



ECO Canada

Request for Proposal

Toolkit Development for Ocean Founders and Expert Mentors

BLUE MENTORSHIP & LEADERSHIP PATHWAYS

18th October 2022



October 18, 2022

CONTACTS

Please contact the following ECO Canada representative for further information regarding this project:

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1.0 PROJECT INTRODUCTION

ECO Canada is looking to develop, validate and pilot three toolkits to support “The Blue Mentorship and Leadership Pathways” project, which aims to build a more robust and innovative marine sector by helping leaders and founders of ocean-based businesses connect with diverse people and ideas.

These toolkits will cover:

- Effective Mentorship
- Laddering Talent
- Recruiting Talent

Each toolkit should reflect strategies that are relevant and effective in the modern workforce landscape; the information should be suitable for mentoring, laddering, and recruitment of diverse talent. The toolkits should take an evidence-based approach to the benefits of diversity, running an inclusive organization, and accessing the largest possible pool of talent within Canada’s diverse workforce.

2.0 ECO CANADA BACKGROUND

Environmental Careers Organization (ECO Canada), a not-for-profit corporation, was established in 1992 as part of Canada’s Sector Council Initiative. ECO Canada’s mission is to build the world’s leading environmental workforce. For over 25 years, we’ve led the development of career-building resources and training programs for environmental practitioners in Canada. We study the environmental labour market and examine ways to improve industry access and career advancement opportunities for new graduates as well as mid to senior-level practitioners.

For years, our organization has provided a vast assortment of environmental training programs, including specialized corporate workshops, webinars, professional development, and our 2 to 15-week BEAHR Indigenous training programs.

ECO Canada’s Atlantic Canada Team works closely with the marine sector companies, business associations, not-for-profit organizations, and the post-secondary programs. We regularly engage with marine sector employers on various technical and leadership topics. Further, our Blue Economy NOS (National Occupational Standards) development project has been a great initiative, which has helped us do more in-depth engagements with marine sector employers to understand the competency requirements, skills gap, and business leadership issues encountered by the Ocean Sector. During the Blue NOS engagements, we identified many skills gaps that could be addressed through a strong peer network and a robust mentorship program. Labor shortages within the sector, as well as the need for attracting and retaining new talent, are critical. Therefore, this project aims to provide a strong and timely solution that is very much needed by the sector.

As the champion for the Green Economy workforce, ECO Canada prides itself on leveraging the best tools for career development; one of which is our in-house Green Jobs mentorship program that is consistently identified by young professionals as a critical part of their professional and career development. In a recent interview with our EPt, Kyle Bouwknecht, he identified the guidance from his mentor as integral to taking his career in the direction he wanted:

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October 18, 2022

"Being an EPT has provided me with access to lots of quality educational content and helped me iron out exactly what sector of the environmental workforce of which I wanted to be a part. It also provided me with access to a mentor, who was and continues to be, an invaluable resource in my career trajectory."

Through our research and engagement in the Reclaiming Women's Leadership program, ECO Canada consistently heard that peer mentorship was particularly helpful for individuals in mid-to-senior and leadership roles who are often unable to find meaningful mentorship opportunities. This is particularly true for individuals who face unique challenges such as women and Indigenous peoples.

3.0 PROJECT BACKGROUND

"The Blue Mentorship and Leadership Pathways" project aims to build a more robust and innovative marine sector by helping ocean sector business leaders and founders connect with diverse people and ideas. The primary means of facilitating these connections will be through the establishment of a strong and sustainable mentorship network that will connect ocean business leaders and founders to:

- One another in a peer mentorship network
- Traditional expert mentors

To help the ocean business leaders and founders participating in the mentorship program apply the diversity logic on which this project is built¹, and to help them get the most out of their experience in the program, the project includes **the development of three toolkits** which will be shared with them. These toolkits will cover:

- Effective Mentorship
- Laddering Talent
- Recruiting Talent

Each toolkit should reflect strategies that are relevant and effective in the modern workforce landscape; the information should be suitable for mentoring, laddering, and recruitment of diverse talent.

Materials for recruiting and laddering talent via the toolkits will be aimed at ocean founders and materials on mentoring talent will be aimed at expert mentors, although all participants will have access and whichever materials they wish. The toolkits will take an evidence-based approach to the benefits of diversity, running an inclusive organization, and accessing the largest possible pool of talent within Canada's diverse workforce.

A graphical summary of the project is depicted in Figure 3.1

Equity, Diversity, and Inclusion are among the driving principles of this project that will help women, Indigenous participants, and other visible minorities access more meaningful opportunities within the ocean sector. They will be strongly encouraged to participate in all aspects of the project including as traditional mentors, peer mentors, and in the development of the toolkits.

¹ In summary, diverse teams are better at solving complex problems than single individuals or non-diverse teams. For example, Nobel prizes in science are increasingly won by these kinds of groups.

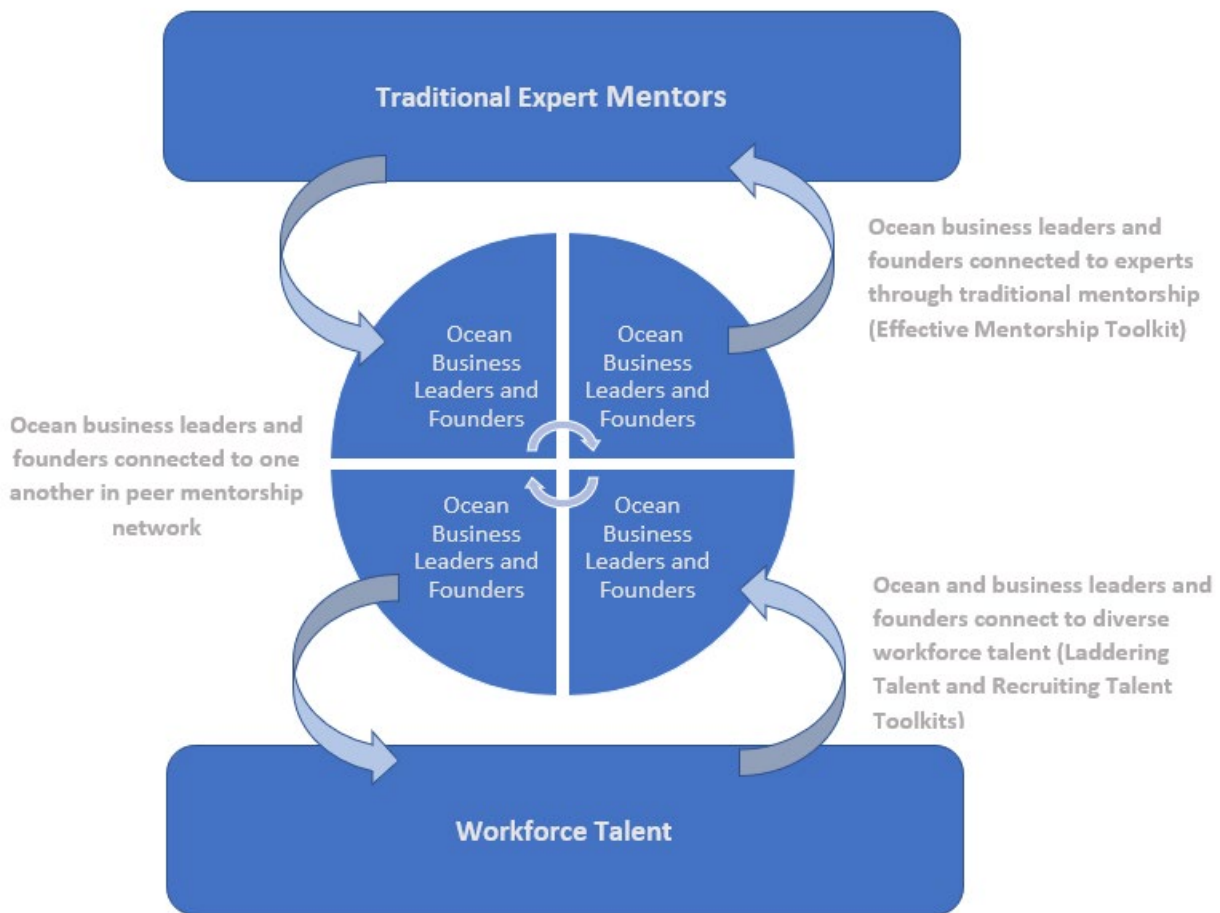


Figure 3.1 A graphical depiction of connections established during the project activities, and where the toolkits will fit into the project.

4.0 SERVICE REQUIREMENTS

ECO Canada will develop three toolkits to support the project activities that will be shared with project participants (ocean business leaders and founders as well as their expert mentors) and eventually the public.

We, therefore, seek qualified and experienced proponents to:

- 1) Conduct background research that includes consultations with subject matter experts, Indigenous stakeholders, and policymakers. The consultations can be virtual or in person and will function to disseminate information and collect inputs for the curriculum.
- 2) Develop 3 toolkits to assist all program participants in developing the talent pipeline for their organization. These toolkits will lay out evidence-based, best practices strategies for finding and

October 18, 2022

developing talent, discuss the logic and benefits of cultivating a diverse workforce, and provide guidance for how to access the largest possible pool of talent. The toolkits developed will be provided to Expert Mentors and Ocean Founders. They will also be published and distributed to public use by ECO Canada.

- 4) Via the toolkits, augment transparency surrounding the logic of the program to increase understanding and buy into the project.
- 5) Work with ECO Canada to review the developed materials and provide feedback.

5.0 BENEFITS

These toolkits will help program participants (including ocean business leaders and founders as well as their expert mentors) understand the benefits of connecting with diverse people and ideas, manage the talent pipeline within their organization, and help them to both learn and teach as a mentor and/or leaders.

The three toolkits will be developed and distributed to all program participants as well as published and made publicly available on our website. The concept behind these kits is to assist ocean founders to connect with diverse talent and build a workforce that welcomes meaningful participation from Canada's diverse talent pool.

The toolkit's main goals will be as follows:

- o Toolkit 1: Recruiting and developing new talent, including diverse talent
- o Toolkit 2: Developing and ladder existing midlevel talent, including diverse talent, to leadership roles
- o Toolkit 3: Effective mentorship (traditional and peer)

All three toolkits are to be validated by the industry. ECO Canada will select validators based upon the project partner's recommendations where the partners are to provide a list of potential validators.

** ECO Canada will be committed to supporting this work and will be available to answer questions, promptly review materials, providing resources and guidance as needed.*

The marine sector more broadly will benefit from improved leadership in founders, more diverse thinking among leaders in the sector, a greater ability to recruit and ladder new talent entering the field, and a sector that is able to draw from a greater talent pool within Canada's diverse workforce. This should make for a more attractive sector and a smoother transition for talent interested in entering the field. This will create more growth potential as new and diverse ideas flow into the sector and the door to new and diverse talent opens more widely.

People from historically marginalized groups who are wishing to enter and thrive in the marine sector will also benefit from the program in a number of ways throughout all stages of the project. Firstly, the project will be designed in partnership with Indigenous groups, successful marine sector companies, not-for-profits active in the marine sector, small and medium businesses, and the diverse in-house team at ECO Canada and will be guided by a National Advisory Board. The project will also benefit from the findings from our Reclaiming Women's Leadership mentorship program which specifically aims at the Environment

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October 18, 2022

and Engineering sector. These design elements will ensure that the program is accessible and inclusive of women, visible minorities groups, and Indigenous peoples and will be designed such that the voices of these historically marginalized groups are heard and that their needs are met through the program through a robust Diversity, Equity, and Inclusion program.

ECO Canada will also leverage its marine-focused BEAHR training course, to help more Indigenous people enter the field for the first time.

The toolkits will further support the inclusion of talent from historically marginalized groups through helping ocean founders understand the logic, benefits, and best practices for filling the talent pipeline with diverse talent. The intention is to give them the tools and knowledge they need to make their talent management and EDI efforts a success.

6.0 PROPOSAL SUBMISSION REQUIREMENTS

The proponent is expected to demonstrate the ability to develop appropriate toolkits that align with ECO Canada's brand. The following information is part of our evaluation process, and must be included in the proposal submission:

- 1) Proponent Background
 - a. The proponent must provide a brief background of their organization.
 - b. Why is your organization interested in this project?
- 2) Organization and Project Team Capacity
 - a. The proponent must provide details on the capacity of the organization and the project team to deliver the proposed project.
 - b. Resumes must be included as an appendix.
- 3) Prior Experience
 - a. The proponent must describe past knowledge, experience, relevant projects, and expertise.
 - b. The proponent must describe any experience or successes regarding toolkit development.
- 4) Approach and Methodology
 - a. Project Timeline
 - i. Provide project timeline and deliverable dates.
 - b. Project Management and Toolkit Development Details
 - i. Toolkit outline and development should include at a minimum:
 1. Outline of project management details including:
 - a. Involvement of ECO Canada in the toolkit development process.
 - b. Team members' roles and responsibilities.
 - c. Proposed Budget
 - i. All Project documents, and integration of feedback into documents from the toolkit validation process.
 - ii. Provide a cost estimate based on the number of hours, resources, and hourly rate for each deliverable, as well as a total project cost estimate.
- 5) References or Letters of Support
 - a. Proponents must provide references that will support and provide insight regarding the qualifications and experience requested in this RFP.

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7.0 PROPOSAL REVIEW CRITERIA

All proposals will be reviewed by members of ECO Canada’s review team based on the review criteria below. Incomplete proposals or those that fail to follow the submission requirements outlined above will not be considered for review.

Review Criteria	Points Awarded
Demonstrated knowledge of ECO Canada and the requirements of this project	5
Organization and Project Team Capacity	15
Previous related experience in developing and delivering toolkits.	15
Project Timeline	10
Project Management and Toolkit Development Details	25
Proposed Budget	25
References or Support Letters	5
Total Points	100 points

8.0 PROJECT TIMELINE

ECO Canada is requiring the successful contractor to be able to accommodate the following deliverable schedule:

- 1) All three toolkits are to be completed and delivered (accepted to ECO’s standards) to ECO Canada as follows
 - (a) Toolkit #1 **December 29, 2022.**
 - (b) Toolkit # 2 January 29th, 2022
 - (c) Toolkit #3 February 28th, 2022

9.0 RFP SUBMISSION DATE

Proposals should be marked “Proponent Name – Proposal for Toolkit Development” and submitted to dmaharaj@eco.ca. All documents required with the submission, as stated in section 3.0 Proposal Submission Requirements, should be included as one PDF document and are not to exceed 15 pages excluding appendices. Submissions will be accepted until 4 pm (MST) by **November 2nd, 2022**

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10.0 ENQUIRIES

Clarification of terms and conditions of the RFP process shall be directed to:

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10.0 TERMS AND CONDITIONS

Respondents are solely responsible for their expenses in preparing a Response and for subsequent negotiations. ECO Canada shall not be responsible for any cost incurred by the proponent in preparing the proposal or otherwise prior to the signing of a contract with ECO Canada. Firms selected to present to or be interviewed by the Qualifications Review Committee will be notified of the logistics by ECO Canada. Participation in the presentations/interviews will be the sole financial responsibility of the consultant(s) and will not be reimbursed from the project budget. All documents, including Responses, submitted to ECO Canada become the property of ECO Canada. Information pertaining to ECO Canada obtained by the Respondent as a result of participation in this RFP is confidential and must not be disclosed without written authorization from ECO Canada. The RFP should not be construed as an agreement to purchase goods or services. A proposal will not necessarily be accepted. The RFP does not commit ECO Canada in any way to award a contract.

Documentation prepared and information collected by the successful proponent during the project is property of ECO CANADA. The successful proponent's documentation and tools developed by the proponent before working with ECO Canada will remain the successful proponent's intellectual property. However, the successful proponent must inform ECO Canada if those documents or tools will be used during the completion of the work. It is understood that if ECO Canada accepts to use those documents or tools ECO Canada will acknowledge the author (the successful proponent) however no royalties or any other payments will be given to the successful proponent.

All project materials must be transferred to ECO Canada upon completion of the project.

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