



## Request for Proposal: Protected Areas Plan Engagement Campaign

### Background

Nature Newfoundland and Labrador (“Nature NL”) promotes the enjoyment and protection of all wildlife and natural resources in the Canadian province of Newfoundland and Labrador. On May 28, 2020, a draft of [A Home for Nature: Protected Areas Plan for the Island of Newfoundland](#) (“the PA Plan”) been released for public input by the Wilderness and Ecological Reserves Advisory Council (WERAC), an independent council appointed by the Government of Newfoundland and Labrador. Nature NL seeks an experienced, motivated leader to engage with and encourage feedback from members of the public who are committed to conserving our natural heritage for everyone on the island of Newfoundland. This effort will be supported by campaign partner Nature Canada.

### Scope of Work

Nature NL requires the services of a qualified consultant or consulting team (“the Consultant”) to lead an engagement campaign to generate support and feedback for the PA Plan through the following:

- Develop and rapidly implement an outreach plan and key messaging to encourage a) Nature NL supporters, and b) nature-loving members of the public to participate in the Wilderness and Ecological Reserves Advisory Council’s (WERAC) consultation on their proposal *A Home for Nature: Protected Areas Plan for the Island of Newfoundland*, which remains open for public comment until October 1, 2020.
- Identify new allies and strengthen existing relationships with stakeholders in business, NGO, academia, recreation, or other sectors across the Island willing to help amplify the call to support nature conservation, through telephone outreach, as well as email and digital communications including the Nature NL social media channels and website, and a Nature Canada microsite.
- Grow and engage Nature NL’s contact lists to create a campaign wherein supporters are asked to participate, become leaders, volunteer regularly, and help mobilize others to join the cause.
- Organize and host (virtual) events that will help advance outreach objectives, as appropriate.
- Liaise regularly with Nature NL and campaign partner Nature Canada to ensure that progress is ongoing, and to work through snags and challenges.
- Work with Nature, Nature Canada, and our provincial nature network to craft educational resources and seek out opportunities to correct misinformation about protected areas.
- Prepare a report on all activities undertaken, including thoughts on how best to engage in the site-specific consultations moving forward.

Nature NL volunteers may assist with the above tasks as needed and will take the lead on the following tasks as needed to support the successful Consultant:

- Nature NL website changes and updates

## Assets:

The following are considered strong assets for the successful Consultant:

- Previous experience in campaigning, organizing, or public outreach;
- Comfort using Facebook and other social media platforms, as well as phone calls;
- Ability to maintain clear and concise written and verbal communications;
- Experience using databases
- Knowledge of the development and issues relating to the Protected Areas Plan, and demonstrated knowledge of the environments (ecology, biology) of the proposed protected areas.

## Project Management

This project is being coordinated by the chair of the Nature NL special projects committee, comprising members of the Nature NL Board of Directors. Consultants will report to the Nature NL Board of Directors through the chair of the special projects committee. Additional support will be provided by Nature Canada in the form of guidance for best practices, and resources for graphic design and communication.

## Project Cost

A project budget and corresponding level of effort for the consulting services required shall not exceed \$9,500.00 inclusive of HST and applicable statutory deductions that the Consultant is responsible for submitting to the Canadian Revenue Agency. All expenses associated with the work, including advertising costs, are to be considered within the budget.

The proposal shall include an estimated breakdown of fees and expenses indicating hourly rates for project team members, estimates of amount of time each member is allocated for each task and resulting cost excluding HST, all subtotaled by the task. A breakdown of estimated expenses excluding HST shall also be included.

## Project Schedule (subject to change)

- June 19 – Kick off meeting
- June 26 – Submission of Comprehensive Outreach Plan
- July 31 – Monthly Progress Meeting for Nature NL feedback
- August 29 – Monthly Progress Meeting for Nature NL feedback
- October 1 – Deadline for public feedback
- October 31 – Final report due

## Proposal Content

Proposals shall be no more than 2 pages, exclusive of resumés, and contain the following information:

1. A brief description of the Consultant's understanding of project requirements;
2. Consultant's understanding of the scope of work proposed to be carried out, including tasks, steps, and method;
3. Profile and key personnel of sub-contractors/consultants proposed to be employed for the completion of the project and the scope of work that will be sub-contracted out to them;
4. A Gantt chart or other representation of proposed project timeline with key dates;
5. Consultant fee and cost breakdown as referenced in this RFP.

Resumés and other supporting materials may be included in the application package, although lengthy submission of supporting information is not encouraged.

## Proposal Submission

Proposals marked "Protected Areas Plan Engagement Campaign RFP" should be submitted to Nature NL ([naturenl@naturenl.ca](mailto:naturenl@naturenl.ca)) electronically by **June 15, 2020**. Late proposals will not be accepted. Consultants will be advised of the results after the Contract has been awarded.

*Nature NL has identified a qualified Consultant who may fill this contract, but we encourage other applicants for this and any future projects.*

## Proposal Acceptance

Nature NL reserves the right to reject any or all proposals, and to accept a proposal that represents the best interests of Nature NL, as determined by its Board of Directors, even in instances where a proposal may not comprise the lowest cost bid. Nature NL reserves the right to negotiate with any Consultant who has submitted a proposal or with other parties as deemed in the best interest of the Nature NL.

## Payments

Payments shall be based on invoices submitted monthly by the Consultant and supported in such detail as Nature NL may request, including, but not limited to: individual person hours, rate and extended amount; individual mileage, rate and extended amount; and expenses by category.

Payment will be made on a net thirty (30) days basis from receipt of invoice provided that the Nature NL has approved the work that is being billed. Incomplete or unsatisfactory work will result in reduced compensation to the Consultant as deemed appropriate by the Nature NL. No payment made by the Nature NL under this Contract shall constitute acceptance of work or products that are not in accordance with the requirements of the Contract.