

Request for proposals:

Visual Collateral and Campaign
Development for Forward Engineering
Collective and Pathway to Engineering
Initiatives

Date Issued: July 28, 2025

Proposal Submission Deadline: August 13, 2025

Questions concerning this RFP should be directed to:

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1 Statement of purpose

Engineers Canada is seeking proposals from experienced firms or individuals (“Bidders”) to create compelling, equity-informed visual collateral and campaign materials for two key initiatives: the **Forward Engineering Collective** (focused on K–12 outreach and public education) and **Pathway to Engineering** (focused on licensure awareness and navigation).

The selected Bidder will develop visual, digital, and video content to support public understanding and professional engagement with engineering. Materials must be accessible, bilingual, and crafted for use across print, web, social media, and in-person delivery.

The successful Bidder should ensure that all resources developed as part of this project are **inclusive, accessible, equity-informed, and reflective of diverse identities**.

2 Background information

2.1 Engineers Canada

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 associations that regulate engineering practice and license the country’s more than 320,000 members of the engineering profession.

Our work is focused 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.

Protecting any word(s), mark, design, slogan, logo, or any literary or other work, as the case may be, pertaining to the engineering profession or its objects.

2.2 Forward Engineering Collective

The Forward Engineering Collective is Engineers Canada's initiative focused on increasing visibility of and engagement with engineering among K–12 educators, students, and parents. It aims to highlight the "silent E" in STEM, often overlooked in K–12 education and outreach. Despite its societal impact, engineering is underrepresented in school programming and public perception, especially among underrepresented communities. The Forward Engineering Collective has conducted research and documented key barriers to engineering engagement among youth, including engineering invisibility, lack of relatable role models, perceived difficulty and elitism, low self-efficacy and interest, as well as limited integration in school curricula or extracurriculars.

2.3 Pathway to Engineering

Pathway to Engineering aims to improve awareness of the value of and access to resources to support the engineering licensure process in Canada. The initiative serves post-secondary students and early career professionals by improving clarity of the licensure process and addressing key barriers, including barriers for women and equity-deserving groups. Pathway to Engineering has access to research and documented key barriers to licensure, which will be made available to the successful Bidder.

3 Scope of work

The successful Bidder will be responsible for:

FORWARD ENGINEERING COLLATERAL:

- Review and synthesize existing research (provided or publicly available), and collateral used by engineering regulators.
- Develop compelling one-pagers and visual collateral (for K–12 educators, parents, and NGOs) tailored by age group, to support teachers to:
 - Talk about and engage students in activities around engineering in inclusive, barrier-informed, age-appropriate ways.
 - Support students in understanding engineering as a creative, collaborative, and socially impactful career path (including considerations for student diversity).
 - How and where to access national STEM resources and Engineers Canada supports.

PATHWAY TO ENGINEERING COLLATERAL:

- Review and synthesize existing research (provided or publicly available), and collateral used by engineering regulators.

- Develop three targeted PowerPoint slide decks:
 - For university students: Overview of the value of engineering licensure, pathways to engineering information.
 - For engineering employers/staff: Overview of the value of and process for engineering licensure, resources to support employers.
 - For regulators: Overview of current systemic barriers in licensure, particularly for women and equity-deserving groups.

VALUE OF LICENSURE CAMPAIGN:

- Develop an overarching value of licensure awareness campaign strategy and content plan for an organic campaign to extend through to the end of 2026, including:
 - In-depth review of target audience, motivations, and pain points (with a specific strategy to address women in engineering, with an intersectional approach, aligned with 30 by 30 program work)
 - Recommended messaging themes based on audience insights
 - Platform-specific content guidance (Instagram, LinkedIn, Facebook, website, newsletter), including data collection guidance
 - Recommended posting cadence and success metrics
- Develop a strategy that includes a series of 15+ short video clips (30–90 seconds each) featuring diverse engineers from different disciplines (including consideration of representation from equity deserving groups) sharing:
 - Why they pursued licensure
 - What licensure has meant for their careers
 - Encouragement to others considering the path

OTHER REQUIREMENTS:

- Conduct brief consultations with three to five interest holders from the Forward Engineering and Pathway to Engineering audiences to test message resonance and confirm audience-specific needs, language, assets, and delivery formats.
- Design should reflect inclusive visual language and must consider that all deliverables will be translated into French, and be suitable for print and digital use. Editable templates of assets should be provided (Canva, PowerPoint, etc.).
- Provide brief guide on how to use, adapt, and share materials.
- Present all deliverables in a final review session with client.

4 Deliverables

Deliverables, as described in depth above, include:

- Three to five Forward Engineering one-pagers or equivalent visuals, segmented by age group.

- Three Pathway to Engineering PowerPoint decks for university students, employers, and regulators (editable format).
- Minimum of 15 video clips (ready for use on social media and website) about the value of engineering licensure for Pathway to Engineering.
- A value of licensure campaign strategy and content plan through to December 2026.
- Visual identity package for Pathway to Engineering aligned with existing Engineers Canada brand guidelines.
- Editable files for all assets (Canva or PowerPoint preferred).
- Final report summarizing creative rationale, process, and implementation recommendations for Forward Engineering and Pathway to Engineering.

5 Budget

Proposals should include the entire Project cost capped at a maximum of \$22,000 CAD plus taxes.

6 RFP submission and evaluation process

6.1 Submission schedule

The following is a list of key events 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 | July 28, 2025 |
| 2 | Proposal Submission Deadline | August 13, 2025 |
| 3 | Evaluation of proposals, including reference checks | August 14 to 22, 2025 |
| 4 | Notice of Award issued (subject to negotiation of Service Agreement) | August 25, 2025 |

6.2 Inquiries

Questions concerning this RFP or the Bidders meeting may be directed by email to kim.bouffard@engineerscanada.ca

6.3 Proposal submission

Please submit proposals by 4:00pm ET on **August 13, 2025** to:

kim.bouffard@engineerscanada.ca

Subject Line: **RFP Submission – Engineering K–12 & Licensure Communication Tools**

6.4 Proposal evaluation

6.4.1 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 staff team 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. Staff 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 staff's initial assessment of the proposals, the 1-2 highest scoring Bidders may 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.

6.4.2 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:

- 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;
- Proposals must include the information requested in section 5.4.5 (Proposal Evaluation) of this RFP; and
- Proposals must clearly state the total Project cost, including all fees and expenses, in Canadian funds.

Proposals which fail, in the sole discretion of Engineers Canada, 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 if it deems fit and appropriate to meet the interests of and provide the 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.

6.4.3 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.

6.4.4 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. |

6.4.5 Proposal evaluation

The proposals will be evaluated as follows:

| No. | Scoring Criteria | Weight | Points | Total Points |
|-----|---|------------|-------------|--------------|
| 1 | Mandatory requirements (section 5.4.2) | | Elimination | |
| 2 | Relevant experience and expertise | 25 | | |
| 3 | Quality and creativity of proposed approach | 30 | | |
| 4 | Cultural and equity sensitivity | 15 | | |
| 5 | Clarity and feasibility of workplan | 15 | | |
| 6 | Cost-effectiveness and value | 15 | | |
| | Total | 100 | | |

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

- Overview of your organization or team, including relevant expertise.
- Description of your approach to inclusive communication design and how you would approach the work described in this project.
- Workplan and timeline (project expected to be completed within 8–10 weeks).
- Budget breakdown (maximum of \$22,000 CAD, inclusive of all expenses and exclusive of taxes).
- One to two relevant examples of similar collateral and/or campaign work (preferably with youth, education, or equity focus).
- Two references.

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

6.4.6 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 process.

6.5 RFP terms and conditions

6.5.1 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.

6.5.2 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.

6.6 Proposal revisions

All proposal revisions must be received by Engineers Canada prior to the Proposal Submission Deadline stated in Section 5 (RFP Submission & Evaluation Process), above.

6.7 Cost of preparing proposals

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

6.8 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 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 Bidder. 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.

6.9 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.

6.10 Negotiation delay

If a written agreement cannot be concluded within fifteen (15) business days of notification to the designated 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.

6.11 Notification of success

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

6.12 Reservation of rights

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

- modify, 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.

6.13 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, 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 suspended, cancelled or modified at any time; or (iii) cancellation occurs per the above.

6.14 Proposal Documents

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