reporting

This contract will be overseen by GCC's Executive Director. GCC's Energy Coordinator will be the primary contact.

## 4.0 Contact Process

### 4.1 Selection Criteria

The consultant will have the following qualifications:

- Experience working with non-profit partners
- Experience working with diverse sectoral partners and stakeholders
- Demonstrated excellence in material and website design
- Ability to work both independently and in a collaborative team environment

Additional requirements:

- The consultant must be able to use their own equipment
- Use of stock photos, graphics, or vectors require prior approval and appropriate permissions
- The materials produced are compliant with the Accessibility for Ontarians with Disabilities Act (AODA)

## 4.2 Schedule

- Selection announced → September 16<sup>th</sup>, 2022.
- First meeting to occur → September 19<sup>th</sup>, 2022.
- Contract to be completed → June 23<sup>rd</sup>, 2023.

## 5.0 Budget and Payment

### 5.1 Budget Allocations

The budget for this project cannot exceed \$10,000.00 (taxes inclusive). Expenses, including mileage, will not be covered unless agreed upon in advance.

### 5.2 Payment Schedule

Payment can be made in one lump sum at the end of the contract, or upon the completion of each deliverable (based on the amounts allocated in the consultant's proposal). Invoices should be made out to *Green Communities Canada* (reference: Deep Energy Retrofit project).

## 6.0 Proposal Requirements

Please include in the evaluation proposal:

1. Short introduction and proposal (1-2 pages, total), with the following sections outlined:
  - a. Briefly indicate qualifications and experience, as well as a summary of your approach (including key processes and considerations). This does not need to be lengthy.
  - b. Indicate any suggested changes to the activities, deliverables, or timelines.
2. Indicate estimated budget for each of the activities outlined in the RFP.
3. Provide attachments or links to works or websites for similar projects, or projects in your portfolio that you are proud of.
4. Supplementary / Optional Service: If you have the capacity to develop additional video assets that would enhance the project and website, please describe this in your proposal. Additional funds would be available for this work, if included.

Please submit your proposal by **1pm ET on September 23<sup>rd</sup>, 2022** by e-mail to Brianna Salmon, Executive Director, Green Communities Canada, at: [bsalmon@greencommunitiescanada.org](mailto:bsalmon@greencommunitiescanada.org).