



CALL FOR EXPRESSION OF INTEREST (EOI) #2

**** Information and Debate Session – Education Campaign****

THEME: DEFENCE FUND/COLLECTIVE BARGAINING

BACKGROUND

The [Canadian Association of Professional Employees \(CAPE\)](#), through a member resolution passed in December 2022, was given the mandate to:

*“hold a membership-wide **information and debate session** on the Defence Fund following the November 2022 Annual General Meeting, including on the Defence Fund's original terms of reference and the importance of democratic safeguards to ensure that any changes to the fund and its terms of reference are voted on by the membership; Conduct an **educational campaign** by January 2023 on collective-bargaining and the challenges ahead, which honestly addresses the free-rider issue and proposes an approach that does not rely upon other unions to do the fighting for us (including holding an open forum in 2023 of all members to discuss these issues).*”

Due to its limited capacity, CAPE is looking to hire an external firm with capabilities and expertise in **designing engaging consultative and informational events, educational campaigns, communications, and project management**. The firm will be supporting CAPE in operationalizing the resolution by designing and carrying out the various related activities, and will project manage the implementation of the resolution, in collaboration with CAPE, from start to finish. The firm needs to have the ability to offer some of its support in French. Furthermore, the firm will be responsible for ensuring the content destined for publication and dissemination (members or the public) is offered in both **official languages**, at equal level of quality.

BUDGET

A budget of \$200,000 has been planned to carry out this resolution, with around 75% of it set aside to cover the portion of the project managed by the firm.

HOW TO EXPRESS INTEREST

Firms interested in being considered for this project must send CAPE an email at general@acep-cape.ca with subject line “**EOI #2: DEFENCE FUND/COLLECTIVE**”

BARGAINING” by no later than **Thursday February 9, by COB (EST)**.

The email should contain general information about the firm and provide enough information for a quick assessment of the firm’s suitability for handling this project, in reference to the information provide herein.

Only shortlisted firms will be contacted to submit at technical and financial proposal at a later date.

Questions can be submitted to:

Katia Theriault

Director of Communications and Public Affairs

ktheriault@acep-cape.ca or 613-236-9181 ext. 225.

DETAILS OF THE PROJECT

The information below captures the tentative plan developed in collaboration with drafters and attempt to cover all details of the overall project, including expected deliverables. Those can be modified and adjusted along the way, for as long as the overall strategic objectives are met irrespective of any changes made, and that changes are within the allocated budget.

I. RESOLUTION

Wording of approved resolution(relevant to vendor/firm):

DEFENCE FUND

Be it resolved that CAPE holds a membership-wide information and debate session on the Defence Fund following the November 2022 Annual General Meeting, including on the Defence Fund's original terms of reference and the importance of democratic safeguards to ensure that any changes to the fund and its terms of reference are voted on by the membership;

Conduct an educational campaign by January 2023 on collective-bargaining and the challenges ahead, which honestly addresses the free-rider issue and proposes an approach that does not rely upon other unions to do the fighting for us (including holding an open forum in 2023 of all members to discuss these issues).

II. BACKGROUND & MANDATE

Following the adoption of a membership resolution through a membership vote in 2022, CAPE has the mandate to consult and educate the membership on the CAPE defence fund.

In 2023, CAPE must undertake the following:

- **CONSULTATION & DEBATE (DEFENCE FUND):** Hold a membership-wide information and debate session on the Defence Fund following the November 2022 Annual General Meeting, including on the Defence Fund's original terms of reference and the importance of democratic safeguards to ensure that any changes to the fund and its terms of reference are voted on by the membership;
- **BARGAINING EDUCATION CAMPAIGN:** Conduct an educational campaign by January 2023 on collective-bargaining and the challenges ahead, which honestly addresses the free-rider issue and proposes an approach that does not rely upon other unions to do the fighting for us (including holding an open forum in 2023 of all members to discuss these issues).

III. OVERVIEW OF ROLL OUT REQUIREMENTS

1. CONSULTATION & DEBATE (DEFENCE FUND)

a. The delivery of a nationwide, bilingual, hybrid information and debate event:

- 1) Planning & logistics
- 2) Production of bilingual backgrounders
- 3) Event facilitation, MC
- 4) Event interpretation
- 5) Multimedia recording and amplification
- 6) Note taking and reporting
- 7) Catering
- 8) Venue and equipment rental (*Ensure that the venue and the venue's features comply with inclusivity and accessibility demands)
- 9) Security
- 10) Online and in person registration
- 11) Promotion and outreach: e-invitations and reminders,
- 12) Content for web page, social media
- 13) Consultants fees (graphic design, PR firm, etc.)
- 14) Members' salary and other expenses where relevant

b. The delivery of a nationwide, bilingual, opinion survey:

1. Bilingual content development, review
2. Survey promo amongst membership
3. Data collection and analysis
4. Bilingual report and amplification (emails, website)

2. BARGAINING EDUCATION CAMPAIGN: COLLECTIVE BARGAINING

a. Delivery of campaign:

- 1) Concept note for in person and online education events to roll out year long education campaign & discussion/debate
- 2) Coordination with the Education team; Director of Negotiations, Local Liaison Officer.
- 3) Bilingual content production, PPTs, education materials.
- 4) Content amplification:
 - a. email campaign
 - b. resources available on the CAPE website
 - c. social media (as relevant, public content only)
- 5) Consult members via survey on questions they have and want covered about collective bargaining.
- 6) Campaign will be delivered through:
 1. National knowledge events (knowledge series/ local leaders' council)
 2. Local leaders to receive material from CAPE and reach out to their members.

- 7) Event promo: emails, web + social media amplification

*Leverage CLC, PSPA and other relevant info, if available.

IV. BUDGET

A budget of \$200,000 was approved by the membership in the form of a one-off \$9 levy. Over a half of this amount will be used to pay for staff time and PR firm to help with comms, promo and events and campaign management.

BUDGET BREAKDOWN

The budget will cover for the PR firm/consultants and additional staff time and over time, as well as all the costs involved with the hosting of bilingual, interpreted consultative and educational hybrid events, related logistics and catering. Accommodation, traveling, and member pay reimbursement (when necessary).

ABOUT CAPE

With over 23,000 members, the Canadian Association of Professional Employees (CAPE) is the third-largest federal public service union in Canada — dedicated to advocating on behalf of federal employees in the Economics and Social Science Services (EC) and Translation (TR) groups, as well as employees of the Library of Parliament (LoP), the Office of the Parliamentary Budget Officer (OPBO) and civilian members of the RCMP (ESS and TRL). For more information acep-cape.ca.