



Executive Summary RFP for SSNE's Seminar Series

Organization and RFP's Purpose

Sustainable Step New England (SSNE) is a nonprofit education and consulting firm, founded in 1998, to help educate leaders in sustainability and catalyze positive systemic solutions to our society's unsustainable socio-economic structure and practices. Over the last ten plus years, SSNE has trained leaders in sustainability through public workshops and in-house training, convened conversations across sectors, and developed networks for learning and motivation. This work has helped to catalyze preventative actions such as green building, environmentally-preferable purchasing, energy conservation, and more within government agencies, businesses, and universities around the region.

The firm is now refocusing its operating model to serve as a learning community for the region's leading advocates and practitioners who are advancing sustainable practices in large organizations. In making this shift, SSNE wants to ensure it's other valuable program offerings find 'new homes,' so the region can benefit and the programs continue to provide value for other organizations. SSNE intends to release significant intellectual property (IP) associated with one of the firm's core program offerings – its Sustainability Seminar Series.

Interested parties are encouraged to respond to this RFP for consideration as the repository of this IP. There will be no charge to the successful bidder, which will be chosen to receive the IP on the basis of willingness and capacity to promote and run these Sustainability Seminars in a manner which respects the values and commitment which led to their development over the last ten years.

1. The Sustainability Seminar Series Intellectual Property

SSNE has a professional level education curriculum that teaches strategies and principles of sustainability for individuals, business and government. The training seminar agenda and materials have been tested and refined extensively to focus on the most effective ways to teach sustainability to enable people to take action in their organization.

The training courses provide participants with a way to understand 'the big picture' of the global environmental trends, the underlying science of why our current situation is unsustainable, and simple principles of what is sustainable. This learning is then related directly to real-life examples of what actions can be taken to be more sustainable, e.g., using renewable energy, building green affordable housing, using non-toxic cleaning products. Participants immediately apply this thinking in exercises relevant to their organizations. Please see the attachments for examples, which include a brochure describing this series as it was marketed to government agencies, and a sample handout.

Former clients/participants that have gone through SSNE's training include representatives of a wide range of organizations including various MA state agencies as part of the MA State Sustainability Program, city governments (e.g., Boston, Nashua, Cambridge), Fortune™ 500 corporations, and universities including Harvard University Operations Services.

Key IP elements include:

The training design uses a modular approach so that the content and processes can be used with audiences ranging from senior management or green teams within a single organization, to audiences of several hundred or more, and in time increments from 75 minutes to three day intensives. Key elements of the training seminar series included in this IP include:

- Sample promotional brochure text and graphics

- ❑ Sample agendas for various lengths of workshops, evaluation forms, etc.
- ❑ Powerpoint slides with rich graphics and photographs
- ❑ Exercise designs/instructions, including our unique ‘Search for Insight’ group process to teach Strategic Questioning
- ❑ Handouts that support each training module, including
 - Strategic Questioning
 - A 2-page ‘Sustainability in 10 Minutes’ Overview
 - Evidence-based Teamwork
 - A 5-Step "Roadmap to Sustainability"
 - Additional Resources (e.g., web sites, books)
 - A participant "quiz" to test understanding and retention
- ❑ The courses are designed so that the case examples can be modified depending on the audience, e.g., using examples from government for a government audience. Examples of guest speakers and their presentations are available.

2. The Value of the Intellectual Property

The Seminar Series has been developed and field tested in various settings over ten years. SSNE has invested over \$244,500 in this intellectual property, its road testing and delivery. SSNE’s seminars have been attended by hundreds of people around New England so there is ‘brand recognition’ associated with this training and approach to sustainability.

Individual trainers or companies with experience in training and facilitation will find the IP valuable in establishing a program tailored to both business and government, at a time when sustainability is rapidly becoming a pressing issue for them.

3. Guiding Principles

The content was developed to advance core sustainability principles within economic and political framework in which both business and government operate. Those principles include the UN’s Brundtland Commission, ecological footprinting, and Natural Step Framework which states:

“To create a sustainable society, stakeholders address impacts on nature’s functions and diversity by systematically reducing:

- 1) Use of material from the earth’s crust (i.e. fossil fuels, minerals and metals)
- 2) Use of persistent synthetic materials and toxic materials (i.e. mercury, PBT’s)
- 3) Degradation of living systems (i.e. over-manipulation, over harvesting)
- 4) And, meet basic human needs worldwide (i.e. unfair resource use).”

4. The Successful Bidder

The successful bidder will be chosen based on expressed and demonstrated values and a history of professional work which indicates the capacity to continue the mission of the Seminar Series. Interested bidders should submit brief (2-3 page) written proposals using the following guidelines:

- Expression of personal interest in sustainable practices
- A work history covering relevant work in areas such as sustainable practices and how to implement these in organizations, training, public speaking, and workshop design/promotion.
- A statement regarding professional approach – principles, values, and any significant influences.

Written proposals shall be received no later than July 30, 2008. Proposals may be set by email to:

mpompeo@managementconsulting.org