

Invitation to Tender



Digital link

1. Instructions & Content Information

This is an invitation to tender for the development and delivery of functionality to signpost both *climate action* and *climate awareness training* opportunities for users back and forth across two web spaces, as a digital link. A full explanation is outlined in the sections below.

Your submission should be written to address the key requirements and context detailed in Sections 2, 3, 4 & 5 of this document and demonstrate how it meets the scoring criteria outlined under section 6.

Any details not provided or not fully completed may constitute an admission of unsuitability/inability to fulfil requirements and may result in the tender being rejected at our absolute discretion.

All proposals must be in English.

Prices contained within the proposal must be exclusive of VAT and be in Pounds sterling and must include ALL fees.

The project should be complete in line with the Earth Hub timeline. (see below)

If you have any questions about this tender, please contact Scott Howes (Climate Action Strategic Lead) by **6th May 2024** at scott.howes@keepnorthernirelandbeautiful.org

Please submit your proposal entitled **Digital Link** by noon **10th May 2024** to scott.howes@keepnorthernirelandbeautiful.org

Submissions received after this deadline will not be considered.

2. Background Information

Keep Northern Ireland Beautiful is an independent charity established in 2000.

Our Vision

A world where people and nature thrive.

Our Mission

To inspire and empower people to create more resilient and healthier communities.

Our Actions

Through education, engagement, and empowerment, we change behaviours and practices so everyone enjoys a beautiful, resilient, and healthy environment. We work towards a society where everyone takes an active role in protecting our communities and the people who live there.

Further information on the organisation is available at:

<https://www.keepnorthernirelandbeautiful.org/cgi-bin/generic?instanceID=1>

- Websites:
www.keepnorthernirelandbeautiful.org/www.liveherelovehere.org/www.eco-schoolsni.org
- Facebook: www.facebook.com/keepnorthernirelandbeautiful/ & www.facebook.com/liveherelovehere/
- Twitter: @KeepNIBeautiful @isupportlhlh
- Instagram @KeepNorthernIrelandBeautiful @LiveHere.LoveHere

2. Overview

Keep Northern Ireland Beautiful is pleased to invite you to submit an application for the development of a digital link, connecting (with specific requirements) the climate awareness training booking site with the Earth Hub, both are detailed below.

The tender relates to these two current projects already operating,

1. Climate awareness training provided by KNIB via a MIS booking site.
2. The Earth Hub Project, an online, climate action signposting and incentivising tool.

Meeting the expectations of the tender will require close communication, planning and liaison with both the Climate Action KNIB team who oversee the training booking site as well as the Earth Hub developers.

Full details of these projects are outlined below in Section 3, with further details of the tender requirement in Section 4.

3. Climate Awareness training and the Earth Hub

Climate Awareness Training

Keep Northern Ireland Beautiful has been working closely with communities, schools and the general public for many years in the protection of our environment. We are now excited to offer climate awareness training to a wide range of groups to raise awareness of the climate change emergency we are all facing and the many ways that we can all get involved and become part of the solution.

Our training sessions vary in length, focus and format via a blended learning experience, including live virtual sessions and self-study activities.

The training offers participants a way to gain a confident awareness of climate change science, and the climate impacts of our everyday actions. This interactive training will enable participants to map their own carbon footprint, and gain an understanding of and motivation to reduce personal and organisational carbon emissions.

The course will develop an awareness of how climate change is affecting us now and will continue to affect us in the future unless we take urgent action. We will also look at a climate

justice issues across the globe and explore how we can begin to discuss climate change with colleagues, families and friends. The development of these programmes has been funded by the Department of Agriculture, Environment & Rural Affairs. (DAERA)

The intention of the programme is to build resilience within communities and schools in terms of knowledge, awareness, readiness to participate and most importantly, take action.

By the end of the course, training participants will:

- Understand the basics of climate change science
- Have a greater awareness of climate justice issues in parts of the globe
- Have explored how climate change is impacting us now and will affect us in the future in NI and across the globe
- Have an awareness of how governments have responded to the climate emergency globally and in NI
- Be able to identify specific ways that individuals personally or as part of a local community, can change behaviour to reduce carbon emissions.

All of the Carbon Literacy Programmes offered by keep Northern Ireland Beautiful have been certified for delivery by the [Carbon Literacy Project](#). The Carbon Literacy Project (CLP) is a globally unique organisation – there is nothing else quite like it anywhere. It was recognised as such by the United Nations in Paris, where it was awarded as a TAP100, one of 100 worldwide Transformative Action Programs. The CLP sets a standard for training programmes and offers certification for those who complete the course.

The following climate awareness training programmes are currently available.

Carbon Literacy Training Course	Target Audience
Carbon Literacy for Teachers	Teaching Professionals
Carbon Smart Students	Post-Primary Audience (with a specific tailored training package designed for QUB/UU)
Carbon Literacy for Youth Leaders	Uniformed & Non Uniformed Youth (eg: Scouts; YMCA) Age Groups 12-18
Youth Groups resource	Wake Up to Climate Change
Carbon Literacy for Community Leaders	Community/Volunteer Groups (cross sectoral and NI wide)
Carbon Smart Communities	Briefings with Q/A for community/Volunteer Groups (cross sectoral and NI wide)
Climate Smart 1	Teachers/community members/public
Climate Smart 2	Teachers/community members/public

Your Climate Future	School groups
Climate CALM	School groups

These programmes have had good impact across a range of sectors in terms of education, awareness raising. The next stage of development is to improve post-training levels of climate activity i.e people taking action, adapting behaviour, protecting and conserving the environment within their local communities. Many environmental organisations and community groups already offer these opportunities across NI and we aim to improve the signposting process to these activities for those attendees who have completed any form of climate awareness training. The Earth Hub Project provides an opportunity to do this.

The Earth Hub Project

The EARTH Hub (Environmental Action for Resilience, Transformation and Health) is a digital infrastructure transformation project for the environmental sector in NI. The EARTH Hub will be a way to bring together all of the fantastic work that is going on within the environmental sector and make it more accessible for not just those already interested in taking action but more importantly, for a wide variety of new local audiences. Put simply, this is a digital transformation and enablement project that will enable the environment sector to fully embrace the opportunities and efficiencies of IT to positively address the climate crisis.

The first phase of the project, which ran from August 2022 until March 2023, was a consultation process to identify the key wants and needs of the sector in relation to the functionality of the Hub, as well as beginning to build an identity for the project. The second phase of the project is the actual build and launch of the online platform, which runs from January 2024 – June 2025.

This project is an ambitious, interactive website. Primarily, we want to incentivise environmental action, and empower individuals and organisations to measure their Impact. The EARTH Hub, an online tool, should be a place where anyone can:

- Find opportunities for environmental action that are right for them
- Collect and engage with these opportunities
- Submit data on the actions they've taken
- View the collective and individual impact of volunteer action

The Earth Hub will also provide approachable science communication and handy resources for educators, individuals and organisations, as well as topical information and opportunities.

The Earth Hub tool will provide signposting opportunities using Action Cards. When Earth Hub users enter the site, they will be provided with a range of Action Cards choices based on previous preferences or simply, for new users a range of choices. These cards will provide details of the climate action activity, location, date time etc as well as a carbon saving estimate. Organisations from across NI will have loaded Action Cards to the Earth Hub, so building the wide range of opportunities on offer for individuals, organisations and community groups. Ensuring that the climate awareness training is a key element of the action card offer and providing an effective and efficient digital link between the current, established booking site and the Earth Hub functionality is core to this tender.

4. Requirements of the tender.

The tender is focussed on the development of a digital link, effectively connecting the climate awareness training booking site with the Earth Hub. It includes the following requirements.

- Design a web space in line with the Earth Hub format using familiar colour schemes and appropriate logos, which links Earth Hub to KNIB training/booking site member database where appropriate with as few barriers to the user as possible.
 - Evaluate our current booking site in terms of image, content and function and provide a clear path for trainees to find ongoing environmental action opportunities (via suggested Action Cards from the Earth Hub to training site route), information and guidance hosted in this new web space.
 - Provide dedicated space for users to view/access their Carbon Literacy certificates and other achievements
 - Provide functionality to capture impact data for users, in the form of carbon savings (metrics will already be embedded through the Earth Hub project)
 - Provide the backend ability to capture user pathways, action card choices via the training booking site to Earth Hub route.
 - Signpost Carbon Literacy training for users who are discovering the space directly
Via Earth Hub
 - Produce a final design and build the site while facilitating its incorporation into the Earth Hub project.
 - Our market is across all sectors of the population and as such should be accessible to all.
 - Ensure the site is uncluttered with a strong focus on imagery/videos representing exemplars of community/NGO work in relevant areas, linking to many relevant sources of information for the user to continue their climate action journey.
 - Incorporate images, videos and text for content (we can provide these) within Training Action Cards, we will need to include logos for accreditation and membership etc. but your guidance to improve interactions will be required.
 - Provide a content management system for our staff to regularly update the website content
 - Provide feedback of concept and incorporate our suggestions and refine as required.
- Ensuring a clear, shared understanding of the concept and functionality of the digital link will be a vital part of the development process throughout. Therefore, good communication and liaison will need to be embedded within the partnership.

If you need further information on technical specifications please get in contact by 7th May 2024 at scott.howes@keepnorthernirelandbeautiful.org

5. Submissions

Tenderers must not make assumptions that Keep Northern Ireland Beautiful has experience of their organisation or their individual service provision even if on a current or previous contract. Assessments will solely be based on the tender submissions received.

Submissions may be rejected if the complete information requested is not provided.

Submissions must include the following information:

- (i) Value for Money

Please provide a full breakdown of costs (exclusive of VAT)

Expenses should be identified separately and must be included as part of the total cost of the work. If appropriate, please also indicate an invoicing schedule for the purposes of this project.

- (ii) Technical Capability

Please provide an overview of how you will work with Keep Northern Ireland Beautiful to meet the terms of this tender specification.

- (iii) Track Record & Quality of Past Experience

Please provide an overview of your organization/portfolio of relevant experience to include information on the following;

- Structure, size, capacity and expertise to undertake the work specified
- Staff details, including details of relevant skills, experience and qualifications
- Portfolio of relevant work
- How you will ensure that work is completed on time and to required standards

- (iv) Environmental Policy & Credentials

Keep Northern Ireland Beautiful is committed to sustainable procurement and would wish to see tenderers adopt a positive environmental approach.

Please detail any practices or initiatives your organisation has in place to reduce your environmental impact. This can include ensuring energy efficiency or the recycling of equipment etc. **An environmental policy or statement (if available) should therefore be included with your tender submission**

6. Scoring Criteria

Tenderers will be scored according to the criteria outlined below:

Item	Weighting
Value for Money	40%
Technical Capability	45%
Track Record & Quality of Past Experience	10%
Environmental Policy & Credentials	5%
TOTAL	100%

7. Budget & Timeframe

The overall budget for the development is **£13,600** (exclusive of VAT).

All elements of the project must be delivered by October 2024

8. Submission

Please submit your proposal entitled **Digital Link** by noon **10th May 2024** to scott.howes@keepnorthernirelandbeautiful.org

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