



Infographic Series on Beef Cattle Industries, Beef Cattle Trade, and Grasslands of North America

Request for Proposals

Commission for Environmental Cooperation

2015

The Commission for Environmental Cooperation (CEC) is requesting proposals from prospective consultants related to the production of a series of infographics on the beef cattle industries, beef cattle trade, and grasslands of North America. For a complete description of the project, including tasks and related budget, please visit the CEC website at: www.cec.org/Page.asp?PageID=122&ContentID=25628.

The CEC is an intergovernmental organization created by Canada, the United States, and Mexico under the North American Agreement on Environmental Cooperation (NAAEC). The CEC was established to address regional environmental concerns, help prevent potential trade and environmental conflicts, and promote the effective enforcement of environmental law. The Agreement complements the environmental provisions of the North American Free Trade Agreement (NAFTA).

Terms of Reference

Background

As part of the CEC's 2013–2014 project Catalyzing North American Grasslands Conservation and Sustainable Use through Partnerships, it was agreed that the CEC would develop and disseminate a grasslands social marketing package by compiling data that support, as key to maintaining healthy grasslands, the design of regional social marketing campaigns to promote the North American grasslands and the ranching industry. To this end, a consultant was contracted in each North American country to gather statistics on the domestic beef cattle industries, beef cattle trade, and grasslands. From these national reports, a subset of statistics was compiled into a draft North American report for disseminating trinationally. And from this North American report, a mock-up for a series of infographics was developed to convey key messages about the value of grasslands and ranching to North America, and the role of ranching in conserving North American grasslands.

Description of Services

The Consultant will produce a series (maximum 20) of infographics on the beef cattle industries, beef cattle trade, and grasslands of North America. The purpose of these infographics is to communicate key messages in a clear, informative, digestible and visually attractive way in order to effectively engage grassland and beef-industry stakeholders and the general public.

Each infographic (or set of infographics) will be accompanied by a short description that will form the companion document for the infographic series. All the information, texts and material for the infographics and their descriptions will be provided to the Consultant.

These infographics and their descriptions will be integrated into a communications and social marketing package to garner broad public support for the conservation of North American native grasslands as a unique capital asset for society and the cattle ranching industry, and to relate the contributions of ranching to North American society and grasslands conservation.

Specifically, the Consultant will:

- Generate innovative ideas for the presentation of messages, concepts and data pertaining to the beef cattle industries, beef cattle trade and grasslands of North America;
- Produce creative graphics in electronic format, adaptable for use in the production of print and online materials;
- Make amendments and revisions to the draft infographics according to CEC feedback;
- Ensure consistency of branding and messaging across all visuals; and
- Insert the Spanish and French texts (provided by the CEC) into the infographics to create Spanish and French versions of the infographic series.

Description of Deliverables

- A draft series of a maximum of 20 infographics on the beef cattle industries, beef cattle trade, and grasslands of North America
- A final series of a maximum of 20 infographics on the beef cattle industries, beef cattle trade, and grasslands of North America in English, Spanish and French

The Consultants will carry out the work described during 25 May–15 June 2015. The contract funds will cover all expenses related to the production of deliverables.

Reporting requirements

1 June 2015	Draft infographic series
15 June 2015	Final infographic series in English, Spanish and French

The Consultant is responsible for providing deliverables **of publishable quality** (i.e., copy-edited) in English, and providing Spanish and French versions that will be copy-edited by the CEC. The Consultant will submit to the CEC Secretariat all graphic material in an appropriate graphic design format, adhering to the precepts of the *Guidelines for CEC Documents and Information Products*, available at:

<www.cec.org/Page.asp?PageID=924&ContentID=2697&AA_SiteLanguageID=1>. The CEC Secretariat will be responsible, when applicable, for translation, printing, publication and distribution of products from this activity.

Plagiarism

The CEC adheres to the highest standards of academic rigor and will not accept plagiarism, intentional or unintentional. Plagiarism is the act of conveying someone else's original expression or creative ideas as one's own and can be a violation of copyright law.

Requirements

To be eligible for further consideration, all consultants must fulfill the following basic requirements.

The Consultant, as well as all his or her personnel and subconsultants, must reside and be authorized to work legally in Canada, Mexico or the United States of America. In addition, the Consultant should have a degree from an accredited educational institute in graphic design, media and communications or a related field, and at least five years of graphic design experience. The Consultant should demonstrate excellent practical knowledge of design software and an ability to develop creative ideas to present complex concepts and data. Experience in design work for environmental, beef industry or international organizations, and a proven ability to work in a multi-cultural setting are desirable.

The Consultant must be fluent in both written and spoken English; proficiency in Spanish and/or French is desirable.

The proposal should not exceed three (3) pages, exclusive of applicant resumé or corporate brochures. It should include a detailed cost breakdown, including number of person/days of key and other personnel, direct and indirect costs, travel costs and applicable taxes.

Potential consultants should also submit any additional information that will assist the CEC Secretariat in the evaluation of their proposal, such as samples of previous work and letters of recommendation from previous assignments. This information is not subject to the 3-page limit.

The consultant deemed best qualified will be selected on the basis of a competitive process, in accordance with sections 2.5–2.7 of the *CEC Consultant Services Procurement Manual*, available at:

www.cec.org/Page.asp?PageID=122&ContentID=1239&SiteNodeID=217&BL_ExpandID=&AA_SiteLanguageID=1.

The CEC Secretariat intends to use its standard milestone-based contract for these services. A sample is available upon request.

The consultant will be paid in the following manner:

- Upon signature of the contract and invoice
- Upon receipt and approval of final deliverables and invoice

Payment shall be made only for *bona fide* consultant fees and legitimate expenses incurred in accordance with the contract for professional services, and only upon receipt and documented acceptance by the Secretariat of statement(s) of account/invoice(s) from the consultant. Settlement of invoices that are acceptable for payment will normally be made within 30 days from the date of receipt by the Commission.

The budget for this activity will not exceed C\$10,000 (ten thousand Canadian dollars), including professional fees and expenses. Reimbursable expenses are detailed in the CEC standard contract, available upon request.

If a currency other than Canadian dollars is used, the consultant should indicate the total cost of the professional services in Canadian dollars as well as the currency of choice, for comparison purposes.

Conflict of interest

“Conflict of interest” means, but is not limited to, a situation where a consultant’s personal interest is sufficiently connected with professional duties under the contract such that it results in a reasonable apprehension that said personal interest may influence the exercise of professional responsibilities under the contract. For example, a direct conflict of interest exists when the consultant is also a CEC government official, or is related to or closely affiliated with a CEC government official, CEC staff member, or third party involved with the performance of the services.

The consultant will inform the CEC Secretariat of any circumstance that existed prior to the execution of this contract or that could manifest during the performance of this contract which could constitute a conflict of interest. The consultant will complete and sign the attached “Declaration of Acceptance and Impartiality and Independence” (see Annex). The Consultant will also take note of the *CEC Consultant Services Procurement Manual*, available at www.cec.org/Page.asp?PageID=122&ContentID=1239&SiteNodeID=217&BL_ExpandID=&AA_SiteLanguageID=1.

Deadlines for Proposal Submission and Decision

The proposal, including all relevant attachments, must be received by the CEC Secretariat offices by **17:00 EST on 20 May 2015**. Proposals submitted after this deadline will not be considered.

Proposals must be submitted via e-mail to krichardson@cec.org. Proposal format may be in Microsoft Word or Adobe PDF format. Once the proposal has been submitted electronically, the CEC will confirm receipt within three business days. If receipt is not confirmed by e-mail within this time, **applicants must contact the CEC**. The contact person is:

Karen Richardson
Director of Programs
Commission for Environmental Cooperation
393, rue St-Jacques Ouest, bureau 200
Montreal, QC, Canada H2Y 1N9
Tel: 514-350-4300; Fax: 514-350-4314

The CEC Secretariat intends to select the consultant within five (5) working days following the proposal submission deadline. Notification of selections will be made on or about 26 May 2015.

ANNEX

CONSULTANT'S DECLARATION OF ACCEPTANCE AND IMPARTIALITY AND INDEPENDENCE FOR CONTRACT

I, the undersigned,

Last Name: _____ First Name: _____

ACCEPTANCE

☐

hereby declare that I accept to serve as consultant in the subject contract.

IMPARTIALITY AND INDEPENDENCE

(If you accept to serve as a consultant, please check one of the two following boxes. The choice of which box to check will be determined after you have taken into account, inter alia, whether there exists any past or present relationship, direct or indirect, with any of the Parties to the North American Agreement on Environmental Cooperation ("NAAEC") or their Commission for Environmental Cooperation ("CEC") representatives, Secretariat staff, and/or third parties involved in the performance of this contract, whether financial, professional, familial, or of another kind and whether the nature of any such relationship is such that disclosure is called for pursuant to the criteria set out below. Any doubt should be resolved in favor of disclosure.)

☐

I am impartial and independent with respect to the NAAEC Parties and their CEC representatives, CEC Secretariat staff, and third parties involved in the performance of this contract, and intend to remain so; to the best of my knowledge, there are no facts or circumstances, past or present that need be disclosed due to being likely to give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest.

OR

☐

I am impartial and independent with respect to the NAAEC Parties and their CEC representatives, Secretariat staff, and/or third parties involved in the performance of this contract, and intend to remain so; **however**, I wish to call your attention to the following facts or circumstances which I hereafter disclose because they might give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest. Where facts or circumstances exist that might give rise to the latter such doubts, I may set out measures I intend to take to mitigate or eliminate any doubts regarding my impartiality and independence, and/or a possible conflict of interest. (Use separate sheet and attach.)

Date: _____

Signature: _____