



## Request for proposals: Equity, diversity, and inclusion training webinar for engineering professionals

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Date issued: September 1<sup>st</sup>, 2021

Interest Disclosure Deadline: September 7<sup>th</sup>, 2021

Proposal Submission Deadline: September 13<sup>th</sup>, 2021

Questions concerning this RFP should be directed to:

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Manager, Equity, Diversity, and Inclusion  
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613-232-2474 x 235  
(the "Contact Person")

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## 1 Statement of purpose

Engineers Canada is seeking proposals to produce an equity, diversity, and inclusion (EDI) training webinar for engineers, as described below and in sections 3.2 and 3.3 of this RFP (the “Project”). In particular, we are seeking entities (“Bidders”) who are able to:

- Produce a 1-hour training webinar (English and French) on EDI for engineering professionals based on the Webinar Outline developed by Engineers Canada (and explained more fully in section 3.3 (EDI Training Webinar Details)) that is compatible with the learning management system (“LMS”) hosted by Engineers and Geoscientists British Columbia.

The successful Bidder will report to the Manager, Equity, Diversity, and Inclusion, and the Equity, Diversity, and the Inclusion Training Task Force (“Task Force”) on the draft and final products. The expected Project completion date is December 31, 2021.

## 2 Background information

### 2.1 Engineers Canada background

Engineers Canada upholds the honour, integrity, and interests of the engineering profession by supporting consistent high standards in the regulation of engineering, encouraging the growth of the profession in Canada, and inspiring public confidence. For over 80 years, we have worked on behalf of the provincial and territorial engineering regulators that regulate engineering practice and license the country’s 300,000 members of the engineering profession.

Our work is focussed on ten (10) core purposes, as established by Engineers Canada’s members, the engineering regulators:

1. Accrediting undergraduate engineering programs.
2. Facilitating and fostering working relationships between and among the regulators.
3. Providing services and tools that enable the assessment of engineering qualifications, foster excellence in engineering practice and regulation, and facilitate mobility of practitioners within Canada.
4. Offering national programs.
5. Advocating to the federal government.
6. Actively monitoring, researching, and advising on changes and advances that impact the Canadian regulatory environment and the engineering profession.
7. Managing risks and opportunities associated with mobility of work and practitioners internationally.
8. Fostering recognition of the value and contribution of the profession to society and sparking interest in the next generation of professionals.
9. Promoting diversity and inclusivity in the profession that reflects Canadian society.
10. Protecting any word(s), mark, design, slogan, or logo, or any literary, or other work, as the case may be, pertaining to the engineering profession or to its objects.

## 2.2 Background on the EDI training webinar for engineers

Engineers Canada and the engineering regulators understand the importance of supporting EDI within the engineering profession. EDI in engineering means engaging and retaining the best minds of the profession, which includes all genders, LGBTQ2S+ communities, Indigenous people, Black people, people of colour, and persons with disabilities. Engineers Canada is working with the provincial and territorial engineering regulators to support increasing diversity within the engineering profession in order to reflect the demographics of Canadian society, and with the aim of improving the skills of engineers in addressing discrimination, harassment, and racism, and incorporating inclusive practices in their work.

As part of Engineers Canada's 2019-2021 strategic plan and its operational imperative to promote diversity and inclusion in the profession that reflects Canadian society, Engineers Canada has identified the need for greater understanding of EDI in the profession. Training on the principles of EDI is a foundational step in supporting a more inclusive engineering profession.

Engineers Canada's primary role in this work is to convene the regulators on the topic of EDI, support research on diversity demographics within the profession, produce reports on national engineering membership, and share and produce resources related to EDI in engineering. Engineers Canada also acts as a central point for government advocacy on EDI in the engineering profession.

In order to engage a diversity of perspectives and lived experiences to guide this work, Engineers Canada created a Task Force, which is made up of [30 by 30 Champions](#) (i.e. the national collaborative initiative to increase the representation of female-identifying newly licensed engineers to 30 per cent by 2030), Practice Officials from the engineering regulators, National Society of Black Engineers - Canadian Chapters, EngiQueers Canada, the Natural Sciences and Engineering Research Council, Chairs for Women in Engineering, and volunteers from regulator EDI Committees. The role of the Task Force is to provide subject matter expertise on knowledge of EDI topics and/or professional development for engineers, and contribute to the creation of a foundational EDI training module that will be available to regulators.

## 2.3 EDI training webinar details

Engineers Canada and the Task Force have developed the Webinar Outline, which includes the following sections:

Section 1 - Why is EDI relevant to engineers?

Section 2 - Defining EDI terms

Section 3 – Unconscious or implicit bias

Section 4 - Inclusive behaviours and competencies

Section 5 - How to address discrimination in the workplace

Section 6 - Be a champion for change

### 3 Project Scope

#### 3.1 Scope of Work

In completing the Project, the successful Bidder will be required to:

1. Use the Webinar Outline **to develop a script and content** that satisfies the following learning outcomes:
  - a. understanding of the principles of equity, diversity, and inclusion, definitions of power and privilege, intersectionality and overlapping systems of oppression (i.e. racism, ableism, sexism, discrimination based on sexual orientation, gender identity, etc.);
  - b. understanding of the existence of unconscious bias and systemic discrimination in the merit-based engineering workplace; and,
  - c. inclusive behaviours and understanding the need to prioritize impact over intent.
2. Use graphics, slides, and/or other on-screen content to **make a compelling adult learning experience**.
3. **Provide English and French voiceovers** for the webinar.

#### Considerations

- The audience for this webinar is individual engineers from across the country. Basic or foundational knowledge of EDI should not be assumed.
- Text slides will include words spoken by the voiceover, infographics, and aim to be visually appealing.
- Equally engaging delivery of English and French video versions will be required. Engineers Canada will translate the English script and any on-screen text and graphics into French.
- Cost of travel, rental costs, and webinar production must be included in the Project cost.
- One final quiz must be provided by the Bidder to test participant engagement and learning.

#### 3.2 Deliverables

Working closely with Engineers Canada (including the Manager, Equity, Diversity, and Inclusion (as the primary point of contact) and members of the Task Force), the successful Bidder will deliver the following:

##### **A. Webinar development**

- Develop a detailed draft script and storyboard for the webinar, based on the Webinar Outline, for review and approval by Engineers Canada
- Develop a draft script for voiceover and draft concept of graphics and slides
- Provide English script and on-screen text to Engineers Canada for translation

**B. Video production**

- Produce the English and French webinar videos, including creation of all graphics and effects
- Recruit, record and implement voiceover, with feedback from Engineers Canada
- Deliver MP4 files to Engineers Canada for integration in Engineers and Geoscientists British Columbia’s LMS. Support Engineers Canada and eLearning module developer to ensure successful integration of video content

**C. Webinar implementation**

- Support Engineers Canada and Engineers and Geoscientists British Columbia during upload of content to their LMS, including the implementation of a final quiz.

All deliverables are subject to prior review and approval by Engineers Canada.

**3.3 Project Budget**

Engineers Canada has a budget of up to \$60,000 for this Project. To be considered, proposals should cite a total Project cost within this range.

**3.4 Project timeline**

All proposals must include a timeline reflecting how each of the items outlined in section 4.2 (Deliverables) will be completed by the proposed deadlines, noted below.

No.	Deliverable Description	Key Dates*
1.	Kick off meeting	Sept. 30 <sup>th</sup> , 2021
2.	Draft webinar script and storyboard submitted for review	Oct. 18 <sup>th</sup> , 2021
3.	Presentation to Task Force	Oct. 22 <sup>nd</sup> , 2021
4.	Final webinar script and storyboard (English script to be translated by Engineers Canada)	16:00 EST on Nov. 3 <sup>rd</sup> , 2021
5.	Draft graphics and slides	Nov. 3 <sup>rd</sup> , 2021
6.	First video draft (English)	Dec. 1 <sup>st</sup> , 2021
7.	Second video draft	Dec. 9 <sup>th</sup> , 2021
8.	French video draft	Dec. 13 <sup>th</sup> , 2021

9.	Final review meeting	Dec. 15 <sup>th</sup> , 2021
10.	Final English and French webinar (MP4 files) due	Dec. 23 <sup>rd</sup> , 2021

\* Engineers Canada is cognizant of the tight timelines and is committed to providing concise and quick reviews of the deliverables. Weekly project meetings will be scheduled with the successful Bidder.

## 4 RFP submission and evaluation process

### 4.1 Submission schedule

The following is a list of key dates from Request for Proposal (RFP) issuance through to Notice of Award. The dates are subject to change by Engineers Canada, at its sole discretion.

No.	Description	Key Dates
1	Issue RFP	September 1 <sup>st</sup> , 2021
2	Interest Disclosure Deadline	16:00 EST on Sept. 7 <sup>th</sup> , 2021
2	Proposal Submission Deadline	16:00 EST on Sept. 13 <sup>th</sup> , 2021
3	Evaluation of proposals	Sept. 14 <sup>th</sup> -Sept. 24 <sup>th</sup> , 2021
4	Interviews with top Bidders and reference checks	Sept. 27 <sup>th</sup> -28 <sup>th</sup> , 2021
5	Notice of Award issued (subject to negotiation of Service Agreement)	Sept. 29 <sup>th</sup> , 2021

### 4.2 Interest Disclosure and Inquiries

To be considered, Bidders must indicate their interest in submitting a proposal, by email, to the Contact Person, Cassandra Polyzou, Manager, Equity, Diversity, and Inclusion at [Cassandra.polyzou@engineerscanada.ca](mailto:Cassandra.polyzou@engineerscanada.ca). Interest must be disclosed by **September 7, 2021, at 4pm EST** (the “Interest Disclosure Deadline”).

Bidders may submit questions concerning the RFP or the Project to the Contact Person, Cassandra Polyzou, Manager, Equity, Diversity, and Inclusion at [Cassandra.polyzou@engineerscanada.ca](mailto:Cassandra.polyzou@engineerscanada.ca). Responses to questions that are relevant to all Bidders will be collated and made available to all invited Bidders, without attribution.

### 4.3 Proposal submission

Proposals must be submitted electronically, via email, no later than **September 13, 2021 at 4pm EST** (the “Proposal Submission Deadline”) to Cassandra Polyzou, Manager, Equity, Diversity, and Inclusion at [Cassandra.polyzou@engineerscanada.ca](mailto:Cassandra.polyzou@engineerscanada.ca).



## 4.4 Proposal evaluation

### 4.4.1 Evaluation Process

Upon the closing of the Proposal Submission Deadline, Engineers Canada will evaluate proposals in accordance with the following process:

#### **Stage 1: Initial Assessment**

All proposals received by Engineers Canada will initially be assessed by the Manager, Equity, Diversity, and Inclusion (or their delegates) and any other individuals(s) that are deemed necessary.

The assessment of each proposal will be based on the contents of the Bidders' written proposal and any statements provided in writing, if needed, in response to requests for clarification made by Engineers Canada. Engineers Canada will ensure compliance with the stated mandatory requirements and will score each proposal, in accordance with section 5.4.4 (Scoring Legend).

#### **Stage 2: Interviews and Reference Checks**

Following Engineers Canada's initial assessment of the proposals, the 1-2 highest scoring Bidders will be contacted to conduct interviews and further confirm their ability and fit to provide the required services and deliverables. The references of the top-scoring Bidders may also be contacted at this stage.

Once this assessment is complete, Engineers Canada will proceed to select and notify the successful Bidder, by issuing a Notice of Award.

### 4.4.2 Mandatory Requirements

Engineers Canada has several requirements that are deemed mandatory when submitting a response to this RFP. The following criteria have been identified as mandatory:

- Interest disclosure must be received before the Interest Disclosure Deadline.
- Proposals must be received prior to the Proposal Submission Deadline.
- Proposals must indicate that the Bidder is able to deliver the services and complete the Project within the stated timelines (per section 4.4, Project Timelines).
- Proposals must include the information requested in section 5.4.5 (Proposal Evaluation).
- Proposals must clearly state the total Project cost, including all fees and expenses, in Canadian funds.

Proposals that, in the sole discretion of Engineers Canada, fail to meet any mandatory requirement will be eliminated from further consideration in the evaluation process. However, Engineers Canada reserves the right to waive any mandatory requirements it deems fit and appropriate to meet the interests of and provide best value to Engineers Canada. This clause

should be interpreted solely for the benefit of Engineers Canada and not for the benefit of the Bidders.

#### **4.4.3 Scoring**

Proposals will be evaluated and scored by Engineers Canada, using predetermined criteria to determine which proposal potentially provides the best value. Scoring of proposals and evaluation comments are confidential and will not be disclosed.

In terms of relative importance, each criterion is given a pre-assigned weight, as outlined in section 5.4.5 (Proposal Evaluation), by which each proposal will be evaluated. Each criterion is rated on a scale of 0 to 10 (see section 5.4.4, Scoring Legend, below). Each criterion's rating is then multiplied by the assigned weight to yield a total for that element. Summation of the individual totals yields a total score, which represents the overall degree of satisfaction for the respective submission.

#### 4.4.4 Scoring Legend

0 Points Deficient	1-3 Points Poor	4-6 Points Fair	7-8 Points Good	9-10 Points Excellent
The proposal fails to meet the requirements of the applicable scoring criteria in a suitable and documented manner.	The proposal fails to meet the requirements of the applicable scoring criteria in a suitable and documented manner.	The proposal barely meets the requirements of the applicable scoring criteria in a suitable and documented manner.	The proposal reasonably demonstrates that the requirements of the applicable scoring criteria are met in a documented and suitable manner.	The proposal fully demonstrates that the requirements of the applicable scoring criteria are met in a documented and suitable manner.
The proposal fails to demonstrate that the Project will be performed in an acceptable manner.	The proposal reveals significant weaknesses that could result in unacceptable shortcomings in performance of the Project.	The proposal reveals weaknesses that could result in tolerable or reasonably correctable shortcomings in performance of the Project.	The proposal reveals minor weaknesses that should not significantly impact performance of the Project.	There are no apparent weaknesses.

#### 4.4.5 Proposal evaluation

The Bidder proposals will be evaluated as follows:

No.	Scoring Criteria	Weight	Points	Total Points
1	Mandatory requirements		Elimination	
2	Qualifications and relevant experience (with examples)	50		
3	Approach and methodology	30		
4	Fees and expenses	15		
5	Quality of submission	5		
	<b>Total</b>	100		

To confirm the above criteria, Bidders must include with their proposal, at a minimum, the following supporting information:

##### A. Mandatory requirements

- See section 5.4.2 (Mandatory Requirements)

##### B. Qualifications and relevant experience:

- Bidders must detail their experience:
  - producing electronic learning videos and/or developing eLearning modules for adult learners/professional development courses
  - working with French-language materials
  - experience developing EDI training
- Bidders are asked to provide examples of previous video production and/or eLearning module development.

### **C. Approach and methodology:**

- Bidders are asked to describe how they will approach the video production and/or module development.
- Bidders should describe their understanding of the Project requirements and deliverables.
- Bidders should identify the expected challenges for this Project and the proposed mitigation strategies.
- Bidders shall provide a detailed work plan, with timelines that respect those set out in section 4.4 (Project Timelines).

### **D. Fees and expenses:**

- Bidders shall outline their proposed costs and fees.

In addition to the above, Bidders must supply the name, email address, and phone number of two (2) recent clients (within the past 24 months) who have received services similar to those requested in this RFP and who may be contacted as references. Bidders are asked to provide a short description of the work performed, including how it was similar to this Project.

Engineers Canada will communicate with the winning Bidder throughout this Project in English. All proposals must therefore be submitted in English.

#### **4.4.6 Confidentiality**

Proposals and information submitted by Bidders will be treated as proprietary, held confidential, and used only for evaluating the ability of the Bidder to handle the Project. The details of any proposals will be shared only with the persons involved in the Project evaluation and any others, as may be deemed necessary from time to time (for example, to our legal advisors for the purpose of conducting contract negotiations with the successful Bidder).

## **5 RFP terms and conditions**

### **5.1 Process conditions**

This RFP is not an offer by Engineers Canada to any person, and no contract of any kind whatsoever (including, without limitation, no "Contract A") is formed between Engineers Canada and any Bidder upon the submission of a proposal in response to it. For greater certainty, nothing in this RFP, including without limitation, the use of mandatory language, language reserving rights to Engineers Canada, or other language that might, but for this clause, be indicative of contractual intention, is intended by Engineers Canada to indicate an intention to be contractually bound to any Bidder in any manner whatsoever. Engineers Canada retains the right, in its absolute discretion, to consider and analyze the proposals, negotiate with any Bidder at any time, select a preferred Bidder, or enter a service contract with a Bidder. Without limiting the foregoing, since this clause precludes Contract A, none of the usual Contract A terms apply, and Engineers Canada may:

- Reject or accept any proposal, whether or not complete, and whether or not it contains all the required information;

- Require clarification of any proposal;
- Request additional information on any proposal;
- Reject any or all proposals without any obligation, or any compensation or reimbursement to the Bidders;
- Refuse to enter into a service contract with any of the Bidders;
- Re-advertise for new submissions, or call for tenders for this work or for work of a similar nature.

Engineers Canada may, in its sole discretion, independently verify any information in any proposal. The proposals submitted by Bidders must be offers made in good faith, and Engineers Canada reserves the right to make a choice from the various proposals, or not choose any. Engineers Canada shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

## **5.2 Competitive process**

With the issuance of this RFP, Engineers Canada is making a business opportunity available to Bidders having the experience, competence, and managerial sophistication to enter into a service contract to complete the work. Engineers Canada is committed to improving supplier diversity and encourages Bidders that are owned, managed, and controlled by persons from underrepresented groups, including Indigenous, Black, people of colour, person with disabilities (including invisible and episodic disabilities), and members of the LGBTQ2S+ community to submit a proposal.

## **5.3 Proposal revisions**

All proposal revisions must be received by Engineers Canada prior to the Proposal Submission Deadline stated in section 5.3 (Proposal Submission), above.

## **5.4 Cost of preparing proposals**

Bidders are solely responsible for all costs they incur in preparing and submitting proposals.

## **5.5 Clarification of proposal**

Engineers Canada reserves the right, but does not have an obligation, to request clarification of a proposal or request further information from any or all Bidders. In addition, if, in the opinion of Engineers Canada, any proposal contains a minor defect or irregularity or fails in some way to comply with any requirement of the RFP in a way that, in the opinion of Engineers Canada can be remedied without providing an unfair advantage to one or more Bidders, the Engineers Canada contact person (identified in section 5.2) or their delegate may request rectification from the Bidder(s).

Engineers Canada, upon receipt of appropriate clarification and/or rectification, may waive the minor defect or irregularity and accept the proposal. Failure by a Bidder to provide a written response that, in the opinion of Engineers Canada, properly clarifies or rectifies its proposal, within the time specified in the request for clarification or rectification, may result in disqualification of the proposal.

## **5.6 Acceptance of RFP conditions**

Receipt of a proposal by Engineers Canada will be considered acceptance by the Bidder of the RFP terms and conditions and will be incorporated in the Bidder's proposal.

## **5.7 Notification of success**

A written Notice of Award shall be the only valid form of notification of success in response to this RFP.

## **5.8 Negotiation delay**

Engineers Canada will draft and provide the successful Bidder with a written agreement governing the provision of services and deliverables under the Project. If a written agreement cannot be concluded within fifteen (15) business days of notification to the successful Bidder, Engineers Canada may, in its sole discretion, terminate negotiations with that Bidder and either negotiate a service agreement with another Bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the Bidders.

## **5.9 Reservation of rights**

Engineers Canada reserves the right, in its sole discretion, to:

- modify, amend, delay, cancel or suspend the selection process, or any or all stages of the selection process, including before or after provision of a Notice of Award, at any time for any reason;
- accept or reject any proposal based on the evaluation criteria in section 5, above, as determined in the sole discretion of Engineers Canada;
- not accept any proposal; and
- reject or disqualify all or any proposal without any obligation, compensation, or reimbursement to any Bidder.

## **5.10 Limitation of damage**

Each Bidder, by submitting a proposal, agrees that:

- In the event any or all proposals are rejected or disqualified, or the Project or selection process is modified, delayed, suspended or cancelled for any reason, neither Engineers Canada, nor its employees, agents, officers, or directors will be liable under any circumstances for any claim, or to reimburse or compensate any person in any manner whatsoever, including but not limited to costs of preparation of the proposal, loss of anticipated profits, loss of opportunity, or for any other matter; and
- The Bidder waives any claim for loss of profits or loss of opportunity if : (i) the Bidder is rejected or disqualified or is not successful in the selection process; (ii) the selection process for the Project is delayed, suspended, cancelled or modified at any time; or (iii) cancellation occurs per the above.

## **5.11 Proposal Documents**

All documents submitted by Bidders will become the property of Engineers Canada.