



REQUEST FOR PROPOSAL

Research & Reporting on Design Elements that have reduced the Environmental footprint of Electronics Products

Section 1: Introduction, objective of the Request for Proposal (RFP), and reference documents

1.1 Introduction

- 1.1.1 Since 2003, Electronics Product Stewardship Canada (EPSC), has spear-headed the development of industry-led and managed end-of-life electronics stewardship programs in response to provincial regulations.
- 1.1.2 Currently, three not-for-profit programs are operational in Canada: SWEEP in Saskatchewan <www.sweepit.ca>; ESABC in British Columbia <www.electronicrecyclingBC.ca>; ACES in Nova Scotia <www.ACEstewardship.ca>.
- 1.1.3 Two of these provinces, Nova Scotia and British Columbia currently have provisions within their regulations which require the provincial organizations to report on producer responsible Environmental Design features on a regular basis. Ontario's regulations are expected to require a similar reporting mechanism (Appendix A)
- 1.1.4 In 2006, EPSC brought its member companies together to create a overview report entitled *Designing for the Environment* <<http://www.epsc.ca/dfc/>>. That report highlighted work that had been conducted industry-wide in five specific areas:
- Chemical Management
 - Energy Efficiency
 - Materials Management
 - Design for Environment
 - Product Expandability
- 1.1.5 Products sold in Canada are often marketed globally, and they already incorporate many of the legislation requirements found in other jurisdictions, e.g. RoHS, REACH, EuP, reducing the need for additional Canadian regulations in this area.

1.2 Objective of this RFP

- 1.2.1 To select individuals or organizations to conduct secondary research into current advances in environmental design of electronics products that are available in the Canadian marketplace, to organize the research, and to present a summary report that would form the basis of a document for public consumption.

1.3 Objective of this Report

- 1.3.1 There are three components that make up the final desired outcome:
- (a) **Research** into product design/innovation that has reduced the environmental footprint of electronic products in the past, present, and the foreseeable future:
 - i. Research would include such products as televisions, computers, monitors, notebooks, and printers, but not be limited only to those products.
 - ii. Research would be industry-wide as opposed to brand/company specific
 - iii. Research would be secondary in nature, looking at publicly available information and not focused on any proprietary data
 - (b) **Organization** of the data into strategic components, including, but not limited to the five elements outlined in the 2006 version of *Designing for the Environment*
 - (c) A **summary report** that would provide the foundation for conveying information to the public in a user-friendly format.
- 1.3.2 The end result of the research and report would provide the details for a user-friendly publication that could present a graphic timeline over a period of years to demonstrate how products have been reduced in size, energy consumption, and are now multi-functioning devices.
- 1.3.3 More in-depth research would also be used to educate and inform elected officials and senior bureaucrats in federal, provincial and territorial governments on the environmentally responsible approach and significant investment currently being undertaken by EPSC member companies in Canada.
- 1.3.4 The report will also be used to create additional supporting materials, e.g. slide presentation decks, web pages etc., for public dissemination of the information.

1.4 Reference materials

- 1.4.1 The 2006 brochure *Designing for the Environment* <<http://www.epsc.ca/dfe/>>
- 1.4.2 Appendix A attached – *Existing Design for the Environment Reporting Requirements & Industry Responses*
- 1.4.3 Appendix B – *Creative Brief – 2008 Design for Environment (DfE) Reporting*
- 1.4.4 Links to individual EPSC member investments in Design for the Environment <<http://www.epsc.ca/dfe/>>

Section 2: Submitting a response

2.1 General information on response submission

- 2.1.1 All proposals must be sent by e-mail in either Word or PDF format to: barb@epsc.ca
- 2.1.2 All proposals must be received by the RFP closing date of Friday, July 18, 2008 at 5:00 p.m. EST. All bidders will be notified upon receipt of their e-mail submission.
- 2.1.3 Bidders must prepare a concise proposal which addresses all requirements detailed in the RFP.
- 2.1.4 Although bidders may choose to structure their proposal in the manner they deem to be the most effective, it is strongly recommended that the proposals follow the same format and numbering as the RFP.
- 2.1.5 The Contracting Authority shall not be obligated nor bound to accept any bid nor the lowest bid quoted in any response
- 2.1.6 The Contracting Authority shall not be obligated to disclose any information about the winning response.

- 2.1.7 Failure to comply with the terms and conditions specified in the RFP could lead to the response being considered non responsive with no further evaluation of the vendors proposal.
- 2.1.8 The Contracting Authority shall not be responsible for any costs incurred by the bidder in preparing a response to the RFP.
- 2.1.9 The Contracting Authority will consider joint bids.
- 2.1.10 All responses received will be treated as confidential unless otherwise directed by a proponent. Information provided will not be used by any party other than the bid manager and his/her RFP Evaluation Team.

2.2 Requests for RFP clarification

- 2.2.1 It is the responsibility of bidders to request clarification of any details related to the RFP process by contacting barb@epsc.ca in writing. Verbal requests for clarification will not be considered.
- 2.2.2 Inquiries received less than 3 working days prior to the RFP closing date cannot be guaranteed a response.
- 2.2.3 The Contracting Authority will provide, to the persons to which this RFP has been sent directly, notice of significant inquiries received and the reply to such inquiries, without revealing the source of such inquiries. To receive these updates, please email barb@epsc.ca to be placed on the email distribution list.
- 2.2.4 The Contracting Authority will not meet with any individual bidders prior to the RFP closing date on matters pertaining to this RFP.

2.3 RFP bid manager:

Barb MacDonald
Communications Consultant, EPSC
e-mail: barb@epsc.ca

Section 3: Statement of Work

The statement of work covers the three phases of the project: research; organization; and summary report.

- 3.1. Brief description of the bidding entity and a summary of experience working on previous environmental design projects or corporate environmental initiatives.
- 3.2. Outline of staff and other resources / support infrastructure required to successfully produce the required deliverables under this contract, including roles, responsibilities and qualifications.
- 3.3. Strategy for executing the required steps to conduct the three elements of the project: research, organization; summary report.
- 3.4. Detailed schedule of activities and timelines required to provide both an interim and a final report
- 3.5. Details of consulting fees to be charged in conducting this Review, including total hours and hourly rate charged.

Section 4: Mandatory requirements

The following requirements must be met or a bid will be considered non compliant.

- 4.1 Each bidder must provide a response for each item of the statement of work. A nil response will be considered as not meeting this requirement.

Section 5: Evaluation process

- 5.1 Bids will be rated through a numerical scoring system with points provided for each section of the statement of work (see Appendix "C")
- 5.2 Proposals received will be evaluated so as to achieve the greatest value.
- 5.3 Proposals received will be evaluated by an evaluation team of staff and/or board members from EPSC and its member companies.
- 5.4 The awarding of any contract as a result of this RFP will be at the sole discretion of the Contracting Authority
- 5.5 Bids not meeting the mandatory requirements will not be rated.
- 5.6 The evaluation team reserves the right to award a contract to a bidder other than the bidder receiving the highest scoring.

<p>* RFP Submission Deadline * Friday, July 18, 2008 5:00 p.m. EST</p>

Appendix A: Existing Design for the Environment Reporting Requirements & Industry Responses

BRITISH COLUMBIA:

(A) Regulation wording < http://www.gp.gov.bc.ca/statreg/reg/E/EnvMgmt/449_2004.htm#section14 >

Section 8 (2) (c) On or before July 1 in each year, a producer must provide to a director a report respecting the preceding calendar year-end must include the following:

c) efforts taken by or on behalf of the producer to reduce environmental impacts throughout the product life cycle and to increase reusability or recyclability at the end of the life cycle;

(B) Approved Stewardship Plan wording

< <http://www.encorp.ca/temp/20086346399/FinalStewardshipPlan1006.pdf> >

12.3 Design for the Environment: The program will report on EPSC members' design for the environment initiatives. (See Appendix B: http://www.epsc.ca/dfe/EPSC_brochure_Oct6.pdf)

NOVA SCOTIA:

(A) Regulation wording < http://www.gov.ns.ca/just/regulations/REGS/envsolid.htm#TOC3_19 >

Section 18 O (2) A brand owner who operates an electronic product stewardship program shall, upon request in writing from the Minister, provide the Minister with any information about their electronic product stewardship program, including any of the following:

(e) efforts made to improve the environmental design of the brand owner's electronic products.

(B) Approved Stewardship Plan wording < Page 15:

http://www.acestewardship.ca/pdf/Electronics_NS_Program_Plan_EPSC_Final_070801.pdf >

The program will be continuously monitored for opportunities to make improvements, both from an operational and strategic perspective. Other issues to be reviewed on an ongoing basis include:

** Methods to acknowledge environmental efforts of companies who may be advocating and promoting green procurement through the use of programs such as the Electronic Product Environmental Assessment Tool (EPEAT) or Energy Star. This will include, but not be limited to, calculating environmental benefits of these green procurement programs and the resulting DfE impacts/improvements.*

** Further, as part of continuous program improvement, the program will examine market-based incentives to reward, in an economical and efficient manner, those producers making environmental investments including potential options such as eliminating visible fees and/or moving toward a cost internalization model.*

ONTARIO:

(A) Regulation wording <

<http://www.wdo.ca/files/domain4116/Minister's%20WEEE%20Program%20Request%20Letter%20June%2012%2007.pdf> >

Section 10 of addendum to Minister's Final Program Request letter for WEEE: The Program shall consider incentives encouraging stewards to initiate measures designed to reduce waste resulting from their products, increase recyclability of products and increase use of recycled content of products.

(B) Submitted Stewardship Plan wording <

http://www.ontarioelectronicstewardship.ca/pdf/program_plan_mar11_08.pdf >

Page 92: The OES Program will report on OES members' "Designing for the Environment" initiatives as part of its annual reporting requirements to the WDO. For further information on the type of reporting which is possible please see report on designing for the environment that was prepared by EPSC (<http://www.epsc.ca/dfe/>). This report will be updated regularly by EPSC and will be a reference for OES in reporting to the WDO.

Appendix B: Creative Brief – “2008 Design for Environment (DfE) Reporting”

Issue	<ul style="list-style-type: none"> • To support the existing regulatory DfE Reporting Requirements and Industry Responses that currently exist in British Columbia and Nova Scotia, and are expected to be enacted in other provinces as programs are regulated. • To respond to the public attention/pressure on regulatory approaches in other jurisdictions, (ie. RoHS, REACH, EuP, etc) and to demonstrate that many Canadian products already incorporate these legislated requirements, reducing the need for additional Canadian regulations in this area.
Purpose:	<ul style="list-style-type: none"> • To educate and inform elected officials and senior bureaucrats in federal, provincial and territorial governments on the environmentally responsible approach and significant investment currently being undertaken by EPSC member companies in Canada. • To respond to the increasing interest of consumers in purchasing environmentally friendly products from environmentally responsible manufacturers.
Desired Results	<ol style="list-style-type: none"> 1) A dynamic printed piece, and available online via PDF 2) A timeline showing the reduction in environmental footprint of a variety of products e.g. Televisions, computers, notebooks, printers etc. 3) An accompanying PowerPoint slide deck, web elements 4) Set of media lines and Q&As related to the report, methodology, findings, etc.
Primary Target Audience	Elected officials and bureaucrats in federal and provincial government departments
Secondary Target Audience	To inform the general public of industry’s leadership in this area, and to enhance and confirm industry’s public environmental image
Goals	<ul style="list-style-type: none"> • To demonstrate industry’s pro-active leadership in design for the environment and accepted public responsibility • To educate the regulators on industry’s on-going and sustained investment in this field • To illustrate the impact of recycle and reuse strategies currently in place • To demonstrate that further regulation of the industry on Design for the Environment (DfE) and/or Design for Recycling (DfR) is unnecessary • Provide concrete examples of current market-ready products, recycling and re-use strategies currently in place • Highlight industry’s leadership in Canada and globally.
Concept	<ul style="list-style-type: none"> • A high-end printed brochure, 3-page back to back foldout. Maintain the design elements, with an updated look and feel to complement the piece produced in 2006 (www.epsc.ca/dfe) • Graphic elements to tell the environmental story in a graphic, easily understood approach, including historical timelines for development of certain products (e.g. the evolution of televisions)

	from radio cabinet style to flat screens)
Key Elements/Messages	<ol style="list-style-type: none"> 1. Build on the existing five concept areas of design for the environment <ul style="list-style-type: none"> • Chemical Management • Energy Efficiency • Materials Management • Design for Environment • Product Expandability 2. Add or report on new “pressure” areas: 3. Active leadership demonstrated in design for the environment for our products. 4. Significant investment by industry to research and bring to market “green products” that have reduced the environmental footprint 5. New technology is constantly emerging therefore regulating on old technology is ineffective 6. EPSC members operate in a dynamic, Global marketplace – Canada’s share is very small. 7. Provide Canadian specific examples and impact under EPEAT
Project Management	Barb MacDonald, EPSC’s Communications Consultant will manage the project.

Appendix C: Design for the Environment Report RFP – Scoring of Bids

Mandatory requirements		Y / N
Complete Response		
Statement of Work		Points
3.1	Evidence of relevant experience with environmental design projects or corporate environmental initiatives	10
3.2	Staffing and other support infrastructure (qualifications, roles and responsibilities)	15
3.3	Strategy for executing the required steps to conduct the three elements of the project: research, organization; summary report.	30
3.4	Detailed schedule of activities and timelines required to provide both an interim and a final report	10
3.5	Detailed schedule of fees to be charged	5
	Total cost (binary – 5 for lowest, 0 for others)	5
TOTAL		75