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PAUKTUUTIT
INUIT WOMEN OF CANADA

Request for Proposals

Enhancing Inuit Women's Economic Development

Visual Resources: Marketing and Pricing of Business Services/Products

Issuing Office:

Pauktuutit Inuit Women of Canada

510—1 Nicholas St.

Ottawa, ON K1N 7B7

T: 613-238-3977

F: 613-238-1787

pauktuutit.ca

Deadline for submissions: January 8, 2021.

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Statement of Work

Title

Development of Visual Resources: Marketing and Pricing Services/Products

Introduction

There are over 60,000 Inuit in Canada. They are the fastest growing population in Canada, with 51 Inuit communities across the Arctic and almost 30% of Inuit residing in urban centres.

Inuit in Canada experience lower economic participation levels than the national average. In 2012, the national average unemployment rate was approximately 7.3%, while for Inuit the average was more than double at 16%. The unemployment rate for Inuit women in 2012 across Inuit Nunangat was 16.2%, compared with a rate of 23.5% for Inuit men, while Inuit women are more likely to be employed or self-employed. The labour market reflects a labour participation rate of 60% for Inuit women in Inuit Nunangat. In order to develop programs and services targeted to support Inuit women, a greater understanding of gendered needs, challenges and gaps across the Inuit Nunangat is required.

Goals of the Project

This project will further develop existing operations and resources of the Inuit Women in Business Network (IWBN), to be available in both languages, English and Inuktitut, and made available across Inuit Nunangat and the rest of Canada. The project will also provide strategic direction on the organization's broad economic development activities from Inuit women. This approach will facilitate sharing best practices and identify pertinent economic development priorities as they relate to Inuit women, while developing corresponding strategies. The project activities will sustain and enhance existing networking and mentorship initiatives, while supporting Inuit women's entrepreneurship, a group which has been under-represented in the Canadian economy.

By undertaking a comprehensive consultation and engagement process in collaboration with Inuit businesswomen and relevant partners such as regional economic development organizations, the project will identify the needs and priorities of Inuit women towards their economic advancement and participation in the labour force, while structuring the partnerships vital to grow economic development. This project will promote a greater understanding of the unique priorities, needs and challenges faced by Inuit women across Canada, in order to reduce barriers to participation in the Canadian economy.

The long-term objectives of this project are:

- to establish the needs and priorities for Inuit women's economic development.
- To help close services gaps; and,
- To strengthen the capacity of Inuit businesswomen within the entrepreneurship ecosystem.

Scope

This is an open call to individuals, firms, or organizations to develop visual resources on marketing and pricing of business services/products to be delivered to communities in Inuit Nunangat and across Canada. The resources must cover the basics of how to market one's business effectively in addition to presenting the essentials of pricing business services/products as a new, small and/or aspiring business owner.

The forms that visuals produced will take (e.g., tutorial videos) will be determined in consultation with the project team. The resources must also complement existing business development workshop materials which focus on: creating a business plan, financial management, resource mapping and sales and marketing. The visual resources must be developed and designed in a way that is culturally relevant, accessible, while incorporating current business trends, and educational materials for current, and aspiring Inuit businesswomen.

It is important for applicants to show an understanding of Inuit culture and the socio-economic realities of Inuit Nunangat. Applicants must also have experience working with Inuit communities, actors and organizations, possess effective communication skills and methods and have the proven expertise to produce culturally relevant work.

Specifications

- Development of content and scripts which summarize the basics of marketing and pricing business products/services for new and/or small businesses.
- Development of visual resources (video tutorials, animated graphics) designed with the contents on basic budgeting and operational costs related to business development.
- Resources must outline the core components of each topic (marketing and pricing of services/products) in a manner that is accessible and culturally relevant to aspiring and established Inuit business owners.

In addition, the successful applicants will be required to:

- Participate in project meetings and teleconferences as appropriate.

- Provide progress updates as required; and,
- Submit all final project documents upon completion.

Timeline

The duration of the contract will be from:

- Bids accepted until January 8, 2021.
- Contract begins January 15, 2021.
- Delivery of final resources March 26, 2021.
- Contract ends March 31, 2021.

Pauktuutit's Roles and Responsibilities

The primary contact at Pauktuutit for this project is Lema Ijtemaye, Manager of the Social and Economic Development Department (lijtemaye@pauktuuit.ca). Pauktuutit commits to provide the information and materials necessary to complete the work and will respond to requests for information in a timely fashion.

Pauktuutit will provide a decision within three business days.

Confidentiality, Privacy and Copyright

The successful applicant shall not disclose to any party any confidential information gained or resulting from activities undertaken under this project, nor shall the applicant disclose any information concerning Pauktuutit or their affairs where such information is obtained through this project.

Pauktuutit and the successful applicant will agree to publicly and mutually acknowledge and accord credit for each other's contribution in this project, including any products developed and disseminated. Both parties will come to an agreement on how credit is attributed, depending on the nature and degree of each organization's contribution.

It is understood that Pauktuutit retains ownership of any and all materials and intellectual property created, designed, or produced as a result of activities undertaken by the successful applicant when awarded this project.

It is understood that the successful applicant will generate original work for this project.

Proposal Instructions

- Applicants must submit their company name, confirm incorporation, and provide references, and/or portfolio.
- Submit by email to lijtemaye@pauktuutit.ca.
- Submit in Word or PDF formats.
- Estimates/budgets must remain firm until; March 31, 2020.

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP;

- No costs incurred before receipt of a signed contract can be charged to the proposed contract.
- Travel that may be required will be separate from this scope of work budget and will be paid for by Pauktuutit; and,
- Pauktuutit reserves the right not to award a contract as a result of this RFP.

Budget

The proposal must:

- Include a detailed budget not exceeding \$50,000, including HST and demonstrating that objectives and deliverables for the project can be met.
- Indicate the billing rate.
- List any other expenses applicable; and,
- Include 13% HST tax.

Rights of the Organization

Pauktuutit reserves the right to:

- Enter negotiations with one or more bidders on any or all aspects of this proposal.
- Accept any proposal in whole or in part.
- Cancel and/or re-issue this requirement at any time.
- Award one or more contracts.
- Verify any or all information provided by the bidder regarding to this requirement.

Contact Information

Please direct the application to:

Lema Ijtemaye, Manager, Social and Economic Development

Pauktuutit Inuit Women of Canada

520–1 Nicholas St. Ottawa, ON K1N 7B7

lijtemaye@pauktuutit.ca

613-238-3977 ext. 245