REQUEST FOR PROPOSALS

Text writer - Geoscience for Society multimedia booklet

Issue Date: October 20, 2016
Response Deadline: November 15, 2016 (5:00pm Pacific)

Geoscientists Canada and the Canadian Federation of Earth Scientists ("the Partners") are seeking proposals to write and compose a national booklet describing the role of geoscience and the work of geoscientists in serving the needs of society. For the time being the working booklet title is *Geoscience for Society* – "G4S" for short.

Partners

Geoscientists Canada/Géoscientifiques Canada is the national council for professional geoscience whose members are the individual provincial and territorial professional associations that self-regulate geoscience practice across the country.

www.geoscientistscanada.ca

The Canadian Federation of Earth Sciences ("CFES") is the national federation of earth science technical and learned member societies across Canada and is the coordinated voice of Canada's Earth science community, ensuring that decision makers and the public understand the contributions of Earth science to Canadian society and the economy.

http://www.cfes-fcst.ca

Together the Partners have obtained a Canadian Geological Foundation grant to develop and release this national booklet. Geoscientists Canada is project operator, working under a joint project advisory committee drawing from both CFES and Geoscientists Canada ("The Committee").

Project Overview

The overall project is to author, design, publish and distribute a strictly apolitical non-partisan plain language bilingual booklet for use in communicating on the role of geoscience in Canadian society to decision makers and the public.

There are three components to the project; 1) composing and writing content; 2) lay out and graphic design and visuals to achieve a finished product; and 3) French translation.

The text writer ("The Writer") assignment concerned in this RFP is component 1 only – composing and writing content for the booklet. This RFP is therefore expected to be of particular interest to geoscientists, geoscience writers or science writers, in particular.

The booklet would outline high-level touch points and policy topics (such as: Earth materials, water, hazards, energy, etc.) where the geosciences and geoscientists play a significant role. By engaging and informing decision makers so the Geoscience community can better assist in achieving a strong economy, thriving and resilient communities, and a healthy environment.

The Canadian geoscience community addresses a wide variety of societal needs through innovative and ingenious application of knowledge, and experience. The processes that sustain the Canadian economy - and more significantly life on planet Earth, itself, - include the complex geologic, marine, atmospheric, and hydrologic cycles that make up Earth's systems. Geoscientists have unique expertise to predict and influence interactions between people and Earth in a fashion that is essential to developing solutions to critical economic, environmental, health, and safety challenges.

The booklet will assist in informing the public and providing background knowledge, at an awareness level, for input to public discourse and the formulation of new public policy, on topics such as:

- Providing geological materials for modern society
- Ensuring sufficient supplies of clean water
- Developing energy to power the nation
- Building resiliency to natural hazards
- Managing healthy soils
- Expanding opportunities and mitigating threats in the ocean and at coasts
- Confronting climate variability
- Managing and disposing of waste to maintain a healthy environment
- Meeting the nation's future demand for geoscientists

By way of examples of similar, but different, public booklets developed by the geoscience communities in other countries, such as the USA and the UK, respectively, please refer to the attached documents: -

Geoscience for America's Critical Needs - Invitation to a National Policy Dialogue - Published by American Geosciences Institute 2016

http://www.americangeosciences.org/sites/default/files/AGI_GeoscienceForAmericasCriticalNeeds_102315_WebRes.pdf

Geology for Society – A report by The Geological Society of London - March 2014

https://www.geolsoc.org.uk/~/media/shared/documents/policy/Geology%20for%20Society%20final%20version%20v3%20March%202014.pdf

Desired Benefits and Target Audience

Canada has one of the foremost geological research bases. With its vast and highly varied landmass, there continues a fundamental requirement to understand Earth processes impacting Canada and its future economic, environmental and social challenges. On-going investment in geoscience information and research by government and industry is needed to strengthen economies and protect public health and safety in a responsible and sustainable manner. This project highlights the significance of the provision of these services. It will illustrate Canada's dependence on highly skilled and trained geologists across academia and industry, and the need to build strong geoscience skills through school and higher education. In the long term, sustained investment in geoscience skills and research will fuel economic growth and allow Canada to play a leading role in tackling global challenges.

While the booklet should be of interest and comprehensible to a non-technical reader, the desired target audience is the professional reader at a decision maker level. As examples, the G4S booklet should serve as a suitable information item to bring to a business meeting and leave with participants, to hand to an indigenous elder, MP, mayor, or senior regulator or policy planner.

Booklet Structure, Content Topics and Key Messaging

While the target product is a standalone self-contained booklet that can be distributed either in hard or soft copy, content material should be in a format that can also be easily adapted as clustered page content on websites and social media.

It is envisaged the entire booklet will be no more than 25 pages – letter sized.

For scoping purposes it is envisaged that the following topics (*) will need to be covered:

1) Mineral Resources
2) Energy
3) Water Resources
4) Natural Hazards
5) Climate Change
6) Oceans and Coasts (including freshwater)
7) The North
8) Seismology and Volcanology (as a topic separate of hazards)
9) Soils
10) Workforce and Education
11) Environment
12) Geoscience Engineering and Infrastructure
13) Society/Community Time-Uncertainty-Risk (consideration as a standalone topic)

The document should have an opening page that draws in the reader and states the case for geoscience that will follow, such as (**):

- Why geology matters/Why is geoscience important
- Geoscience is about understanding natural systems (differentiation from engineering)
- Geoscientists are comfortable with uncertainly and risk
- They understand deep time
- There are always costs and benefits

(*) and (**) NOTE: These listed topics are indicative only. The Writer will be expected to contribute suggestions and refinements and to work closely with the G4S Committee to decide on final topics coverage, key messaging and the final booklet title.

Key Activities and Deliverables

Key activities will be the assembly of material and composition of the narrative text and associated within-page side bar text-boxes, bulleted lists, tables and diagrams (to a sketch level only) - to the stage that all basic page content is in hand.

Diction should be pitched at the non-technical university graduate level, avoiding technical terminology and professional/scientific jargon.

The deliverable is the draft booklet text, complete with suggested page structures, including side text boxes, tables and sketch diagrams. Recommendations and ideas of suitable photograph and illustrations will be welcome. (Formal photo selection will be part of the design component to follow).

Tentative Timing

Timing	Activity	Responsibility
October 20, 2016	RFP issued	Project Manager
November 15, 2016	Proposals due	Writer
December 10, 2016	Writer selected – Contract signed	Committee
December, 20, 2016	Writer/Committee discussion, agreement on writer plan	Writer/Committee
Mid-February 2017	Progress review	Writer/Committee
10 March 2017	First draft due	Writer
End March 2017	Partner members organization consultation completion	Partners
End March 2017	External reviews completed	Selected readers
Early April 2017	Committee review comments - discussion, agreement on needed adjustments	Writer/Committee
End April 2017	Final draft due	Writer

Contract and Reporting Structure

The CEO of Geoscientists Canada will be the main point of contact for the Writer. Members of the Committee will be available as resource persons for the project for consultation at any time.

There will be a standard consultant service contact between the parties.

Assumptions

- The Partners reserve the right to refuse all proposals received.
- As part of signing the contract, the Writer will undertake to respect the confidential nature of the assignment.
- No part of this project is to be subcontracted without prior permission.
- The bid submitted is to be exclusive of costs.
- The writer will provide status reports to the project manager as required.
- Bids are not to exceed $10,000 CAD plus applicable taxes.

- Note that the lowest bid will not necessarily be awarded the contract.

Proposal Format

The proposal is not to exceed three (3) pages in length (exclusive of curriculum vitae).
The proposal must include the following components:

1. An introductory section that describes the intended methodology and shows that the applicant clearly understands the scope and intent of the project and how to approach this type of work;
2. A work plan detailing specific timelines and communications and any anticipated outside expenses;
3. A brief account of any similar projects the applicant has completed in the past;
4. References of clients from similar projects the Partners may contact at its discretion.

Preparation of Proposals

- Proposals are to be sent by email to the Oliver Bonham, CEO, Geoscientists Canada at obonham@geoscientistscanada.ca.

Proposals are to be received no later than November 15, 2016 at 5:00 p.m. Pacific

- Questions regarding the RFP should be directed to Oliver Bonham obonham@geoscientistscanada.ca, 604-412-4888.

Criteria for Review of Proposals

The "Research Working Group" will use the following criteria to review proposals:

- Understanding of requirements – the proposal demonstrates that the respondent has a clear understanding of the scope and nature of the work required
- Strong knowledge and awareness of Canadian geoscience in the service to society;
- Overall qualifications and related experience
- Suitability of the proposed methods/approach and appropriateness of associated timelines
- Plan meets the stated objectives
- References from clients for whom the writer has completed similar work
- Reasonableness of costs.