Request for Proposal:

Copyediting and Design work for #BuildingLife European Policy Roadmap

Introduction

World Green Building Council (WorldGBC) is seeking the services of a specialist consultant to provide copyediting, proofing and design work on the European ‘Whole Life Carbon Policy Roadmap’ report which is being developed as part of our #BuildingLife project.

Background and Context

#BuildingLife is a regional project by the World Green Building Council (WorldGBC): the world’s largest global network driving action to deliver the ambitions of the Paris Agreement and UN Global Goals for Sustainable Development in the building and construction industry. The project brings together a coalition of Green Building Councils across Europe - in Croatia, Finland, France, Germany, Ireland, Italy, the Netherlands, Poland and Spain and the UK - to drive decarbonisation of the building sector through private sector action and public sector policy.

The project will support and accelerate the ambitions of the EU Green Deal by setting 1.5 °C degree compatible targets for Europe’s building sector. It seeks to achieve the following impacts:

- **Impact #1:** By 2022, EU institutions have communicated to the market that relevant buildings policies will be updated, or new policies introduced, to require countries to set ‘whole life carbon’ (WLC) targets - moving beyond current operational carbon policies.

- **Impact #2:** By 2022, +5 further European countries have moved towards setting whole life carbon targets in buildings policy, in addition to those already in place in Finland, France and the Netherlands.

- **Impact #3:** Europe’s building sector is fostering the leadership, awareness, capacities and data to deliver these policy ambitions:

  - **Additional Goals:** The European Commission’s Level(s) framework will underpin public and private sector initiatives in the project countries by the end of the project.

To achieve these impacts the project has convened a European Leadership Forum and 10 National Leadership Fora with diverse leaders across the built environment value chain to build consensus and steer the direction of an EU Whole Life Carbon (WLC) Roadmap.

The deliverable: A Whole Life Carbon Policy Roadmap

The WLC roadmap is intended to be a valuable tool to advocate for the full decarbonisation of the EU’s built environment and set a clear route to delivering the EU Green Deal by harnessing the contribution of the buildings sector.

Purpose and Objectives of the Roadmap

- Outline a common vision for a decarbonised built environment in Europe, and the opportunities and challenges in achieving this vision.

- Establish consensus amongst a diverse set of building and construction sector stakeholders on the appropriate policy routes to achieve a fully decarbonised built environment.
● Outline key policy recommendations on the integration of Whole Life Carbon impacts/issues into EU and Member State Policies.
● Detail a comprehensive set of actions/recommendations to ensure that the building and construction sector has the knowledge and capacity to deliver on these policy ambitions.
● Provide and signal to market and communicate to EU, National, Local Policymakers that industry is ready and supports Whole Life Carbon policy.
● Inform forthcoming policy reviews - including the EPBD review, EED review, Sustainable Finance Taxonomy, and other actions under the Strategy for a Sustainable Built Environment
● Provide a blueprint that the European Commission can use as it begins work on its own Whole Life Carbon roadmap as announced in the Renovation Wave.

The roadmap should set out a clear trajectory of policy recommendations between now and 2050 for how legislation can catalyse decarbonisation across the four policy areas of:
   ● Building Regulations
   ● Waste & Circularity
   ● Procurement
   ● Sustainable Finance

The content of the roadmap has been substantively developed by WorldGBC and with significant input from a wide group of contributors from different leading European associations and businesses. The overall word count of the final text is not expected to exceed 15,000 words. The target length for the final deliverable is circa 10,000 words and around 25-30 pages including images.

The current text document now needs to be put into graphical design. As part of this, we anticipate that it will also benefit from a structural edit to ensure legibility and comprehension, ease of orientation and navigation of the document and to identify where some of the written content could be enhanced or even replaced with infographic style visuals.

Current structure of the roadmap

Section 1 provides a detailed overview of EU sustainable building policy, an analysis of the state of the market, barriers and opportunities to a whole life carbon approach, while also laying out the vision that guides our policy recommendations.

Section 2 sets out the policy recommendations in detail against each of the four ‘policy routes’ we have identified: Building Regulations, Waste and Circularity, Procurement and Sustainable Finance.

Section 3 presents the actions required by the buildings sector stakeholder community to deliver our vision of a decarbonised built environment by 2050.

Target audiences:

The target audience for this deliverable is policymakers, particularly those at the EU level, including officials in the European Commission, Parliament and Council. The roadmap will also be relevant for national policymakers, industry, NGO and other interest groups.
### Roles and Responsibilities

#### Role of the appointed contractor

The appointed contractor will specifically be responsible for completing the following tasks listed in the table below, related to the production of the EU Whole Life Carbon Roadmap. It is anticipated that this work will take between 15 and 20 days to complete, spread over a 10 week period, which includes periods for deliverable review by WorldGBC and stakeholders.

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<th>Action</th>
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| 1a     | Structural review and consistency check of the EU Whole Life Carbon Roadmap.  
- Identify ways to improve the structure and the associated layout and graphical design to ensure that the text is comprehensible and coherent for the target audience.  
- Ensure that messaging and recommendations are coherent across all policy routes and sections, avoiding repetition and contradiction.  
- Identify ways to use visual aids (images and infographics) to improve the overall reader experience, maximise comprehensibility and make the report compelling and impactful | Redrafting plan and graphical design concept including proposed visuals/infographics to be developed | End of week 1 |
| 1b     | Implement structural edit to text | Edited roadmap text in Word document format | End of week 4 (+2 weeks review) |
| 1c     | Design layout and visuals / infographics ready for review by WorldGBC and #BuildingLife Leadership Forum | Graphical mock-up of final report including first draft visuals and infographics in PDF format (or other image file format as appropriate) | End of week 4 (+2 weeks review) |
| 2      | Assemble the designed report ready for review by WorldGBC and #BuildingLife Leadership Forum | Draft Version of Whole Life Carbon Roadmap in PDF format | End of week 7 (+2 weeks review) |
|        | Edits and final proof to designed report ready for publication | Final Version of Whole Life Carbon Roadmap in PDF and InDesign formats | End of week 10 |
Role and responsibilities of WorldGBC

WorldGBC will:

- Provide the consultant with all relevant background material for the BuildingLife project including, but not limited to, terms of reference for the WLC Policy Roadmap (see annex to this RfP) and the European leaders forum (by request).
- Liaise with the stakeholders involved in preparing the roadmap to gather and collate their comments for return to the contractor in a consolidated format
- Review and approve the deliverables provided by the consultant in a timely manner.

Consultant Requirements

The following skills and experience are required:

- Highly skilled at communications with all relevant staff having excellent written and spoken English
- Skilled graphic designer with the ability to convey complicated concepts with clear and attractive presentation
- Ideally a good understanding of sustainability in the built environment and the related European policy landscape
- Demonstrable experience in producing advocacy related reports and deliverables

Technical proposal

Please provide a short technical proposal (max 2 pages excluding appendices) describing the proposed approach to develop the roadmap.

The following should be provided in appendices:

- Portfolio of previous relevant written work
- Portfolio of previous relevant design work
- Examples/inspiration for how to present graphics for the Roadmap
- CVs of staff involved

Proposed additional contribution of consultant

WorldGBC is interested to understand whether the supplier will be able to support the project through its own pro-bono undertakings during the course of the project – this could include pro-bono contribution to the works described above or engagements on the topic; additional PR, social media and comms upon publication of the report; etc.

Any proposed contribution could be recognised with an acknowledgement in the final publication of the report.

Financial Proposal

The financial proposal shall include a line-item budget of costs for each activity listed in the table above and a short (max 1 page) budget narrative. The budget for this work is EUR 12,000.

Submission and Contact

Proposals should be submitted by 10am CET Monday 10 January to Audrey Nugent (anugent@worldgbc.org) and Stephen Richardson (srichardson@worldgbc.org).

The proposed contract start date is Monday 17th January.

Any questions about the RfP should also be directed to the same addresses.