



REQUEST FOR PROPOSALS (RFP)

30 by 30 brand engagement and communications strategies

April 30, 2020

1. Background

1.1 About 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 300,000 members of the engineering profession.

Our work is focussed on 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.

More information about Engineers Canada can be found on our website at www.engineerscanada.ca.

1.2 About 30 by 30 and Engineers Canada's women in engineering work

30 by 30 is the engineering profession's goal, led by Engineers Canada, to have 30 per cent of newly licensed engineers be women by 2030. That number currently sits at 18.1 per cent nationally. 30 by 30 was first adopted as a national goal by the Engineers Canada Board in 2014, having taken shape due to the recognition, by engineering regulators, that the underrepresentation of women in the profession necessitated an intervention. Increasing women's participation was seen as part of the effort to increase diversity in the engineering profession, which would come with the following benefits: meeting labour

market needs, improved economic performance as research shows companies with the highest share of women in leadership outperform all-male executive committees, and an engineering profession that reflects the diversity of Canada’s population. Engineers Canada’s most recent [strategic plan](#) expanded the 30 by 30 initiative to include not only the recruitment, but also the retention and professional development, of women in the engineering profession and called for this work to become “a national program with high visibility among targeted stakeholders.”

Engineers Canada’s primary role in this work is to convene the network of 30 by 30 Champions, which is made up of a representative from each of the engineering regulators, 28 post-secondary institutions, engineering associations, and engineering employers. Engineers Canada collaborates with, and advocates for, the 12 provincial and territorial engineering regulators, connects stakeholders within and outside the 30 by 30 network, produces reports on national engineering membership, and shares research and resources related to women in engineering and diversity and inclusion in engineering. Engineers Canada also acts as a central point for government advocacy in the areas of equity, diversity, and inclusion in the engineering profession.

Engineers Canada created a logo, brand resource guide, messaging, and hashtags for 30 by 30 to be used by the 30 by 30 Champions. Engineers Canada uses the logo in national communications about the 30 by 30 initiative. Engineers Canada has made an application to register the 30 by 30 logo and wordmark, with license agreements signed by the 30 by 30 Champions.

2. Current branding and communications challenges

30 by 30 works under a collective impact model—Engineers Canada brings together a network of stakeholders from across the engineering community who are working towards a common goal: increasing the representation of women in engineering. While this approach provides advantages in uniting numerous actors behind a common goal, it also presents challenges. The 30 by 30 Champions network is increasingly connected and interdependent, but they continue to remain organized into silos of influence (i.e. engineering regulators, engineering employers, post-secondary institutions, and K-12 outreach organizations). Each jurisdiction/organization that participates in the 30 by 30 Champions network runs their own program(s) to support women in engineering, and they communicate about these programs as part of their own program objectives. However, it can be a challenge to paint these individual and localized programs as part of a larger effort across the profession and across the country. This means that 30 by 30 struggles to establish itself as a national program or brand that encompasses all of this work and, therefore, has limited visibility.

The Champions and their respective organizations vary greatly in organizational size and resources. Within the network, the resource commitment towards 30 by 30 communications varies from a million-dollar marketing campaign (Engineers Geoscientists Manitoba), to zero dollars spent on communications in other jurisdictions. The smaller organizations often ask and use Engineers Canada’s materials, while the larger organizations are able to create their own. Being able to serve all stakeholders can be difficult. It has been a challenge to engage the 30 by 30 network in the use of the 30 by 30 brand, and there is a lack of consistency across the country in how the network is communicating about 30 by 30. Until this

point, Engineers Canada has left it up to the Champions to create their own communications products, making it difficult to ensure consistency across the network. While we do not want to take away from the individual efforts and programs of 30 by 30 Champions across the country, we do want to provide visibility to 30 by 30 as well, to demonstrate that local efforts are part of a larger, national push to make the engineering profession more diverse.

3. Purpose of RFP

Engineers Canada requires:

1. The creation of a 30 by 30 brand, along with a brand engagement strategy that builds strong engagement with the brand among targeted stakeholders.
2. The creation of a communications strategy in support of achieving the 30 by 30 goal.

Engineers Canada is seeking proposals from creative agencies (“**Bidders**”) to fulfil this work, henceforth referred to as the “**Project**.”

This Project is limited to the branding and communications aspects of 30 by 30, and does not include any work to reshape the 30 by 30 goal itself, the 30 by 30 Champions network, or the 30 by 30 action plans.

4. Project objectives and timelines

Engineers Canada’s strategic plan stated that its work to increase the representation of women in engineering is to be adapted into a “national program with high visibility among targeted stakeholders.” To that end, it is anticipated that this Project will achieve the following:

- The creation of a revitalized 30 by 30 brand that reflects the collective vision of the 30 by 30 Champions network.
- The creation of a brand engagement strategy that will see the 30 by 30 Champions use the brand.
- The creation of a 30 by 30 communications strategy for Engineers Canada that will communicate the program’s work to increase representation of women in engineering among target audiences. This strategy should seek to make Engineers Canada and the 30 by 30 network into a leader in this space, amplifying their voice and raising the visibility of their collective efforts to achieve the goal of 30 per cent newly licensed engineers who are women by 2030.

This Project must be complete by December 23, 2020. Engineers Canada may elect to go to RFP again in early 2021 to seek creative agencies to implement the brand engagement and communications strategies developed under this Project. The winning Bidder can choose to put forth a subsequent proposal for the execution of the strategies at that time.

5. Scope of services required

5.1 Deliverables

5.1.1 Research and discovery

Brand and communications audit

- The winning Bidder will be expected to conduct a review and analysis of the brand and the materials and communications tactics Engineers Canada currently uses in its communications about 30 by 30.

Consultation with stakeholders

- The winning Bidder will be expected to consult with the 30 by 30 Champions and their respective organizations to gain insight into their communications strategies and tactics for their 30 by 30-related work.
- The winning Bidder will be expected to also consult with the 30 by 30 Champions to understand their challenges in using or adopting a national 30 by 30 brand, and how a 30 by 30 brand could augment their work.

Market research

- The winning Bidder may choose to conduct market research into the brand and the communications strategies and tactics of other programs that are similar in scope and work to 30 by 30 but that fall outside of the 30 by 30 network or that operate in other countries in order to gain insight into best practices.

5.1.2 Brand development

- Based on the research conducted above, the winning Bidder will create a brand identity for the 30 by 30 program that includes:
 - A new logo for the 30 by 30 program, with colour variations
 - A colour palette
 - An identified typography
 - Other visual elements that may support the brand (imagery, graphics, etc.)
- The winning Bidder will develop a branding guide that will articulate the defining elements of the brand, and will also include:
 - Acceptable and unacceptable uses of the brand
 - Logo usage guidelines

5.1.3 Brand engagement strategy

- Based on the research conducted above, the winning Bidder will create a brand engagement strategy that will see the 30 by 30 Champions realize the benefit of a united national brand for this work. The brand engagement strategy will ultimately see the 30 by 30 Champions using the new 30 by 30 brand.

5.1.4 Communications strategy

- Using the insight gained from the communications audit and market research, the winning Bidder will create a 30 by 30 communications strategy for Engineers Canada that will amplify the voice of Engineers Canada and the 30 by 30 Champions and bring greater visibility to the 30 by 30 program. This strategy should include:
 - Clear objectives
 - Identified target audiences
 - Key messaging that will resonate with target audiences
 - Tactics that will reach the target audiences and that will achieve the objectives
 - Defined evaluation criteria

Engineers Canada is a bilingual organization that operates in both official languages. The winning Bidder must therefore be able to deliver the Project deliverables in English and French (for example, a bilingual brand), unless otherwise agreed to by Engineers Canada.

6. Selection and evaluation process

6.1 Required proposal content

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

In order to enable a fair evaluation of all proposals, Bidders should provide the following information:

- **Name and address of Bidder**
The Bidder's name, street address, mailing address, telephone number, and email address.
- **Bidder overview**
An overview of the Bidder's company including its size, the number of years it's been in operation, and any experience relevant to this RFP.
- **Main contact**
The name and contact information (email address and telephone number) of the individual who would be the main point-of-contact for the Project, if selected as winning Bidder.
- **Personnel**
The names of the individuals who would be assigned to work on the Project and their specific qualifications and experience as they relate to the requirements of the Project.
- **Services provided**
A detailed description of the services to be provided in satisfying the requirements of the Project outlined in Section 5 of this RFP. Include recommended methodology and work to successfully achieve the objectives of the Project and provide the deliverables. Include a

timeline that identifies Project milestones and when they would be completed. Describe potential services the Bidder recommends be provided, if any.

- **Cost**
Include the total anticipated cost of the Project, as well as a cost breakdown of the various services to be provided.
- **References**
Two (2) current or recent past clients to whom the Bidder supplied services similar to those in Section 5 and who may be contacted as references. Please include name, email address, phone number, and a short description of the work performed, including how it was similar to this Project.
- **Additional information**
Any additional information that the Bidder would like to include to help Engineers Canada assess its suitability for this Project.

6.2 Budget

Engineers Canada has allocated a budget of between \$35,000 and \$45,000 for this Project. To be considered, proposals should cite a total Project cost in this range.

6.3 Selection criteria

The proposals will be evaluated based on the following criteria:

No.	Criteria/Factor	Points
1	Approach to the work and ability to provide the requested services and deliverables <ul style="list-style-type: none"> a) Clear demonstration of plan to execute the Project, including ability to meet timelines and successfully deliver deliverables. b) Quality of proposal 	35 10
2	Company profile and qualifications of personnel assigned to Project (including relevant experience of both company and personnel)	15
3	References and relevant experience delivering similar projects	25
4	Proposed cost	15
	Total	100

6.4 Evaluation of proposals

Upon the closing of the RFP submission period, all proposals received by Engineers Canada will be assessed by a Review Team comprised of Engineers Canada staff, which may include the VP Corporate

Affairs and Strategic Partnerships; the Manager, Equity, Diversity, and Inclusion; the Communications Specialist; and any other individuals(s) that the Review Team deems 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.

Following the Review Team's assessment of the proposals, Engineers Canada will select and notify the winning Bidder by email.

6.5 RFP dates and deadlines

The following is a list of key events from RFP issuance through to the anticipated date the Project will commence:

Issuance of RFP	April 30, 2020
Deadline for proposal submissions	June 1, 2020
Notification of successful Bidder	June 30, 2020
First deliverable	August 14, 2020
Project completion	December 23, 2020

8. How to submit a proposal

Proposals must be sent electronically no later than **June 1, 2020 at 11:59pm EST** (the "Proposal Submission Deadline") to Cassandra Polyzou at Cassandra.Polyzou@engineerscanada.ca. Late proposals will not be considered and will be deleted, unopened. Confirmation of receipt will be sent to the Bidder by reply email.

8.1. Inquiries

Questions concerning this RFP should be directed to:

Cassandra Polyzou
 Manager, Diversity, Equity, and Inclusion
 Engineers Canada
Cassandra.Polyzou@engineerscanada.ca
 613-232-2474 x235

9. Confidentiality

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 with the selection and approval process.

This RFP is, similarly, intended solely for the purposes of the Bidder and should not be further distributed to any party not involved in the preparation of the Bidder's proposal. The Review Team reserves the right to disqualify a Bidder from the selection process if any breach of confidence is determined by the Review Team or if information is used for purposes other than the submission of a proposal.

10. RFP terms and conditions

10.1 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 into a service agreement with a Bidder. Without limiting the foregoing, since this clause precludes Contract A, none of the usual Contract A terms applies, and Engineers Canada may:

- Reject or accept any proposal, whether or not complete, and whether or not it contains all the required information or meets all the required criteria;
- 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;
- Conduct negotiations with one or more Bidders;
- Cancel and reissue the RFP;
- Extend any of the stated dates and deadlines and/or amend the procurement process;
- Re-advertise for new submissions, or call for tenders for this work or for work of a similar nature.

Further, 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.**

10.2 Competitive process

With the issuance of this RFP, Engineers Canada is making a business opportunity available to select Bidders having the experience and competence to enter into a service agreement to complete the work.

10.3 Proposal revisions

All proposal revisions must be received by Engineers Canada prior to the Proposal Submission Deadline.

10.4 Cost of preparing proposals

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

10.5 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 (as set out in section 8.1) 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.

10.6 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.

10.7 Notification of success

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

10.8 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 6.2, above, as determined in the sole discretion of Engineers Canada;
- change the RFP timeline or other portions of this RFP and may cancel or re-issue the RFP at any time without obligation or liability;
- not accept any proposal; and
- reject or disqualify all or any proposal without any obligation, compensation or reimbursement to any Bidder.

The full execution of a written service agreement will constitute a contract for the services, and no Bidder will acquire any legal or equitable rights or privileges relative to the services until a written Notice of Award has been delivered and a written agreement has been duly executed.

10.9 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.

10.10 Proposal documents

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