

## REQUEST FOR PROPOSALS

### Guidance on Recyclability, Labelling and Terms

#### Waste Reduction and Recovery Committee Canadian Council of Ministers of the Environment

### 1.0 BACKGROUND

The Canadian Council of Ministers of the Environment (CCME) is the primary minister-led intergovernmental forum for collective action on environmental issues of national and international concern. The 14 member governments work as partners in developing consistent environmental standards and practices.

Environment ministers are committed to taking action within their jurisdictions and through CCME to continuously improve Canada's record on reducing and recycling waste. CCME's Waste Reduction and Recovery Committee (WRRC) is developing tools and best practices to assist federal, provincial and territorial (FPT) jurisdictions to achieve substantial reductions in waste disposed.

Ministers approved the Canada-wide Action Plan on Zero Plastic in 2019 ([phase 1 action plan](#)) and 2020 ([phase 2 action plan](#)). Together the two phases contain concrete actions to implement the [Canada-wide Strategy on Zero Plastic Waste](#) that ministers approved in principle in 2018. Two of these actions inform the Statement of Work of this request for proposals.

To address these two actions, WRRC's Recyclability and Labelling Project Team (hereafter the "Project Team") seeks to develop guidance and reference materials to:

- support sustainable designed plastic products and alternatives
- improve understanding of product labels and terms that inform design, purchasing and end-of-life management of plastic products and
- support actions by FPT jurisdictions, municipalities, industry (e.g., brand owners, producers, retailers, etc.), institutions, waste managers and the public to improve the consumption, recyclability and end of life management of plastic products in Canada.

### 2.0 STATEMENT OF WORK

The Contractor will:

- build on and refine a previously drafted reference compendium of existing guidelines for recyclability and
- develop guidance on the use of labels and terms such as recyclable, compostable and biodegradable to facilitate common understanding and better inform purchasing, recycling or disposing of plastic products, including compostable plastic.

### 3.0 SCOPE OF WORK

The project will commence by November 23, 2020 and conclude by August 16, 2021.

The Contractor will require working knowledge of plastic products and waste management systems and terminology. Experience with visual and graphic design elements is an asset.

The reference compendium and guidance document will be written in plain language for a lay audience. The primary audience includes FPT and municipal government policy makers, communications specialists and solid waste managers, waste processors, industry (e.g., producers, manufacturers and brand owners) and institutions. Secondary audiences include consumers and solid waste-resource educators/coordinators.

The reference compendium and guidance document will be structured in a brief, clear, concise, organized, and user-friendly manner. Tables, charts, graphs or other visuals will be used where they aid in clarity and comprehension and, to facilitate comparison, consistent formats and metrics will be used. The documents will be written according to CCME's style guide (to be provided to interested bidders upon request). Draft submissions will be prepared and submitted with the same content and quality as if they were final submissions, including considerations for grammar, tone, logical process flow, proper citation, consistency and technical contents.

#### 3.1 Tasks

Without limiting the scope of work, the Contractor shall carry out the main items of work as described herein.

##### Task 1: Project Initiation Meeting

The Contractor, Project Authority and Contract Authority will meet via teleconference within a week of the signing of the contract to discuss and agree upon the scope of the project, expectations for deliverables and periodic reports, format of deliverables and expected timelines.

Prior to the project initiation meeting the Project Team will provide a working draft of a compendium and preliminary assessment of recyclability guidelines and relevant reports and reference materials on product labeling and terminology.

##### Task 2: Literature Review and Supplementary Interviews

The Contractor will conduct a literature review using relevant Canadian and international information to (i) obtain the most up-to-date information on existing guidelines for recyclability and their adoption or use and (ii) identify existing definitions, descriptions and other relevant information of the terms listed below to fulfill the guidance document needs (outlined in Task 3):

- recyclable
- compostable
- biodegradable
- degradable

- oxodegradable (including oxobiodegradable)
- omnidegradable
- photodegradable
- reusable
- refillable
- bioplastics (including bio-based plastics)
- plant-based plastics
- recycled content
- post-consumer plastics (including post-consumer resin (PCR))
- reclaimed plastics (including ocean plastics)
- flushable
- certified
- single-use plastics and
- disposable plastics.

This review should place particular focus on Canadian and North American sources of information and identify the origin (organization name / type) of each guideline or term as well as the geographic scope of their adoption or use. Supplementary interviews with organizations may be needed to fill gaps in the literature review, for both the compendium and the guidance document.

The Contractor will provide to the Project Authority and Contract Authority by December 11, 2020, a summary of the literature sources reviewed, and interviews completed, and pertinent information gathered from literature and interviews consisting of a few bullets per reference. The Project Authority will provide Project Team comments on the summary to the Contractor by January 8, 2021. The Contractor will provide a revised summary to the Project Authority and Contract Authority by January 15, 2021.

### Task 3: Annotated table of contents of the guidance document on labels and terms

The Contractor will submit a draft annotated table of contents for the guidance document to the Project Authority and Contract Authority by January 27, 2021. The guidance document will support governments, businesses, institutions and the public in making sustainable decisions and will include sample communications to inform the purchase, use, recovery and end-of-life management of plastic and compostable products.

The annotated table of contents will include but not be limited to, for each term listed in task 2:

- a) recommended plain language descriptions and supporting rationale to identify a common understanding of what the term means
- b) how and when to use specific terms and labels
- c) common misuses or misconceptions of the term with supporting rationale/examples
- d) how terms are related to one another
- e) what to consider when purchasing, recycling or disposing of these products (e.g., industrial waste facilities vs. backyard composters)
- f) if it is captured in any of the guidelines for recyclability (Task 4)
- g) sample communications, which would include common messaging, graphics and other tools (e.g., factsheets, website updates, social media posts, etc.), for FPT jurisdictions, municipalities, organizations or others to use in their own communications.

The Project Authority will provide Project Team comments on the draft annotated table of contents to the Contractor by February 12, 2021. The Contractor will incorporate comments from the Project Team into a revised draft annotated table of contents by February 19, 2021.

#### Task 4: Draft reference compendium of guidelines for recyclability

The Contractor will prepare a draft reference compendium that builds on, strengthens, and refines the original draft. The reference compendium will summarize, analyze, and compare existing guidelines on recyclability of plastic products to support product design, improve the recovery of products and inform the development of policies and actions by governments, waste processors and industry (e.g., producers, manufacturers and brand owners). This task will include verifying, validating, and adding to the information that is included in the original draft, and building on the assessment of the guidelines reviewed, based on objective criteria (e.g., scope of guidelines, frequency of updates, etc.). The draft reference compendium will contain new information from the literature review and from supplementary interviews with organizations, where applicable. This will include:

- any additional guidelines not included in the original draft
- strengths and weaknesses of each guideline (e.g., scope of product and sector coverage, ease of use, level of technical detail, frequency of updates, other criteria as agreed with the Project Authority)
- uptake of guidelines by industry
- gaps and limitations to existing guidelines
- recommendations for additional guidance, tools, or other actions to support design for recyclability, with consideration for Canada-wide consistency.

The Contractor will provide the draft reference compendium to the Project Authority and Contract Authority by March 5, 2021. The Project Authority will provide Project Team comments on the draft reference compendium to the Contractor by March 19, 2021. The Contractor will discuss the draft reference compendium and written comments with the Project Team by teleconference by March 31 2021. The Contractor will incorporate Project Team comments on the draft reference compendium into Task 6.

#### Task 5: Draft plain language descriptions and supporting rationale for key terms

The Contractor will draft plain language descriptions and supporting rationale for each term listed in Task 2. The plain language descriptions and supporting rationale will include items listed a through f in Task 3.

The Contractor will provide the draft plain language descriptions and supporting rationale to the Project Authority and Contract Authority by March 31, 2021. The Project Authority will provide Project Team comments on the draft plain language descriptions, supporting rationale to the Contractor by April 16, 2021. The Contractor will discuss the draft plain language descriptions and supporting rationale and written comments with the Project Team by teleconference by April 26, 2021. The Contractor will incorporate Project Team comments on the draft plain language descriptions and supporting rationale into Task 7.

Task 6: Final reference compendium of guidelines for recyclability

The Contractor will prepare and provide a final reference compendium to the Project Authority and Contract Authority by April 9, 2021.

Task 7: Draft guidance document on labels and terms

The Contractor will prepare a draft guidance document that will support governments, businesses, institutions and the public in making sustainable decisions and will include sample communications to inform the purchase, use, recovery and end-of-life management of plastic and compostable products. The guidance document will:

- be structured according to the annotated table developed in Task 3, using the information from the literature review and supplementary interviews where appropriate
- include the plain language descriptions and supporting rationale developed in Task 5 and
- include the draft sample communications (item g in Task 3).

The Contractor will provide the draft guidance document to the Project Authority and Contract Authority by May 13, 2021. The Project Authority will provide Project Team comments on the draft document to the Contractor by May 31, 2021. The Contractor will discuss the draft document and written comments with the Project Team by teleconference by June 9, 2021. The Contractor will incorporate Project Team comments on the revised draft guidance document into Task 8.

Task 8: Revised draft guidance document on labels and terms

The Contractor will prepare a revised draft guidance document that incorporates Project Team comments received during Task 7.

The Contractor will provide the revised draft guidance document to the Project Authority and Contract Authority by June 29, 2021 and present the revised draft guidance document to WRRC by webinar, by July 9, 2021. The Project Authority will provide Project Team comments on the revised draft guidance document to the Contractor by July 27, 2021. The Contractor will incorporate comments from the Project Team into the final guidance document (Task 9).

Task 9: Final guidance document on labels and terms

The Contractor will prepare a final guidance document.

The Contractor will provide the final guidance document to the Project Authority and Contract Authority by August 6, 2021.

Task 10: Project Close Meeting

The Contractor, Project Authority and Contract Authority will meet by August 16, 2021 to review the project to identify successes, challenges, and opportunities for improvement.

### 3.2 Payment and Deliverables

Payments will be based upon the Contractor's completion of tasks and as evidenced by the production of the specified deliverables listed below. Payments will be made only after receipt of such deliverables and acceptance thereof by the Project Authority and the Contract Authority. Except as otherwise specifically provided for herein or in the professional services contract entered into with CCME, CCME will not be required to pay for partially completed tasks or for any additional work that may be required that the Contractor may not have budgeted for in its proposal. CCME shall not be committed to any other basis of payment by virtue of CCME having requested or received information regarding the Contractor's method of determining its bid for the completion of the Project, including, without limitation, any information regarding estimates of time spent and hourly rates of the Contractor's employees, contractors and agents involved in the Project.

Payment will be made by CCME via electronic funds transfer (TelPay is CCME's current provider) to the Contractor according to the following schedule, subject to the deliverables listed below having been received and accepted by the Project Authority and the Contract Authority, and invoices having been submitted by the Contractor, and approved by the Project Authority and the Contract Authority and received by CCME. The Contractor will provide all necessary information to enable electronic funds transfers before initiating work on the project. If the electronic payment information provided by the contractor is incorrect and results in a returned payment, the Contractor will be responsible for reimbursing CCME for the service fees charged by CCME's electronic funds transfer provider.

<b>Deliverables</b>	<b>Payment Amount</b> (% of contract value, inclusive of all applicable taxes)	<b>Target Date</b>
Project initiation meeting, literature review and supplementary interviews and annotated table of contents of guidance document (Tasks 1-3)	15%	February 19, 2021
Draft reference compendium (Task 4)	15%	March 31, 2021
Descriptions and supporting rationale, final reference compendium and draft guidance document (Tasks 5-7)	45%	June 9, 2021
Revised draft guidance document, final guidance document and project close meeting (Tasks 7-10)	25%	August 16, 2021

The Contractor agrees to initiate work on the project by November 23, 2020.

The Contractor must provide all deliverables in electronic format to the Project Authority and Contract Authority no later than the dates specified above. All records, including but not limited to documents, reports, briefing notes and correspondence, generated by the contractor during the course of this project must be prepared in English using *Microsoft Word* for word processing, *Microsoft Excel* for data management, and *Microsoft PowerPoint* for presentations and other graphics.

All deliverables are the property of CCME and CCME reserves the right to publish them. The copyright in all materials produced as a product of the services shall belong exclusively to CCME. The Contractor shall waive all moral rights to all materials produced as a product of the services. The Contractor must advise the Project Authority of any information provided by a third party on a confidential basis for the purpose of the study and is to transmit the original documents containing any such information to the Project Authority under separate cover.

All discussion papers, reports and correspondence produced by the Contractor are subject to review by people designated by the Project Authority. The Contractor must perform all work to the satisfaction of the Project Authority and the Project Team.

Sufficient flexibility is required of the Contractor to respond to changing schedules and developments.

### **3.3 Budget**

The maximum budget for this project is \$35,000.00 Canadian, inclusive of all fees, expenses and applicable taxes; proposals in excess of the maximum budget will not be considered. Proposed professional fees must be inclusive of all office and administrative costs. Project-specific expenses such as travel costs, where required, must be estimated and included in the total estimated cost of the project. These project-specific expenses may be billed on an “as incurred” (or monthly) basis and payment will be made after written confirmation from the Project Authority that the expenses were authorized and approved. The Contractor must supply reasonable and adequate documentation to support the expense claims. Travel-related expenses must follow *CCME Guidelines for Reimbursement of Expenses*.

Bidders from HST jurisdictions are advised that CCME’s office is located in Winnipeg, Manitoba and accordingly only GST should be applied.

## **4.0 PROPOSALS**

**4.1** The proposal shall not exceed a maximum of 10 pages in length, excluding appendices. The proposal must:

- Provide an outline of the intended approach including basic tasks, schedule of activities, and budget.
- Describe the personnel of the project team, areas of responsibility, time allotted and charge out rates.
- Document contingent procedures and personnel to be used if key team members become unavailable.
- Provide a brief description of any similar projects undertaken. Include the timeframe that the work was undertaken and key individuals involved in its completion.
- Include the names and contact information of three references.
- Include as an appendix *curricula vitae* and contact information of key team members.
- Include as an appendix:

- the bidder's legal name and mailing address
- the name and contact information of the bidder's authorized signing officer
- the name and contact information for the bidder's administrator of the contract if different from the signing officer
- the bidder's GST registration number or if exempt, proof of exempt status.

**4.2** Personal information requested above is required to enable CCME to evaluate the proposal. All individuals noted in the proposal should be advised of and approve the release of personal information for the purpose of the proposal and the bidder is responsible for obtaining such approval.

**4.3** The Contractor shall not, without written consent of CCME, subcontract any obligation of the Contractor.

## **5.0 CONDITIONS**

**5.1** CCME reserves the right in its sole discretion to consider or reject any and all proposals. CCME reserves the further right to extend the deadline for proposals and to add, delete and/or change the terms of this Request for Proposals (RFP) and issue corrections and amendments to it. CCME has made every effort to ensure the completeness and accuracy of the information contained in this RFP. CCME shall not be liable for any errors or omissions or responsible for any bidder interpretations or conclusions regarding the information contained in this RFP. Contractors who submit proposals will not acquire any legal or equitable rights or privileges whatsoever until a contract is signed with CCME. CCME will not pay any compensation for the preparation of the proposal and all proposals become the property of CCME.

**5.2** The successful bidder is required to agree to a professional services contract with CCME. A sample CCME professional services contract is posted with this RFP. Bidders must identify in their proposals any changes requested to CCME's sample professional services contract and CCME reserves the right in its sole discretion to consider, accept, reject or amend such requested changes. CCME further reserves the right to revoke any offer to enter into a professional services contract. As part of a commitment to environmentally-sound business practice, it is CCME's practice to prepare, sign and transmit contracts electronically.

### **5.3 Proposal Deadline**

The Contract Authority must receive proposals no later than 12:00 noon Central, Friday, October 30, 2020; proposals received after the deadline will not be considered. The time stamp on CCME's email server shall be deemed to be conclusive evidence of time of receipt.

### **5.4 Method of Submission**

Bidders must submit proposals by email to the Contract Authority in an unsecured electronic format, file size to be no larger than 5.0 MB, compatible with MS Word or Adobe Acrobat.

## **5.5 Ineligible Bidders**

The following organizations and individuals, and organizations proposing such individuals as part of a project team, are ineligible to bid on this project:

- 5.5.1 Federal, provincial and territorial governments and all their departments and ministries and Crown corporations, boards, commissions and agencies and any officials and employees of them.
- 5.5.2 Members of the House of Commons and provincial and territorial legislative assemblies.
- 5.5.3 Persons providing administrative and related services to the CCME group responsible for the project.
- 5.5.4 Members and participants of CCME committees and groups, and for a period of six months after such membership ends.
- 5.5.5 Any company that is ineligible to bid on federal, provincial or territorial government contracts.

## **6.0 CONTACTS**

Prospective bidders should direct questions to the Contract Authority.

### **6.1 Contract Authority**

Laura Crawford  
Canadian Council of Ministers of the Environment  
123 Main Street, Suite 360  
Winnipeg, MB R3C 1A3  
Tel: (204) 948-2281  
Email: lcrawford@ccme.ca

### **6.2 Project Authority**

Kathy Palko  
Environment and Climate Change Canada  
351 Saint Joseph Blvd.  
Gatineau, QC K1A 0H3  
Tel: (819) 938-4038  
Email: kathy.palko@canada.ca

## **7.0 PROPOSAL EVALUATION**

All assessments and weighting of criteria is at the sole discretion of CCME. The Project Team will evaluate proposals based on the following criteria:

## Technical and Management Proposal Evaluation Criteria

<b>TECHNICAL PROPOSAL</b>	<b>Score</b>
Demonstrated understanding of the project scope and objectives	10
Technical approach and methodology to meet project objectives	10
Work plan feasibility and organization	10
Recognition of possible problems, proposed solutions and additional innovative suggestions	10
<b>MANAGEMENT PROPOSAL</b>	
Experience and qualification of Program/Project Manager	10
Experience and qualifications of project team members, and alternate team members in case of unforeseen availability:	10
(a) qualifications of team members	
(b) depth and breadth of the team's experience	
(c) depth and breadth of individual team members experience in similar assignments	
Experience of organization in similar assignments	10
Experience working with a range of stakeholders	10
Ability to communicate effectively and to provide leadership/ coordination/ management under multi-partnership team setting	10
Value for money	10

### 8.0 AWARD OF CONTRACT

The Project Team will determine award of the contract by November 16, 2020. The lowest or any bid will not necessarily be accepted.

Upon award, the work must proceed on a timely basis as outlined in the table of deliverables. The successful proponent must not commence work until a contract is in place.

Contractors can view the status of this project on the CCME website, [www.ccme.ca](http://www.ccme.ca), on the What's New page.