



Request for Proposals

Promotional and Public Relations Support for CEC Joint Public Advisory Committee meeting in Puerto Rico

Commission for Environmental Cooperation

2019

The Commission for Environmental Cooperation (CEC) is requesting proposals from prospective consultants related to promoting attendance at the CEC's upcoming Joint Public Advisory Committee meeting in Puerto Rico and securing substantial media coverage for it. For more information on the CEC Joint Public Advisory Committee, visit www.cec.org/jpac.

The CEC was established by the governments of Canada, Mexico and the United States through the North American Agreement on Environmental Cooperation, the environmental side agreement to NAFTA. An intergovernmental organization, the CEC brings together citizens and experts from governments, nongovernmental organizations, academia and the business sector to seek solutions to protect North America's shared environment while supporting sustainable economic development. Find out more at: www.cec.org.

Terms of Reference

The Commission for Environmental Cooperation's Joint Public Advisory Committee will be holding a public forum in San Juan, Puerto Rico on the 24 October 2019.

The meeting will consist of a series of expert panels divided by theme, with experts from Canada, Mexico and the US presenting on each. These panel presentations will be interspersed with Q&A's and working sessions that engage and involve all participants.

We will also seek to engage those watching the webcast and Facebook Live via social media and other online tools.

At the conclusion of the meeting, JPAC will draft an [official advice to the CEC Council](#), consisting of North America's highest-level environmental officials: Canada's Environment Minister Catherine McKenna, Mexico's Secretary of Environment and Natural Resources, Victor Toledo, and US Environmental Protection Agency Administrator, Andrew Wheeler.

Our targets are:

- To attract at least 80-100 quality participants to the meeting
- To attract at least 150 webcast viewers to the meeting
- To attract at least 2.5k views on Facebook Live
- To secure 5 media stories covering the event

- To use social media to increase the online visibility of the meeting, encourage engagement and publicize the event

Early September 2019:

- Conference call (1 hour) with CEC Secretariat Staff for the first briefing on the meeting and outlining our traditional approach to promoting JPAC meetings
- Provide a brief (1-2 pages) promotional plan, outlining and approach to promote attendance and boost webcast participation and media interest in the meeting
- Research and develop a list of 200+ potential stakeholders in the region (academia, civil society, NGO, industry, etc.) who will receive targeted, personal invitations to attend the meeting in person. The CEC Secretariat will assist by sharing its own list of stakeholders in Puerto Rico. CEC Secretariat staff will take care of drafting and distributing targeted invitations
- Research potential mailing lists, newsletters, online calendars and blogs where the meeting could be promoted in advance.
- Draft 6 Facebook/LinkedIn post to be sent out weekly for 6 weeks prior to the meeting
- Draft 12 Tweets to be sent bi-weekly as of 6 weeks prior to the event

October 2019:

- Develop a targeted media list. The CEC will share it's media lists with contacts in Puerto Rico.
- Pitch local radio stations and newspapers to promote the event
- Handle all media requests in coordination with CEC Communications
- JPAC members and key speakers will be made available for interviews
- Promote webcast participation from stakeholders, outside the CEC's regular "circle" of Facebook followers and listserv subscribers, in Canada, Mexico, and the US; for example, inviting a university class to participate
- Weekly campaign status reports sent via email

November 2019:

- Performance report providing summary of campaign efforts and outcomes

The Consultant will be working in collaboration with the CEC Secretariat's Communications and JPAC Coordinators. All final communications content will be approved by CEC Secretariat staff.

Quality of Deliverables

The consultant is responsible for providing deliverables **of publishable quality** (i.e., copy-edited prior to submission) in English and, when applicable, for the technical editing of the materials. The consultant will submit to the CEC Secretariat all written material (including complete drafts and final reports) in Microsoft Word, following the format of the CEC's [Report Template](#) and adhering to the precepts of the [Guidelines for CEC Documents and Information Products](#), as supplemented by the CEC's English [Style Guide](#). Supporting documents for tables, figures and maps will be submitted with the report in their original file format (e.g., Excel or ArcGIS). Note that all amounts shall be presented in metric units. The CEC Secretariat will be responsible, when applicable, for translation, printing, publication and distribution of products from this activity.

Upon delivery by the consultant of a final version of the report or other written materials under the project, the CEC reserves the right to a 15-business day period to review the document(s), notify the consultant of any potential issues or errors, and return the document(s) to the consultant for appropriate corrections, at no extra cost. In all cases, contract payments will be withheld if products submitted to the CEC fail to fulfill the quality and formatting requirements specified above. In the event that the consultant neglects to make the required corrections or if, following corrections, a deliverable remains unsatisfactory, the document shall be edited or revised by a third party designated by the Secretariat, the cost of which shall be deducted from the consultant's fees at a rate of C\$60 per hour.

Plagiarism

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. Neither intentional nor unintentional plagiarism is acceptable to the CEC. The consultant must follow good scholarly methodology in preparing reports and deliverables under the contract, including systematic referencing in footnotes or in-sentence references, for any secondary sources, quotations, data, etc., that do not originate with the author. Sources for tables and figures reproduced from other literature must be given in a "Source" attribution immediately below the table or figure. Failure to properly reference the source of such borrowed material constitutes plagiarism and will be considered a breach of contract. For further information, see [Guidelines for CEC Documents and Information Products](#). In addition, for every written deliverable submitted, the Consultant must use iThenticate software, or an equivalent software approved by the Commission, to validate the written product in question and must forward the plagiarism review results to the CEC at the time of document submission. Contract payments will be retained if products do not fulfill these requirements.

Requirements

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

The consultant, as well as all their personnel and subconsultants, must reside and be authorized to work legally in Canada, Mexico or the United States of America. If travel is required, the consultant must possess valid documentation to travel within these countries.

Significant experience in event promotion is desirable, preferably in the governmental, international, or environmental sector.

The proposal should not exceed three (3) pages exclusive of applicant resume 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 must 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 three (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](#).

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

The consultant will be paid in the following manner: 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 30 days from the date of receipt by the Commission.

The budget for this activity will not exceed C\$12,000 including professional fees and expenses. Reimbursable expenses are detailed in the CEC standard contract, available upon request; in addition, the cost of using iThenticate software to detect plagiarism (US\$50) should also be considered.

For universities and nongovernmental organizations, note that the CEC accepts that overhead be charged for administration and other indirect costs up to 15% of the total value of the contract.

If the proposal were presented by a consultant established in Mexico, the applicable value-added tax will be 0%, in accordance with Article 29, section IV, paragraph a) of Mexico's VAT Act, as these are technical services that were engaged from abroad.

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, on behalf of all his or her personnel, the attached *Declaration of Acceptance and Impartiality and Independence* (see Annex). The Consultant will also take note of the [CEC Consultant Services Procurement Manual](#).

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 September 6, 2019**. Proposals submitted after this deadline will not be considered.

Proposals must be submitted via e-mail to mainscow@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:

Megan Ainscow
Head of Unit – Communications
Commission for Environmental Cooperation
700 de la Gauchetière St. West, Suite 1620
Montréal (Québec), H3B 5M2
Phone: (514) 350-4300; Fax: (514) 350-4314

The CEC Secretariat intends to select the consultant and notify the applicants within a reasonable period of time following the proposal submission deadline.

ANNEX (see also Schedule D in CEC standard contract)

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 because they are 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 be of such a nature as to 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: _____