



Promotional and Public Relations Support for Joint Public Advisory Committee meeting on Coastal Ecosystems in North America

Request for Proposals

Commission for Environmental Cooperation

2014

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

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

On 6–7 November 2014, the Commission for Environmental Cooperation's Joint Public Advisory Committee will be holding a public consultation near Washington, DC, focused on examining the health and future of North America's coastal ecosystems. The consultation will take place on the fringes of the national [Restore America's Estuaries Summit](#), which is taking place 1–6 November 2014, at the Gaylord National Convention Center.

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 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 Leona Aglukkaq, Mexico's Secretary of Environment and Natural Resources Juan José Guerra Abud, and US Environmental Protection Agency Administrator Gina McCarthy.

Our targets are:

- to attract at least 100–150 participants to the meeting;
- to attract at least 150–200 webcast viewers to the meeting;
- to secure at least three to five media stories covering the event.

We seek to achieve these targets by enlisting a public relations consultant to carry out the following tasks in the following timeframe:

September 2014:

- Conference call (1.5 hours) with CEC Secretariat staff for a first briefing on the meeting and outlining our traditional approach to promoting JPAC meetings.
- Provide a brief (1–2 pages) promotional plan, outlining an 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 DC. 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 a general invitation of approximately 500 words, promoting meeting attendance and webcast participation. This invitation will be distributed via the CEC's subscription list of close to 10,000 subscribers.

October 2014:

- Draft 10 Facebook posts and 30 Tweets promoting the meeting, particularly the live webcast.
- Develop a targeted media list.
- Pitch local radio stations and newspapers to promote pre-event coverage.
- Draft press release/media advisory promoting attendance at the meeting and distribute to media list. Handle all media requests in coordination with CEC Communications Coordinator. JPAC members and key speakers will be made available for interview. The CEC will share its own media list with contacts in DC.
- Plan and execute promotion of 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.

The consultant will be working in collaboration with the CEC Secretariat's Communications Coordinator and JPAC Liaison Officer.

The consultant is responsible for providing deliverables **of publishable quality** (i.e., copy-edited) in English. 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 language style guide] (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.

Requirements

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

The consultant must be domiciled and able to work legally in at least one of the three North American countries. 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 consultant must be fluent in both written and spoken English; proficiency in French and/or Spanish is desirable.

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 are encouraged to also submit any additional information that they believe will assist the CEC Secretariat in the evaluation of their proposal.

The consultant will be selected in accordance with 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 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\$10,000 (Canadian dollars), including professional fees and expenses. 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 5 September 2014**. 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
CEC Communications Coordinator
Commission for Environmental Cooperation
393, rue St-Jacques Ouest, bureau 200
Montreal, QC, Canada H2Y 1N9
Tel: 514-350-4331; Fax: 514-350-4314

The CEC Secretariat intends to select the consultant within three working days following the proposal submission deadline. Notification of selections will be made on or about 10 September 2014.

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 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: _____