

# Great Bear Carbon Credit Corporation

## Request for Proposal:

### Sales & Marketing Strategy and Implementation

<b>RFP: Sales &amp; Marketing Strategy and Implementation</b>	Proposal Due By: <b>September 15, 2021</b>	Company: <b>Great Bear Carbon Credit Corporation</b>
<p><b>Project Overview:</b></p> <p>Great Bear Carbon Credit Corporation seeks to retain the services of a qualified consulting firm or agency to develop and implement a sales and marketing strategic plan focused on raising awareness of the organization’s carbon credit supply with the goal of increasing sales. This project also includes implementation elements such as creation of logo and brand identity, online, social media and digital advertising content recommendations, and a full sales kit that can be used for digital and in-person sales efforts.</p> <p>This project has two main components: (1) sales and marketing strategic plan focusing on large corporations, NGOs, and government agencies; and (2) sales and marketing implementation deliverables including brand identity and sales tool kit.</p>		
<p><b>Background:</b></p> <p>The Great Bear Carbon Credit Corporation (GBCCC) was established to manage the carbon offsets resulting from changes in forest management through land use objectives negotiated by the member Nations of Coastal First Nations and the Province of British Columbia. Those changes allow for the creation of carbon offsets by protecting forests in the territories of the member Nations. The resulting carbon credits, marketed as Great Bear Carbon Credits, are managed and marketed by the GBCCC.</p> <p>Great Bear Carbon Credits are purchased by companies wanting to reduce their carbon footprint. GBCCC has entered major sales agreements with the provincial and federal government as well as successfully completed sales with numerous companies. The first sale of carbon credits occurred in 2012, with a large multi-year agreement established with the BC Government in 2015. GBCCC would like to expand its sales and</p>		

marketing efforts and diversify customers to strengthen the long-term sustainability of the organization and ensure the full sale of all carbon credits available each year.

**Project Goals:**

- Develop clear strategic roadmap for successful sales and marketing plan to drive sales of carbon credits
- Create a brand identity to support marketing
- Create a comprehensive sales kit to support sales

**Scope of Work:**

The sales and marketing strategic plan will include the following components:

- Definition of organizational direction including objectives
- Overview of industry trends and regulatory considerations
- Competitive analysis
- Price and positioning review and recommendations – note that GBCCC credits are premium priced to reflect the complex work conducted to protect the Great Bear Rainforest
- Target audience definition including identification of primary and secondary audiences, and target sales objectives for each
- Audit of current sale and marketing efforts with identification of strengths and weaknesses
- Sales and marketing outreach strategy including: sales outreach recommendations; marketing and advertising recommendations, including digital advertising; public relations strategy, if recommended
- Implementation action plan with related resource recommendations (i.e. additional team members and their roles) and budget estimates

The sales and marketing implementation activities in scope for this project include:

- Full brand identity including logo, colour pallet, tag lines, etc.
- Social media and digital advertising content calendar
- Key messages and brochure/website content applicable to each identified target market
- Sales tool kit customized for each market that can be used for digital or in-person outreach

**Deliverables:**

Based on the above scope, the deliverables include:

- Sales and marketing strategic plan as outlined above
- Full brand identity
- Sales tool kit customized for each target market
- Content updates to the GBCCC website to support strategic sales and marketing plan

**Evaluation Metrics and Criteria:**

- Experience creating strategic sales & marketing plans targeting large corporations, NGOs, and government agencies (national airlines, federal ministries, etc.) nationally and internationally that have significant budgets for carbon credit offsets and/or strong CSR departments that can appreciate the premium value of working with GBCCC
- Experience working for/ with First Nations and/or an understanding of Indigenous values/ worldviews
- Approach for providing the deliverables in a timely manner
- Approach for working with GBCCC and the Indigenous Nations it serves
- Proposed fees

Indigenous and/or Indigenous-led organizations are strongly encouraged to apply to this RFP.

**Submission Requirements:**

Please submit a proposal outlining your firm or agency's experience, relevant team members, proposed deliverables, approach, fee, and timeline to [doxley@coastalfirstnations.ca](mailto:doxley@coastalfirstnations.ca).

Project Due By: **TBD in consultation with successful proposal applicant; time is a consideration in this proposal**

Budget: **Maximum budget \$50,000 CND**

Contact: **David Oxley**

Email:  
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