

Request For Proposals

SBTN Corporate Manual Project Manager/Writer

RFP

Date RFP opened: March 20, 2023

Proposals due by: April 30, 2023

For questions or comments connected to this RFP, please contact: erin.o@sbtnetwork.org

1. Overview

SBTN is publishing Version 1 of its Methods and Guidance in April 2023. These documents are lengthy and highly technical, intended to be used by technical specialists to implement, validate, and verify the targets. This documentation will be used to approve the method(s) and can also be referenced by companies and stakeholders who want to fully understand the rationale of the method(s), rather than just apply it.

SBTN is creating a Corporate Manual in conjunction with the technical methods, which will be aimed at corporate, consulting and NGO sustainability generalists who are interested in SBTs and want to have a better understanding of what is required and what the implications of those requirements are for business. The Manual is **NOT** aimed at companies that would need to be convinced to care or take action.

The Manual will summarize and translate Version 1 Steps 1, 2, Freshwater and Land methods, and stakeholder engagement guidance (if needed) into business-friendly language. The primary aim is to help the corporate sustainability generalist easily understand 1) what the methods entail with respect to steps, data, and expertise 2) what claims will be possible relative to target validation and 3) what will be expected of companies with future method development. It will also help them assess what kind of expertise, data, and resources will be needed to set targets. The Manual will show the reader what to do to set targets and will link to the technical methods for a deeper understanding of how to set the targets. The Manual will also provide rationale for key method decisions that may require additional investment of company resources to undertake.

The information in the Manual is intended to help the corporate sustainability leader 1) gain internal buy-in with leadership to set targets and overcome possible objections 2) understand what to request of internal experts or consultants in setting SBTs for nature and 3) plan for additional resources as the methods develop.

Note: The Manual will reference the initial guidance and other relevant documents on general topics of business case, what's at stake for business, nature-climate crisis and connection rather than creating new content for these topics.

2. Scope of Work/Timeline

The Corporate Manual writer will be responsible for both managing the project through to publication as well as writing and editing the manual. Specifically, they will be responsible for:

1. Creating a work plan including timeline with milestones and deliverables, approved by CE Team to include internal reviews, layout and graphics insertion, copy editing, proof-reading and final publication
2. Creating and getting approvals for the Manual wireframe, based on the V1 methods, from key stakeholders, as identified by CE Team
3. Writing the content
4. Running the review and edit process to finalization of the Manual, with minimal oversight from SBTN
5. Identifying what graphics to include, which may be a mix of existing and new graphics

Note: Graphics and layout will be outsourced and funded separately. SBTN is open to working with copy editors and proofreaders that the Corporate Manual writer regularly works with and recommends for this project - otherwise, these too will be outsourced and funded separately.

Tentative list of activities and deadlines (subject to change):

Activity	By When
Finalize workplan and read methods	April 14
Finalize wireframe (includes socializing with key stakeholders)	April 21
First draft of manual complete	May 15
Internal reviews of manual complete, including tech team/IHLs for accuracy	May 29
Second draft complete	June 9
Images selected and/or commissioned, document copy-edit	June 16
Layout complete with graphics	June 23
Final proofread complete	June 30
Pub doc	July 3

3. Application Process

Please submit a CV and proposal addressing the above points and the “Evaluation Criteria” below, as well as a proposed budget to Erin O’Grady at erin.o@sbtnetwork.org.

The Science Based Targets Network is a non-profit organization, fiscally sponsored by Rockefeller Philanthropy Advisors. SBTN’s communications budget is therefore modest compared to those in the corporate community. Please submit your organization’s proposal with that in mind.

The contract would be between the chosen agency and SBTN’s fiscal sponsor Rockefeller Philanthropy Advisors.

The application period closes March April 30st.

Applicants will be notified by May 5th.

4. Evaluation Criteria

We will evaluate bidders and proposals based on the following criteria:

- Working knowledge of SBTN methods
- Demonstrated experience communicating complex scientific and technical information to a business audience
- Demonstrated experience working in or with companies to apply nature and climate standards, methods, tools
- Budget
- Effective project management experience delivering high quality written products on time