

DESTINATION GREATER
VICTORIA

**REQUEST FOR PROPOSAL FOR
Circular Economy Strategy
April 2, 2024**

Destination Greater Victoria

600-765 Broughton, Victoria, BC, Canada

Destination Greater Victoria Circular Economy Strategy

Request For Proposals

1.0 Introduction and Background

1.1 Summary of the Opportunity

The purpose of this Request for Proposal (“RFP”) is to select a Proponent to provide circular economy consultation services for Destination Greater Victoria (“DGV”). The selected Proponent will conduct circular economy research focused on the visitor economy through stakeholder engagement, primarily in Greater Victoria but also drawing upon lessons and experiences across industries. Based on this research, existing best practices, identified opportunities and proposed innovative approaches, the selected Proponent will create a comprehensive Circular Economy Strategy document for DGV.

1.2 Background

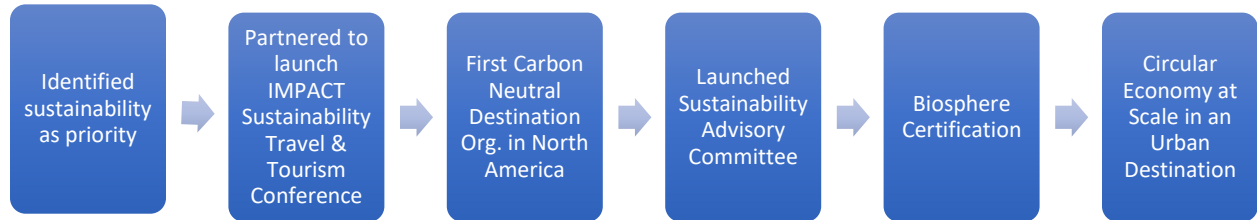
Destination Greater Victoria (“DGV”) is the official Destination Marketing Organization (“DMO”) for Greater Victoria, its offices are located on the territories of the ləkʷəŋən People, known today as the Esquimalt Nation and Songhees Nation. DGV is a membership based not-for-profit organization, governed by a Board of Directors, with day-to-day leadership of the organization by CEO Paul Nursey. Graham Wallace, Vice President Strategy, Governance and Stakeholder Engagement is the executive in charge of the business area responsible for this project, and Jeremy Loveday, Director of Public Affairs Destination Stewardship and Sustainability is the project lead.

DGV is responsible for tourism marketing of the Greater Victoria region within Canada, the United States and in selected international markets. Increasingly, DGV plays an important destination stewardship role within the local community, aiming to build a sustainable tourism industry that delivers shared community benefits and operates in alignment with local community values. Social, economic, and environmental sustainability is core to the operations of DGV, and importantly this mandate has strong support from DGV members, Greater Victoria residents, and local government partners.

Destination Greater Victoria has been on its sustainability journey for more than 10 years. What started as an idea, and a high-level commitment, has now turned into an important component of DGV’s organizational identity as well as Greater Victoria’s tourism brand. DGV’s sustainability milestones include partnering to launch and establish the IMPACT Sustainability Travel & Tourism Conference, becoming one of North America’s first carbon neutral DMOs, and achieving the renowned Biosphere Certification for Greater Victoria from the Responsible Tourism Institute. Building upon this foundation, Destination Greater Victoria now seeks to develop a Circular Economy Strategy for the local visitor economy. This focused strategy has the potential to be groundbreaking within the North American context, helping to build a circular

economy at scale locally, and showcasing the unique role that a DMO can play in fostering this transition.

Progression of DGV's focus on sustainability for Greater Victoria's visitor economy



The Destination Greater Victoria staff team has experience and expertise in circular economy principles, has conducted initial research, and has a grasp on theory and best practices. The selected Proponent would provide additional depth of understanding and analysis, add capacity, and synthesise best practices and opportunities to create an industry-leading strategy document.

1.3 The Role of the DMO

The role of DMOs, particularly full-service DMOs such as Destination Greater Victoria, has steadily shifted within local communities and visitor economy ecosystems from historically a strictly marketing role, to now a destination leadership and stewardship role. In terms of advancing the circular economy, the path of DMO leadership is relatively uncharted. Developing the proposed Circular Economy Strategy is an opportunity to be at the forefront of mapping this path.

Systems thinking allows for understanding and analysis of relationships between component parts of a system. Consideration of these relationships allows for a clearer understanding of the system as a whole and allows one to identify leverage points for change throughout the system. A systems thinking approach can help make the role of a DMO clearer, as an entity that exists in between government and business, and operates as a well established and respected agency within a complex multi-stakeholder environment. It is therefore anticipated that a systems approach will be integral to developing the proposed Circular Economy Strategy.

1.4 Strategic Context

A move toward circular visitor economies is timely: the Province of BC is developing a Circular Economy Strategy as part of the Clean BC roadmap to 2030 and the Federal Government is working to integrate circular economy principles into the Federal Sustainable Development Strategy. These commitments from upper levels of government increase the potential for DGV to capitalize and partner on Provincial and Federal investments.

Locally, the City of Victoria has made strong commitments to building a circular economy through the Zero Waste Victoria plan which commits to reducing landfill waste by 50% by 2040. The City of Victoria also has a commitment to a circular economy through its Climate Leadership Plan which includes the action of working “towards alignment with the principles of a circular economy and develop actions to reduce consumption-based GHGs”. The City of Victoria’s Climate Leadership Plan connects the dots between consumption habits, waste, and carbon emissions. The plan states that the smartest and most impactful way to decrease GHG emissions related to waste is reduce the amount we waste in the first place.

2.0 Invitation and Submission instructions

2.1 Invitation

DGV is inviting qualified business and sustainability consulting services providers to submit proposals to assist in the development of “Destination Greater Victoria’s Circular Economy Strategy.” Potential proponents should submit a complete proposal by no later than 5:00 p.m. PST on April 23rd, 2024.

2.2 Bidder Interest Notice

All interested firms planning to submit a proposal must inform Jeremy Loveday, Director of Public Affairs, Destination Stewardship and Sustainability, by email of their intention with a Bidder Interest Notice by no later than April 12th, 2024.

Jeremy Loveday: jeremy.loveday@tourismvictoria.com

It is expected that substantive work on this project will commence by May 2024, with the project to be completed by September 30th, 2024.

2.3 Procurement Information

Destination Greater Victoria’s procurement is guided by the DGV’s Sustainable Procurement Policy which states that:

Destination Greater Victoria recognizes that every purchase can be leveraged to create economic, environmental, and social impacts.

By adopting a circular and sustainable procurement policy, Destination Greater Victoria demonstrates its commitment to sustainability, promotes responsible business practices, and contributes to the long-term health and well-being of the communities it serves.

Destination Greater Victoria is committed to fairness, openness, and transparency in its procurement practices. For purchases with a valuation of over \$10,000 or for contracts that span multiple years, DGV will utilize a fair and open tendering procurement process.

2.4 Questions & Answers Instructions

Questions and/or clarifications can be submitted by e-mail to Jeremy.Loveday@TourismVictoria.com up to seven (7) days prior to the deadline for submission of proposals. Answers to submitted questions will be provided to the best of DGV's ability at that time and distributed to all potential Proponents who have confirmed an intention to bid.

2.5 Submissions and Required Format

Interested firms are required to submit their proposals to DGV via email by 5:00 pm PST, April 23rd, 2024 to the attention of:

Jeremy Loveday, Director of Public Affairs, Destination Stewardship and Sustainability,
Destination Greater Victoria

e-mail: Jeremy.Loveday@TourismVictoria.com

If required, it is the responsibility of the proponent to seek clarity of the RFP before submitting. DGV will not be responsible for any misunderstanding or misinterpretation of the RFP's requirements.

Proposed budgets must be quoted in Canadian Dollars (\$CDN).

2.6 Proposal Format

Proposals must be submitted in electronic format (PDF) in English and should include the following:

- a. Letter of introduction signed by an officer of the firm,
- b. Description of the firm and its expertise including an outline of similar projects completed within the last five years as well as identification of individual team members to be assigned to the project, including their expertise and experience,
- c. Minimum of two references, preferably from a similar project undertaken within the last five years,
- d. Understanding of the project and deliverables, and
- e. Proposed work plan, methodology, stakeholder engagement plan, and corresponding timelines.

3.0 Project Scope and Deliverables

3.1 Purpose of the RFP

DGV is seeking a Proponent to develop a Circular Economy Strategy for Greater Victoria's visitor economy to be put into action by DGV. This strategy will act as a roadmap for future sustainability efforts to guide and enable the organization to scale circular economy practices within the visitor economy of Greater Victoria.

3.2 Objectives

The objectives of this project to develop the Circular Economy Strategy are:

- Create an actionable and comprehensive Circular Economy Strategy for the visitor economy in Greater Victoria;
- Identify areas of potential systems improvement through stakeholder engagement;
- Highlight opportunities, approaches and actions for DGV to support its members in adopting circular economic practices, principles, and business models.

3.3 Project Scope

The scope of the Proponent's services will be the objectives outlined in 3.2 above. It will be DGV's responsibility to implement the strategy that is developed. Potential areas of focus include waste reduction (single use items and encouraging reuse), circular food systems and food waste reduction, sustainability communications and programming for visitors, transportation, procurement, textiles, B2B sharing programs, and support for circular innovation and business models.

The scope of services includes but is not limited to:

- Identifying potential stakeholder groups for consultation,
- Conducting stakeholder engagement with the support of DGV staff,
- Identifying possible pilot projects based on research conducted,
- Using existing research, engagement results, and best practices from other jurisdictions to develop an innovative Circular Economy Strategy for DGV and the Greater Victoria visitor economy,
- Preparing a comprehensive and professionally formatted Circular Economy Strategy document, and
- Presenting the final Circular Economy Strategy to DGV's Sustainability Advisory Committee.

If the Proponent recommends or wishes to include additional actions outside the abovementioned scope of services, then these must first be discussed in consultation with DGV and may only proceed with and subject to DGV's express approval in writing.

3.4 Methodology

The Proponent must clearly define and describe their selected methodology within their submitted proposal. The methodology must specify:

- Planned approach to stakeholder engagement, including extent, effort and rationale;
- Planned approach to reviewing best practices and opportunities;
- Planned project stages and milestones;
- Plan for communications with DGV throughout the strategy development process.

3.5 Requirements for the Circular Economy Strategy

It is expected that the work undertaken by the Proponent in developing the Circular Economy Strategy will meet the following requirements:

- An industry leading, and practically implementable Circular Economy Strategy;
- Engagement is required, including outreach to local First Nations, and consultation with key stakeholders and sub-sector specific focus groups (e.g. restaurants, hotels, attractions) which will be supported by DGV staff;
- Actions within the strategy should be measurable and achievable and deliver social, environmental, and economic benefits;
- Creating a profile and initial evaluation of two to three potential catalyzing circular economy pilot projects, which DGV and the local visitor economy can readily champion;
- A strategy that is well formatted, flows logically and is easy to read and understand by a wide cross-section of visitor economy partners and stakeholders;
- The strategy should be clearly aligned with United Nations' Sustainable Development Goals and sustainability best practices;
- The Proponent is expected to work closely with DGV staff throughout the strategy development process, outline clear interim milestones, and meet associated deadlines within the proposed project timeline, particularly in relation to the final strategy document submission date.

3.6 Qualifications of Proponent

Proponents choosing to submit a proposal for this RFP should specify how, and the extent to which, they meet the following qualifications:

- Demonstrated experience developing circular economy strategies;
- Broad understanding of and experience working with tourism businesses, governments, First Nations, and residents;
- Ability to engage with stakeholders skillfully, strategically, and professionally, including DGV's valued members;
- Understanding of how to leverage other sectors of the local economy to the benefit of the visitor economy;
- A strong understanding of DMOs, the local visitor economy, and the existing ecosystem of sustainability and circular economy focused businesses and non-profit organizations;
- An understanding of the nuances of working within Greater Victoria;
- Two business references (company, contact, title, contact information and related work or projects).

3.7 Timeframes

Key dates in the anticipated schedule for the RFP process and project are provided below. The timing of events resulting from this RFP process may vary and will be determined by DGV at its reasonable discretion.

Issue of the RFP	April 2nd, 2024
Deadline for Bidder Interest Notices	April 12th, 2024
Deadline for Submission of Proposal	April 23rd, 2024
Notice to Preferred Proponent	April 30th, 2024
Project Commencement	May 2024
Final Strategy Document Submission Deadline	September 30th, 2024

4.0 Weighted Criteria for Evaluating Proposals

Criteria	Weight
Demonstration of knowledge of the circular economy, and how it can be applied to the visitor economy. (Knowledge)	30%
Demonstration of strategy development qualifications, stakeholder engagement experience, ability to work with diverse stakeholders, and expertise related to fostering a circular economy. (Experience)	30%
Adherence to proposal guidelines, approach and methods for strategy development, and understanding of the project and desired results. (Methodology)	20%
Competitiveness of project fees and proposed timeline and work plan, including feasibility. (Pricing)	20%

Proposals will be reviewed by an internal committee from Destination Greater Victoria. Once the preferred candidate has been selected, appointment will be subject to a final interview . All respondents will receive timely communication regarding the outcome of their bid.

5.0 Budget

Proposals should strive to work within Destination Greater Victoria’s assigned budget of up to \$35,000.

5.1 Budget Context

While the budget aim is up to \$35,000, DGV recognizes the importance of achieving a comprehensive and impactful Circular Economy Strategy. Bidders are encouraged to provide detailed breakdowns of proposed expenses and, where necessary, justify any budget adjustments based on proposed scope and expected outcomes.

6.0 Additional Requirements and Terms

Revisions

This RFP represents the best effort of Destination Greater Victoria (DGV) to document its requirements for this project. DGV reserves the right to adjust the specifications or scope of effort stated in this RFP. If any modifications are necessary, DGV will notify all vendors remaining in consideration via a written addendum to this RFP.

Vendor's Responsibility

It is the vendor's responsibility to provide a complete response to the RFP. If the vendor believes more information is necessary for a proper response, questions should be directed via e-mail to Jeremy.loveday@tourismvictoria.com. Generally, if additional information is provided to one potential vendor, similar information will be provided to other candidates receiving this RFP.

Independent Contractor Status

All personnel assigned by the vendor to perform Services will be employees of the vendor and the vendor will pay all salaries and expenses of, and all federal, social security, unemployment taxes, and any other payroll or withholding taxes relating to such employees. The vendor will be considered, for all purposes, an independent contractor, and it will not, directly or indirectly, act as an agent, servant or employee of Destination Greater Victoria or make any commitments or incur any liabilities on behalf of Destination Greater Victoria without its prior written consent.

Certificate of Insurance

The successful proponent will be required to maintain in good standing a liability insurance policy of minimum CAD\$1 million. As part of the final contract with DGV the proponent will supply proof of this insurance to DGV by way of an official insurance certificate. Proof of insurance is not required to be submitted with your proposal but will be required prior to the award of the contract.

Standard Terms and Conditions

Prior to the award of any work hereunder, Destination Greater Victoria and the selected agency will negotiate and sign a contract. Proposers responding to this RFP are strongly advised to review all the terms and conditions of the contract.

Proof of Authority

If the proposer is a corporation, formal proof of the authority of the officer signing the Proposer's proposal to bind the corporation must be submitted with the proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is insufficient.

Withdrawal of Proposal

Any proposer may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the opening of proposals.

Agency Commitment of Availability of Service

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after date for opening proposals.

Errors and Omissions

The Proposer and/or the Contractor shall not be allowed to take advantage of any errors in or omissions from within the Request for Proposals. Full instructions will be given if such error or omission is discovered and timely called to the attention of DGV.

RFP not Contractual

Nothing contained in this Request for Proposals shall create any contractual relationship between the Proposer and Destination Greater Victoria. DGV accepts no financial responsibility for costs incurred by any Proposer regarding this RFP.

Patent Fees, Patent, Copyright, Trade Secret and Trademark Fees

Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the Work.

Taxes

The price bid shall include all federal, provincial, local and other taxes.

Liability

Destination Greater Victoria shall not be liable to any vendor, person or entity for any losses, expenses, costs, claims or damages of any kind arising out of, or by reason of, or attributable to, the vendor responding to this RFP, or as a result of the use of any information, error or omission contained in this RFP document or provided during the RFP process.