

# Invitation to Tender – COMMERCIALLY CONFIDENTIAL



To develop a brand, marketing and communication plan for the delivery of the Resource Efficiency East (REE) Programme.

## 1. SUMMARY

*Renewables East wish to appoint a consultant to develop a communications and marketing strategy and plan for Resource Efficiency East (working title).*

*The objective of the Resource Efficient East (REE) Programme is to achieve a measurable improvement in the environmental performance of regional SMEs, and a corresponding reduction in their environmental impact, contributing to tackling climate change, impacting on business efficiency and long-term competitiveness.*

*To achieve this objective, REE has developed and will deliver a single complete, integrated business support package, which will simplify and coordinate access to existing national and regional resource efficiency support programmes.*

## 2. Background

The East of England is the leading English region for renewable electricity, currently producing 8% of the electricity it uses from renewable sources. It benefits from widescale deployment of bioenergy (for example the world's first chicken litter electricity plant at Thetford, the UK's first bioethanol plant at British Sugar Wissington, and the world's fastest biofuelled car at Lotus in Norfolk) and 2007 saw a record year for deploying on shore renewable energy.

The region's coast is also surrounded by the majority of the UK's offshore wind installations, with a further £10 billion investment anticipated by 2020 as well as further R&D innovation capacity in wave and tidal technologies.

As a result, the region is well on target to meet its 2010 target of 14% electricity from renewable sources.

Resource Efficiency East is a £2.1 million region-wide business support programme funded by the East of England Development Agency and part funded by the European Regional Development Fund, and managed by Renewables East. The programme will operate until March 2011.

The aim of the programme is to deliver a measurable improvement in the performance of businesses in the East of England by developing business support services which will help business to identify and implement efficiency opportunities particularly opportunities related to the efficient use of materials, water and energy.

To specific objectives of the programme are to:

- simplify and co-ordinate access to support on resource efficiency for business - in line with the Business Support Simplification Programme
- deliver focused, commercially-orientated advice, guidance and support services on resource efficiency for business - ensuring that the debate on resource efficiency goes beyond the environment/climate to efficiency and productivity embedding efficiency of resource use as a central tenant of business operations)
- make key strategic interventions on resource issues of regional/national importance which benefits business – to focus on those resource use issues which can be impacted through working with businesses on a region-wide basis, even though the intervention maybe at individual business level

The Programme is divided into three key Programme components:

- 'one to one' component providing tailored resource efficiency advice and guidance to individual businesses

- 'one to many' support component - strategic interventions where the issue maybe beyond individual business scale
- Providing self help tools the aim of which is to provide the knowledge, information and guidance for SMEs to address their own environmental impacts

The one to one support element of the programme will work in partnership with Business Link East to:

- Promote Business Link East as a point of contact for businesses seeking advice & guidance on resource efficiency, thus simplifying and co-ordinating access to resource efficiency business support
- Provide a system of information and diagnostic support to regional businesses via Business Link East
- Assist Business Link East customers to identify; their own resource efficiency needs, their potential resource savings, the actions to required to achieve those savings and deliver services to assist business to implement efficiency opportunities
- Assist in accessing the most appropriate service providers to assist in the implementation and achievement of resource efficiency measures
- Seek to maximise the impact of nationally funded programmes in the region

The one to many component of the programme will develop a suite of interventions (business support projects):

- Provide specialist resource efficiency services and projects to deliver solutions to particular resource use issues e.g. issues of regional strategic importance such as water
- Seek to further embed resource efficiency as a key economic consideration, assisting the region to prosper in global, competitive markets
- Stimulate resource efficient innovation

'Self Help' Tools - The aim of the tools are to provide the knowledge, information and guidance for SMEs to address their own environmental impacts, providing the tools which will enable continuous improvement within the business.

Through these programme components regional businesses can also expect to be able to access resource efficiency support ranging from simply accessing the right self help tool, to support in implementing a bespoke long term project of business change.

Through the programme components REE aims to deliver the following outcomes:

- 3,000 Business assisted to improve performance (2 Hrs)
- 315 Business receiving priority business support (2 Days)
- 300 Environmental initiatives in businesses (R5)
  - Of which 100 Environmental Management Systems adopted
- 15 Businesses supplied zero/low carbon energy (R12)

These outcomes and in particular the delivery of environmental initiatives will achieve the following impacts:

Impacts	Programme Target
CO <sub>2</sub> emissions saved	40,000 tonnes
Water conserved	675,000 m <sup>3</sup>
Landfill diverted	81,000 tonnes

And a corresponding increase in turnover and profitability of the Businesses in the East of England:

Impact	Programme Target
Increase in GVA as a result of the Programme	£12M

The key stakeholders for the project are the SMEs the programme will target, other regional and national business support programmes such as WRAP, NISP, Envirowise, Business Link East, the Manufacturing Advisory Service and the programme funders the East of England Development Agency and European Regional Development Fund.

### 3. About Renewables East

Renewables East is a private company delivering the services associated with being the renewable energy agency for the East of England. The Company is funded by the East of England Development Agency (EEDA) and officially designated as an EEDA sister organisation. For the year 2007/08, RE has been allocated £1.2m from various sources including EEDA, EMDA, EU, Local Authorities and central government to continue its mission.

The objectives of the Company are:

- a. To enable the East of England to meet its adopted target for the production of energy from renewable resources, within the context of national energy policy and the need to move towards a lower carbon economy; and
- b. To maximise the rate of growth of the renewable energy sector and the economic benefits to the region, especially through stimulating investment and job opportunities, supply chain development and innovation.

Renewables East's primary work areas are Bioenergy (Biomass and Biofuels,) Offshore/Onshore Wind, Planning, Supply Chain Development and the Mass Market Renewables agenda. Renewables East also holds responsible for the development and coordination of a region-wide resource efficiency programme.

For more information please visit the Renewables East web-site: [www.renewableseast.org.uk](http://www.renewableseast.org.uk).

### 4. Scope of Work

This tender is to deliver a marketing and communications strategy and plan for Resource Efficiency East which takes into consideration the programmes key aims and objectives as stated within its Business Case and working documents.

Renewables East (RE) wishes to appoint a company/consultant to provide the following:

- Propose a marketing and communications plan to be used for the length of the Programme which identifies how and where (e.g. which events, media) the programme should be communication and promoted
- Identification and development a brand for the programme which complies with the requirements of the Business Support Simplification Programme – Solutions for Business, the European Regional Development Fund and East of England Development Agency guidelines.
- Investigate and identify the unique selling points of the resource efficiency east programme and develop these unique selling points into a commercial vocabulary to be utilised in the communication of the programmes, on marketing materials and for the generation of business leads. This will require:
  - Analysis and understanding of the target audience and the market failure the programme aims to address – the inability of business to allocate resource effectively
  - Analysis and understanding of the key drivers for businesses to introduce resource efficiency measures, with particular attention to government strategy on resource efficiency, new and future legislation and the current economic climate in which business is operating

- A review of other Regional/National/European resource efficiency business support programme; aims, objectives and key messages for business
- Provide analysis of the most effective media through which the programme could be communicated to reach its target audience e.g. website, radio, etc
- Provide a list of organisations/marketing opportunities by which the programme can be promoted locally and regionally
- Provide a media list for the programme to include local and regional business focussed communication media and organisations

## 5. Tender Details

Responses to this tender must be received by Renewables East no later than 1600hrs on Wednesday 17 December 2008. They should be sent via email to:

John Heath  
 Delivery Manager  
 Renewables East  
 johnheath@renewableseast.org.uk

Responses should be submitted electronically, and should include:

- Your total fees (including the number of people involved, their daily rates, plus any expenses and VAT),
- Details of the service to be delivered against the scope of work,
- Provide evidence of the a) experience b) expertise c) in line with Scope requirements.
- Outline where possible additional services or added value to be offered.

The successful applicant will be notified by Friday 19 December 2008 and must be in a position to start work immediately upon notification, including a possible project inception meeting the following week.

Successful applicants must have the capacity to deliver the tender in full by the 31 March 2009

The final documents will be the property of Renewables East and will need to be supplied in formats (hard copy and/or electronic) that can be reproduced by us without further project cost.

## 6. Tender Process and Assessment

Tenders should be no longer than ten pages, including a two page executive summary. Further information can be included in the form of an appendix.

The tenders will be assessed against the following criteria:-

20% - Value for money & added value

40% - Evidence and Expertise in line with Scope requirements

40% - Technical knowledge & Details of Service delivery

Information provided in this tender process will be treated with total confidentiality.

Renewables East may request potential consultants/companies to give a presentation on the proposal.

## 7. Fees

Payment will be made on satisfactory completion of the work and delivery of the outputs as contained in the scope

All fees should be inclusive of VAT and include expenses incurred by the company/consultant whilst carrying out this work.

## 8. Further information

Should you require any further information on this brief to complete your tender submission, please contact John Heath by e-mail or post to:

[johnheath@renewableseast.org.uk](mailto:johnheath@renewableseast.org.uk)

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