



## Request for Proposals

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### **Enhancing Inuit Women’s Economic Development** Visual Resources: Animated Tutorials

Issuing Office:

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**Deadline for submissions:** January 8, 2021.

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## **Statement of Work**

### **Title**

Development of Animated Instructional Tutorials

### **Introduction**

There are currently over 60,000 Inuit in Canada. They are the fastest growing population in Canada, with 51 Inuit communities across the Arctic and almost 30% of Inuit living in urban centres.

Inuit in Canada consistently experience lower economic participation levels than the national average. In 2012, the national average unemployment rate was approximately 7.3%, while for Inuit the average was more than double at 16%. The unemployment rate for Inuit women in 2012 across Inuit Nunangat was 16.2%, compared with a rate of 23.5% for Inuit men, while Inuit women are more likely to be employed or self-employed. The labour market reflects a participation rate of 60% for Inuit women in Inuit Nunangat. In order to develop programs and services targeted to support Inuit women, a greater understanding of gendered needs, challenges and gaps across the Inuit Nunangat is required.

### **Goals of the Project**

This project will further develop existing operations and resources of the Inuit Women in Business Network (IWBN), to be available in both languages, English and Inuktut, and made available across Inuit Nunangat and the rest of Canada. The project will also provide strategic direction on the organization's broad economic development activities directly from Inuit women. This approach will facilitate the sharing promising practices and identify pertinent economic development priorities as they relate to Inuit women, while developing corresponding strategies.

The project activities will sustain and enhance existing networking and mentorship initiatives besides supporting Inuit women's entrepreneurship, a group which has historically been under represented in the Canadian economy.

By undertaking a comprehensive consultation and engagement process in collaboration with Inuit business women and relevant partners, such as regional economic development organizations, the project will establish the needs and priorities of Inuit women for their economic advancement and participation in the labour force, while building the partnerships vital

to encourage economic development. This project will promote a greater understanding of the unique priorities, needs and challenges faced by Inuit women across Canada to reduce the barriers to their participation in the economy.

The long-term objectives of this project are:

- To establish the needs and priorities for Inuit women's economic development;
- To help close services gaps; and,
- To strengthen the capacity of Inuit businesswomen within the entrepreneurship ecosystem.

## **Scope**

This is an open call to individuals, firms, or organizations to develop a series of animated instructional videos in English and Inuktut to guide and support aspiring and established Inuit businesswomen to address structural gaps, especially in the aftermath of COVID-19. The videos will provide an accessible overview of basic information with regards to banking, marketing, finding relevant resources and creating business plans.

Previous examples of similar projects, such as animated guides of using Facebook and Etsy, will be provided as a point of reference to guide this work. A total of four animated tutorials will be developed on the topics of:

- How to set up online banking
- How to send and receive electronic payments
- How to set up a Facebook Marketplace account
- How to write a business plan (the basics)

It is important for applicants to show an understanding of Inuit culture and the socio-economic realities in Inuit Nunangat. Applicants must also have experience working with Inuit communities, actors and organizations, possess effective communication skills and method and have the proven expertise to produce culturally relevant work.

## **Specifications**

- Development of content and scripts, in English and Inuktut, which will be used in the animated instructional videos
- Development of animated video tutorials, in English and Inuktut, designed with the contents of the topics specified in the scope of work
- Videos must be designed in a manner that is accessible and culturally relevant to aspiring and established Inuit business owners. Previous examples of similar work will be provided for reference.

In addition, the successful applicants will be required to:

- take part in project meetings and teleconferences as appropriate.
- Provide progress updates as required; and,
- submit all final project documents upon completion.

## **Timeline**

The duration of the contract will be from:

- Bids accepted until, January 8, 2021.
- Contract begins, January 15, 2021.
- Delivery of resources, March 31, 2021.
- Contract ends; March 31, 2021.

## **Pauktuutit's Roles and Responsibilities**

The primary contact at Pauktuutit for this project is Lema Ijtemaye, Manager of the Social and Economic Development Department ([lijtemaye@pauktuut.ca](mailto:lijtemaye@pauktuut.ca)). Pauktuutit commits to provide the information and materials necessary to complete the work and will respond to requests for information in a timely fashion.

Pauktuutit will provide a decision within three business days.

## **Confidentiality, Privacy and Copyright**

The successful applicant shall not disclose to any party any confidential information gained or resulting from activities undertaken under this project, nor shall the applicant disclose any information concerning Pauktuutit or their affairs where such information is obtained through this project.

Pauktuutit and the successful applicant will agree to publicly and mutually acknowledge and accord credit for each other's contribution in this project, including any products developed and disseminated. Both parties will come to an agreement on how credit is attributed, depending on each organization's contribution.

It is understood that Pauktuutit retains ownership of all materials and intellectual property created, designed, or produced as a result of activities undertaken by the successful applicant when awarded this project.

It is understood that the successful applicant will generate original work for this project.

## **Proposal Instructions**

- Applicants must submit their company name, and confirm their incorporation, references, and/or portfolio
- Submit by email to [lijtemaye@pauktuutit.ca](mailto:lijtemaye@pauktuutit.ca).
- Provide submission in Word or PDF formats.
- Estimates/budgets must remain firm until March 31, 2021.

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP.

- No costs incurred before receipt of a signed contract can be charged to the proposed contract.
- Travel that may be required will be separate from this scope of work budget and will be paid for by Pauktuutit; and,
- Pauktuutit reserves the right not to award a contract because of this RFP.

## **Budget**

The proposal must:

- Include a detailed budget not exceeding \$143,000 including HST, which demonstrates that the objectives and deliverables for the project can be met.
- Indicate the billing rate.
- List any other expenses applicable; and,
- Include 13% HST tax.

## **Rights of the Organization**

Pauktuutit reserves the right to:

- Enter negotiations with one or more bidders on any or all aspects of this proposal.
- Accept any proposal in whole or in part.
- Cancel and/or re-issue this requirement at any time.
- Award one or more contracts.
- Verify any or all information provided by the bidder regarding this requirement.

## **Contact Information**

Please direct the application to:

Lema Ijtemaye, Manager, Social and Economic Development

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