

## Call for Proposals

### SUPPORTING RSB'S CIVIL SOCIETY ENGAGEMENT

#### Identify Target Groups & Develop Value Proposition and Strategy for Outreach to Grow RSB Membership

The RSB (Roundtable on Sustainable Biomaterials) is looking for a consultancy to support our team to improve outreach, engagement and stakeholder relations with civil society organisations working in fields relevant to RSB's mission to ensure the just and sustainable transition to bio-based and circular economy is achieved.

### BACKGROUND

RSB's membership and governance structure enables a balance between industry and NGO voices in RSB's multi-stakeholder decision-making processes, with participation from academia and institutions providing a 'tie breaker'.

In recent years, as the core work of developing the Principles & Criteria has slowed, RSB has identified the need to develop a strategy to retain and grow membership in its NGO (Chambers 3+4) and academic and institutional (Chamber 5) chambers.

In order to continue to ensure the diversity and credibility of the RSB Standard – incorporating vital voices on social and environmental justice, as well as from academics and global agencies – addressing this challenge is of great importance to RSB and the subject of this Terms of Reference.

### OBJECTIVES

The main purpose of this call is to find a suitable consultant to strengthen RSB's approach for building NGO and other civil society participation in RSB governance, via the recruitment of relevant and engaged members.

### SCOPE OF THE WORK

The consultant / consortium is expected to deliver the following:

- Phase 1: Framing session – to be conducted within 1 week of contracting
  - Work with RSB Outreach & Engagement Director to understand context and background
  - Develop approaches to initial stakeholder engagement with existing RSB members
- Phase 2: Mapping – to be delivered within 1 month of contracting
  - A global mapping of relevant social and environmental NGOs, and academic and other institutions according to RSB's chamber structure
    - Chamber 3 (social)
    - Chamber 4 (environmental)
    - Chamber 5 (UN, governments, research)
  - Clear links between their areas of work and RSB's mission identified
  - Identification of departments, teams, offices or individuals to reach out to
- Phase 3: Value proposition – to be delivered within 2 months of contracting
  - In line, with RSB's overall strategy and value proposition, development of clear and consistent value proposition for organisations identified in the mapping phase, with input from the RSB team and RSB members
  - If required, development of proposal to re-structure RSB governance and engagement opportunities

- Development of value proposition into a refreshed membership guide for these organisations
- Phase 4: Outreach Roadmap – to be delivered within 3 months of contracting
  - Development of outreach strategy to engage with organisations identified in the mapping phase (Phase 2) using the value proposition in Phase 3.
  - Development of pitch deck to support strategy implementation

This work should be completed by mid-October 2022.

## MANAGEMENT AND SUPERVISION

The consultant will be working closely with the RSB Outreach & Engagement Director and Marketing & Communications Officer.

## QUALIFICATIONS

### Mandatory

- *Experience in working with and within multi-stakeholder processes.*
- *Strong understanding of current trends in social and environmental organisations – as well as research – with a focus on climate mitigation and adaptation, industry transformation, agriculture and industrial workers’ rights, ecosystem restoration, social justice in climate adaptation, social and environmental policy advocacy, and credible carbon accounting and more.*
- *Demonstrated excellence in developing outreach strategies covering multiple geographies and interests.*
- *Strong research, report-writing, analysis, communication and interpersonal skills.*
- *Experience working in multicultural environment and willingness to work with RSB’s global team.*
- *Excellent English communication skills.*

### Advantage

- *Knowledge of key trends and issues within the bio-based and circular economy*

## APPLICATION

To apply, please submit a brief proposal that includes:

- *An overview of how you would approach this project*
- *Details about previous experience in developing strategic outreach projects*
- *CVs of all consultants involved in the project*
- *Budget: 0.5 person months, approximately*
- *References*

Please send the proposal to RSB’s Outreach & Engagement Director, Hannah Walker, at the email address [hannah.walker@rsb.org](mailto:hannah.walker@rsb.org), by Friday 8 July 2022.

## QUESTIONS REGARDING THIS CALL FOR PROPOSALS

Any questions regarding this call for proposals must be sent at least 3 working days before the application deadline (8 July). Please note that it is the applicant's responsibility to provide a clear proposal in accordance with this call for proposals. In the event of a lack of clarity in the proposal, RSB will not contact the respondent to request additional information.

## ABOUT THE RSB

The Roundtable on Sustainable Biomaterials (RSB) is a global, multi stakeholder and independent organisation that drives the development of a healthy bioeconomy through certification, innovation, advocacy and collaborative partnerships. RSB offers practical solutions to ensure the implementation of environmental and social sustainability on the ground and is the world's most trusted, peer reviewed global certification system for sustainable biomass production and conversion.

For more information visit: [www.rsb.org](http://www.rsb.org)