



The Global Ecolabelling Network Request for Proposal (RFP) – Event Planning for First Annual Global Ecolabelling Day

Release Date: May 23rd, 2017

Response Due By: June 30th, 2017

For questions, contact: Catherine Sheehy, GEN Secretariat at GENSecretariat@ul.com

The Global Ecolabelling Network (GEN) plans to launch the first annual Ecolabelling Day to promote product ecolabelling around the world. The educational and awareness raising activities will occur on October 25, 2018, as the designated Ecolabelling Day. Events may occur other days that week, and will be carried out simultaneously by GEN member organizations around the world. With this RFP, GEN is inviting consultants to submit proposals to help the GEN Board and Secretariat develop the campaign slogan, identify potential activities for GEN and its member organizations, develop communications collateral, and empower and coordinate the promotion and execution of the Global Ecolabelling Day among participating organizations.

Organization Information

The Global Ecolabelling Network www.globalecolabelling.net (GEN) is a virtual, international non-profit network of third party ecolabelling organizations that encourages and promotes Type 1 ecolabelling development across the world. With members representing more than 50 territories and countries, GEN endeavors to educate and encourage government, industry and consumers to recognize the unique and important value of Type 1 ecolabelling, as defined by ISO14024 standard. More specifically, GEN functions to foster cooperation and information exchange across members and ecolabelling programs, facilitates access to information on ecolabelling standards, engages with international organization to promote ecolabelling, and encourages demand for ecolabelling products through the promotion of sustainable public procurement. These activities contribute to the UN Sustainable Development Agenda and specifically to Sustainable Development Goal 12, “Ensuring sustainable consumption and production patterns”.

The GEN Board is comprised of seven representatives of GEN member organizations. The Secretariat supports the Board in the execution of many of GEN’s day-to-day functions.

Global Ecolabelling Day Campaign Description

Like Earth Day, World Environment Day, Earth Hour, Buy Nothing Day, or Buy Local Day, the Global Ecolabelling Day is designed to raise awareness about and promote a central “concept” through a common message. Utilizing the GEN website to communicate that message, and

providing support to GEN members who will sponsor and promote local activities and events, the Global Ecolabelling Day Campaign “concept” is to raise awareness about Type 1 ecolabelling services and ecolabelled products. This campaign will draw attention to the benefits of Type 1 ecolabelling and ecolabelled products (in contrast to other environmental labels or programs). This “day” and series of events and activities sponsored by members during the same week, will also seek to draw links to the UN Sustainable Development Goal #12 – responsible consumption and production.

GEN members are certification organizations with expertise in ecolabelling. They will require some level of centralized support and materials to help them execute local event plans, and the dissemination of results using current and new media channels. The types of activities members will organize are currently not finalized, but their scope is limited to that which meets the capabilities and organizational objectives of the local members. The budget for this campaign is 10,000 USD.

Scope of Work

The Consultant will work closely with the GEN Board and Secretariat to create a campaign slogan, support materials, and supporting activities to enable GEN members in executing the Global Ecolabelling Day.

Specific project deliverables will include the following:

- A project plan for execution of the campaign
- A communications plan
- Support for an Ecolabelling Day workshop during the AGM October 13th, 2017, presented by one or more GEN members
- A campaign slogan
- Toolkits, templates, and proposed website content for the campaign
- Delivering two member webinars to support members in implementing ecolabelling week / day events
- Execution of specific marketing initiatives including at least two placed media articles and a press release about the campaign
- A final post-campaign briefing report for the GEN Board

Preliminary Project Schedule

RFP Public:	May 23, 2017
Proposal Submission Deadline:	June 30, 2017
Final Candidate Decision	July 30, 2017
2017 AGM & Workshop:	Oct 10 – 13, 2017
Launch Ecolabelling Week	Oct 21, 2018
Ecolabelling Day	Oct 25, 2018
Post-Ecolabelling Day Campaign Recap	TBD

Applicant Submission Requirements

Applicants should submit the following information with their proposal:

- Company details including company name and main point of contact
- Experience with ecolabelling and/or managing similar events
- Description of proposed services in response to this RFP. In addressing this question, please also describe how you measure customer satisfaction and your proposed process for collaborating with GEN stakeholders
- At least three customer references
- Key personnel biographies
- An estimated budget

Proposal Submission

Submit your proposal in electronic format by June 30th, 2017 to the GEN Secretariat Office at GenSecretariat@ul.com.