

# SOCIAL INNOVATION WINDSOR ESSEX



## Request for Quote (RFQ)

### Social Innovation Information Pieces

QUOTE DEADLINE: Friday October 7, 5:00 pm.

Submit via email to [cmombourquette@wetech-alliance.com](mailto:cmombourquette@wetech-alliance.com)

#### Contact Information:

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Project Manager, Social Innovation

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226.773.2816

## INTRODUCTION

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Pathway to Potential and WEtech Alliance are requesting quotes for the graphic design and printing of:

- 1) Social Innovation Information Package
- 2) Social Innovation Brochure

## BACKGROUND

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### What is Social Innovation?

Social innovation is a novel solution to a social problem that is more effective, efficient, sustainable or fair than current solutions. Social innovation works for the public good, putting people and the planet first.

In 2015 Pathway to Potential and WEtech Alliance (WEtech) formed a unique collaborative partnership to move social innovation forward, with the support of a 20-month Ontario Trillium Foundation grant. Reducing poverty, creating jobs, and making our local economy more resilient is the heart of our strategy.

## About Pathway to Potential

Pathway to Potential (P2P) is composed of a diverse group of stakeholders who collectively work to reduce the number of individuals and families living in poverty in Windsor and Essex County, to raise awareness about poverty, and support individuals, groups and organizations engaged in poverty reduction work.

## About WEtech Alliance

WEtech is one of eighteen Regional Innovation Centres in Ontario, funded by the Ontario Network of Entrepreneurs. WEtech provides an extensive roster of programs, advisory services and training to clients and members in the technology and innovation sectors in the Windsor-Essex and Chatham-Kent regions.

## PROJECT SPECIFICATIONS

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- Develop 2 design concepts, incorporating the existing Social Innovation Windsor Essex logo.
- Print and web versions. Print version: slight editing needed to remove urls.

## Social Innovation Information Package

### Layout:

What is Social Innovation	one 8.5 x 11 sheet
What is a Social Entrepreneur	one 8.5 x 11 sheet
What are Social Enterprises	two 11x17 sheets, folded and saddle stitched, finished to eight 8.5 x 11 pages
Educational Resources	two 11 x 17 sheets, folded and saddle stitched, finished to eight 8.5 x 11 pages
Grant & Financing Resources	one 11x17 sheet, folded, finished to four 8.5 x 11 pages.
Social Business Model Canvas	One 8.5 x 11 sheet, b/w. PDF supplied, no design required. Print only.

### Print Specifications:

Quote 2 quantities, full colour, #100 gloss:

- 1) 50 sets
- 2) 100 sets

## Social Innovation Brochure

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What is Social Innovation

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What is a Social Entrepreneur

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What are Social Enterprises

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### **Print Specifications:**

3 panel, full colour. Quote 2 quantities, #100 gloss:

- 1) 50 brochures
- 2) 100 brochures

## **AUDIENCE**

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The Social Innovation Information Packages / Brochures are intended for the following:

- Non Profit Organizations in Windsor Essex, Chatham Kent
- Windsor Essex Economic Development Corporation Small Business Centre
- St. Clair College Genesis Entrepreneurship Innovation Centre
- University of Windsor EPICentre
- ENACTUS Windsor
- Junior Achievement
- P2P and WEtech websites
- Trade shows, events

## **GENERAL PROVISIONS**

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The successful organization or individual will be required to:

- Design and produce the graphic design products detailed above.
- Consult with Pathway to Potential / WEtech Alliance to ensure the design and layouts are appropriate and effective.
- Deliver the finished products by Monday October 24, 2016.

\*Note: the design/ownership/copyright and original source files are to be delivered and remain with WEtech Alliance.

P2P / WEtech Alliance will:

- Provide the successful organization or individual with a detailed brief on the objective of each of the two products detailed above, including written text to be included in the products.
- Be available for consultation throughout the design process.
- Approve designs.

## **SUBMITTAL REQUIREMENTS**

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Respondents are required to:

1. Identify individuals and list qualifications of key personnel who would be assigned to this project; Detail experience in work related to the proposed assignment; Specify the Project Manager who will serve as a contact person.
2. Submit examples of previously completed work of a similar nature.
3. Include project costs based on elements under Project Specifications.
4. Include social responsibility notice to reader.

## **SOCIAL RESPONSIBILITY**

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The social responsibility of the candidates will be considered. Socially responsible efforts include, but are not limited to the following:

- Community involvement
- Youth retention
- Diversity and inclusion
- Environmental protection
- Ethics and financial stewardship
- Human rights respect
- Health and Safety

Please outline the measures you / your organization is taking to be socially responsible.