



Request for Proposals:

**WEC 50-30 CHALLENGE PROJECT:
INNOVATIVE INSTRUCTIONAL
DESIGN**

Closing Date - November 14, 2022 - 4 PM Eastern

SUMMARY OF KEY INFORMATION

RFP Reference	RFP No. 2022-KH
Overview of Opportunity	The Women’s Economic Council is accepting proposals from experienced individuals and/or qualified firms for the development of an instructional design strategy, plan, tools and resources. Project participants will collaborate throughout. Activities may be conducted in both official languages, using simultaneous interpretation and translation (out of scope), as required.
Closing Date and Time	November 14, 2022, at 4:00 EST
Instructions for Proposal Submissions	Proposals are to be submitted as one PDF file and emailed to: janetk@womenseconomiccouncil.ca No proposal shall be accepted after deadline
Instructions to Proponents	The guidelines for writing and submitting this RFP are posted on the WEC website
Questions to Contract Manager – Janet Kranz	Questions are to be submitted in writing quoting the RFP number by November 7, 2022, to janetk@womenseconomiccouncil.ca . Responses to all questions will be provided to all inquiring proponents.
Addenda	Proponents are required to check the WEC website for any updated information, before the closing date and time, at the following website: https://www.womenseconomiccouncil.ca/
Withdrawal of Submission	Proposals may be withdrawn by written notice and by an authorized representative of the Proponent. Email janketk@womenseconomiccouncil.ca prior to the closing date and time.

About Us

The [Women's Economic Council \(WEC\)](#) has been advocating for women-centered community economic development in Canada since 2002. Our mission is to advance every woman's participation in building resilient and inclusive economies, especially women who experience multiple systemic barriers. We achieve our mission through consultation, networking, research and advocacy to understand and address the challenges women experience creating sustainable livelihoods.

Project Background

WEC is one of five Ecosystem Partners funded by *Innovation, Science and Economic Development* (ISED) Canada to support participants signed up for the 50 – 30 Challenge (<https://www.ic.gc.ca/eic/site/icgc.nsf/eng/07706.html>). This initiative encourages diversity actions already taking place in many Canadian organizations, and challenges other Canadian organizations to adopt practices to improve equity and diversity in leadership and senior management.

To date, over 1700 Challenge Participants have enrolled, and this number is growing. While highlighting the benefits of giving all Canadians a seat at the table, the WEC 50:30 project will provide training and other opportunities to improve access for women, especially those who are racialized, Black, and/or women of colour, with disabilities (including invisible and episodic disabilities), 2SLGBTQ+ and/or gender and sexually diverse individuals, and Aboriginal and/or Indigenous women.

WEC 50:30 Project - Instructional Design - Goals and Objectives

Building on the skills and knowledge of the successful candidate, Women's Economic Council (WEC) proposes to undertake an inclusive and collaborative instructional design process that will:

Develop an **instructional design strategy and implementation plan** that supports blended learning to meet WEC's 50-30 Challenge project goals and objectives

Create content, tools and resources for a **Train the Trainer** program to support instructors and adult learners in our target audience.

Gather, create and/or develop tools and resources for a **Knowledge Hub** to update and inform participants during the project roll-out, and after the end dates.

The successful candidate will collaborate with WEC and the project Challenge Council members (comprised of 10 organizations from the cooperative sector and gender equity groups) from across Canada, to implement the proposed strategy, initiate a plan, develop tools and resources, and roll out training and engagement activities in regional networks, providing support to Challenge Participants in organizations, including co-operatives.

Scope of Work

Through a carefully developed innovative instructional design process, this RFP will be guided by adult learning principles. The successful applicant will propose how best to approach, design and implement resources with learners, while demonstrating the innovative use of technology and digital materials for blended delivery, using both online and/or in-person activities. Note that the [What Works Toolkit](#) developed by KPMG, will be used as a foundational resource for customizing or developing any materials for cooperatives, and women from equity deserving groups.

Guided by the project's Challenge Council, the Proponent will design strategies, create plans and develop resources that will:

- encourage and/or engage women in board, leadership and senior management capacity building activities
- equip co-operative leaders and decision-makers to become changemakers and diversity advocates.
- support all leaders to understand and apply a gender, equity, diversity and inclusion (GEDI) lens to bylaws and governance frameworks.
- ensure that GEDI tools and resources can be easily applied and integrated into an organization's policies, operations and planning.
- demonstrate appreciation of contexts and requirements for both francophones and anglophones so that resources are relevant and useful for both audiences.

Budget

- ❖ The total budget available is \$213,250. Please see Appendices for budget details. ❖ The budget will be disbursed in phases, with the next instalment contingent on satisfactory completion of the previous one.
- ❖ Ensure quote, including taxes, does not exceed the budget total.
- ❖ Note that no payment direct or indirect will be made for costs that may be incurred relative to the preparation of this submission.

Activities and/or Key Deliverables (PHASE 1 – Build & Pilot)

Timeframe: On or before September 2023

Activities	<ul style="list-style-type: none"> Engage a team of innovative instructional design professionals to work collaboratively with project partners to evaluate needs and co-design strategies, plans and learning/training activities that meet WEC’s 50:30 capacity-building goals and objectives. <i>This will include using the What Works Toolkit as a guide and resource.</i>
Deliverables	<ul style="list-style-type: none"> Together with collaborators, develop a Knowledge Hub to monitor research, gather information, analyze and evaluate project progress, and be useful to organizations after the project ends.
Deliverables	<ul style="list-style-type: none"> Through innovative instructional design, using plain language principles, develop/plan/reuse tools and resources e.g videos, audio, podcasts, role plays, games, visual aids etc., for inspiring curriculum and training activities, workbooks and/or toolkits for a gender, diversity, equity, and inclusion (GEDI) training program geared for both virtual and/or in-person delivery in the co-operative sector. <i>This will include using the What Works Toolkit as a guide and resource.</i>
Deliverables	<ul style="list-style-type: none"> Integrate fresh, inspiring, plain language governance and leadership training and materials into the WEC 50:30 GEDI training program. These materials will also support the integration of GEDI principles into governance and leadership tools, resources and activities for participants.
Deliverables	<ul style="list-style-type: none"> Initiate and/or collaborate to develop innovative evaluation tools including surveys, scans and other data gathering activities to establish baselines, identify gaps and barriers, and promote best practices
<p>Summary (Phase 1 Deliverables): Gather research, conduct a needs assessment, develop a knowledge hub, identify learning objectives, co-develop instructional guides, lesson plans, curriculum learner resources, and program evaluation tools.</p>	

Key Activities and Deliverables (PHASE 2 - Launch)

Timeframe: On or before April 2024

<p>Activities</p>	<ul style="list-style-type: none"> ● Provide guidance/support during the roll out of the GEDI training program in five regions across Canada. ● Oversee the GEDI program testing phase; adapt/adjust program during testing as possible/required.
	<ul style="list-style-type: none"> ● Evaluate the testing phase; ● Conduct a follow-up, mid-point survey; continue project research; analyze and document findings.
<p>Deliverables</p>	<ul style="list-style-type: none"> ● An interim evaluation report on the program roll-out/testing, identifying successful and unsuccessful project elements.
	<ul style="list-style-type: none"> ● As part of the roll-out, and together with participants, support a continuous call to action, encouraging potential learners in targeted groups to sign up to the 50:30 Challenge and participate more fully in the free and easy to access GEDI training program.

Key Activities and Deliverables (PHASE 3 - Scale)

Timeframe: On or before December 2024

<p>Activities</p>	<ul style="list-style-type: none"> ● Together with participants, adapt and revise GEDI training tools, resources, protocols etc. based on findings; ● Provide guidance/support during the second roll out of the GEDI training program, in five regions across Canada. ● Oversee the second testing phase; adapt/adjust program during testing as possible/required.
	<ul style="list-style-type: none"> ● Evaluate the second testing phase; adapt and revise program based on findings; ● Conduct a final, end-point survey; analyze and document findings. ● Adapt and refine GEDI training program tools, resources, activities, protocols etc. based on findings in second roll-out
<p>Deliverables</p>	<ul style="list-style-type: none"> ● A final evaluation report on the GEDI training program, identifying successful and unsuccessful project elements. (Delivery: March 2025).

Proposal Requirements

- ❖ Proposals must be received before November 14, 2022 4 PM EDT. Proposals will not be accepted after that time.
- ❖ The proposal must be submitted in PDF format.
- ❖ The 50-30 Challenge project timelines are subject to change. Any new times will be negotiated with the Proponent.
- ❖ Proposals should demonstrate proven ability to track and report on the progress of deliverables against requirements.
- ❖ Please note that this project is delivered and developed using a phased approach. The next phase of the project is contingent on successful completion of the previous one.

- ❖ Progress reviews and approvals will be undertaken at proposed milestones or checkpoints.
- ❖ The proponent should expect to work remotely with the WEC 50-30 Challenge Team, including opportunities to consult remotely with a network of project partners and community groups.
- ❖ The Proponent should assume the proposed work and communications with collaborators will be undertaken using online meeting technology and Google and/or Microsoft tools, plus others as required.
- ❖ All materials should be created for ongoing use following the contract end date.

APPENDICES (not included in the 10-page limit for the proposal)

Appendix A:

- Appendices and a cover page, optional.
- A company profile page with contact information
- Up to a maximum of three previous project samples/summaries relevant to instructional design.
- Proponent / Consulting Firm's Team / Staff CVs (3 minimum, with 2 page per CV), optional
- Letters of Endorsement or References (minimum of two endorsements)

Appendix B (1): Budget Tasks & Timelines. (Please complete)

Activities/ Deliverables	Details / Duties	Budget #Hours and Rate	Timeline

Appendix B (2): Payment Schedule (Please complete.)

Inv #	Activities/Deliverables	Invoice Date	Invoice Amount
TOTAL			

Appendix C: Proposal Evaluation

50-30 Challenge Project – Knowledge Hub, instructional design, implementation and evaluation
 – Proposals should be no longer than 10 pages, excluding any appendices.

Criteria	Point	Mark	Comments
Quality of submission <ul style="list-style-type: none"> • Clear and concise • Quality of writing • Alignment with RFP 	10		
Team competence and resources <ul style="list-style-type: none"> • Experience of project team • Relevancy of past projects (work from 1-2 projects must be provided: references encouraged but not required) • Demonstrate understanding of equity, diversity, and inclusion practices • Demonstrate understanding of cooperative sector in Canada 	30		
Approach to project <ul style="list-style-type: none"> • Creative innovative approach • Clarity of process • Ability to gather and analyze research • Ability to communicate narrative from analysis gathered 	30		
Deliverable content <ul style="list-style-type: none"> • Deliverables meet all criteria and requirements set out in RFP 	10		
Project Management <ul style="list-style-type: none"> • Schedules, work plans & Timelines • Progress reporting 	10		
Fees <ul style="list-style-type: none"> • Fees have been clearly outlined and do not exceed the stated budget in the RFP 	10		
TOTAL	100		

Appendix D: Conditions of Contract

By submitting a Proposal, the Proponent acknowledges it agrees that the terms and conditions of this RFP are incorporated by reference into its Proposal. If a Proponent's proposal is accepted, they will be expected to execute WEC's standard contractor agreement. Proponents who are unwilling to abide by these standard terms and conditions should not submit a Proposal.

Proponent Questions

All questions regarding this RFP must be directed via email to **Janet Kranz, Co-Manager of WEC**.

Enquiries and responses may be recorded and may be distributed to all Proponents.

The Proponent must immediately notify the Contracting Manager in writing of any ambiguity, divergence, error, omission, oversight, or contradiction in this RFP discovered by the Vendor and request whatever clarification is required to prepare the Vendor's proposal.

For WEC to deal effectively with Vendor questions or concerns about any terms, conditions, or requirements of this RFP, including the standard terms and conditions, such questions or concerns must be communicated in writing to the Contracting Manager in accordance with the Timeline indicated above. Questions received after this time will be answered if, in the opinion of WEC, the circumstances warrant and time permits.

Conflict of Interest

Proponent must fully disclose, in writing, to the Contracting Manager on or before the proposal Submission Date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest then known to Vendor between the Vendor and WEC and/or the Selection Committee. WEC may reject any proposal where, in the opinion of WEC, the Proponent is or could be perceived to be in a conflict of interest.

Confidentiality

All information provided by or obtained from WEC in any form in connection with this RFP either before or after the issuance of this RFP, including any confidential information is the sole property of WEC and must be treated as confidential; is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract; must not be disclosed without prior written authorization from WEC; and must be returned by the Vendor to WEC, or destroyed if held in electronic format, immediately upon the request of WEC.

Definitions

- "WEC" means Women's Economic Council.
- "Challenge Council" refers to an advisory committee consisting of both Equity Seeking Groups and members from the Canadian Co-operative Sector guiding the WEC 50-30 Challenge Project, while also enrolled as Challenge Participants in the federal government's 50:30 Challenge.
- "50-30 Challenge" is the federal government led initiative on gender diversity and representation in senior management for organizations in Canada.
- "WEC 50-30 Challenge project" is a WEC initiative that builds on the government Challenge, while also increasing stakeholder awareness of systemic barriers limiting diverse women's access to leadership positions within the co-op sector.
- "Request for Proposal or RFP" means this document including attached appendices.
- "Proponent" means an organization or individual responding to this RFP.
- "Proposal" means a Proponent's response to this RFP and includes all of the Proponent's attachments and presentation materials.
- "Selection Committee" means the committee that will be reviewing RFP proposals and overseeing work on this project, and representatives from Women's Economic Council
- "Services" means the duties, tasks, and responsibilities of the Vendor as described in this RFP.
- Contracting Manger – refers to Janet Kranz – Co Manager of WEC