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# REQUEST FOR PROPOSALS

## Climate Action Plan Template for National Tourism Organisations

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Estimated duration	Three months

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## **1. INTRODUCTION**

This Request for Proposals (RFP) is launched within the European Travel Commission's Advocacy Programme 2024 framework to support the ETC's climate agenda and the implementation of the organisation's Climate Action Plan.

The present document is intended as a guideline based on ETC's goals and requirements. The proposal should clearly reflect this understanding. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their intelligence, experience, and expertise to propose the best possible solution for the project. Additional ideas and suggestions contributing to achieving the project's objectives are welcome and should be clearly outlined in the proposal.

**CONFIDENTIAL:** The information in this document may not be used for any purpose other than responding to this tender. This document is and will always remain the property of ETC.

### **1.1 ABOUT THE EUROPEAN TRAVEL COMMISSION (ETC)**

The European Travel Commission (ETC) is an international non-profit association comprised of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels (Belgium).

ETC's mission is to support the sustainable development of tourism in Europe. Currently, the organisation focuses on three main areas of activity: promoting Europe as a tourist destination, intelligence gathering and best practice sharing, and advocacy.

ETC was established as a private body (AISBL) under Belgian law and is VAT-registered.

Further information about ETC can be found on the website [www.etc-corporate.org](http://www.etc-corporate.org).

## 2. INFORMATION ABOUT THE PROJECT

### 2.1 PROJECT OVERVIEW

ETC's [Climate Action Plan](#) aims to reduce greenhouse gas emissions generated by its operations, leading the way for tourism stakeholders and supporting engagement in climate action across its member organisations.

For this purpose, the organisation aims to equip its members - the National Tourism Organisations of the European countries - with a tool to help them on their own zero net journeys. To build the required capacity for climate action at the NTO level, ETC aims to provide a step-by-step guide for preparing an **NTO climate action plan**. ETC envisages this guide to be submitted as a *document template*; this is how the final input is referred to throughout this document. Still, alternative format proposals by the applicants are welcome.

### 2.2 OBJECTIVES

The objectives of the project are:

1. Enable ETC members to sign the [Glasgow Declaration](#) and/or assume another type of climate responsibility (e.g. [Tourism Declares](#), EU Transition Pathway for Tourism, etc.)
2. Help ETC NTO members start or continue undertaking climate action independently, however advanced their climate agenda already is;
3. Equip European NTOs with the right tools to structure their climate efforts;
4. Set up an example for NTOs worldwide and share best practices in climate action in tourism.

## 3. REQUIREMENTS AND DELIVERABLES

### 3.1 CLIMATE ACTION PLAN TEMPLATE

The Climate Action Plan Template should specifically target NTOs and their needs. The document should explain all processes involved in preparing a Climate Action Plan in detail. It should include guidelines for actionable steps that NTOs can take in drafting their climate action plans. The approach should be flexible enough to accommodate the needs of NTOs that have not started climate action and those with more advanced climate agendas in place. In addition, the template should be broad enough to cover the wide range of responsibilities of the various NTOs, e.g. benchmarking current carbon footprint at destination and business level, engaging tourism businesses on measuring and reducing their carbon footprint, conference management to reduce carbon footprint, destination development and carbon reduction, futureproofing carbon footprint etc.

The template should follow the objectives of the Glasgow Declaration and outline each of the following points and the five pathways to ensure climate action is aligned across all of tourism:

- COLLABORATE

The Climate Action Plan Template should propose different ways NTOs can support their stakeholders and partners (at the destination and/or industry level) to engage in climate action. The COLLABORATE chapter should be the focus of the Climate Action Plan Template. The template should list actions that NTOs can propose, initiate or coordinate with or on behalf of the tourism industry in their destinations, as well as a long-term plan for engaging with industry stakeholders on all five points (measure, decarbonise, regenerate, adapt and report).

- MEASURE

The Climate Action Plan should specify in detail how NTOs will measure and calculate the emissions from the six GHGs covered by the Kyoto Protocol, generated through the activities performed by their structures. These should include direct and indirect emissions, including emissions that are a consequence of NTOs' actions occurring at sources not controlled by NTOs (e.g. business travel). The Climate Action Plan Template should include a list of emission-releasing activities and the sources of information for measuring the emissions. The measurement proposed should follow a recognised standard for accounting and reporting and should not require further external consulting on its implementation.

- DECARBONISE

The Climate Action Plan Template should propose concrete measures to progressively reduce the emissions generated by NTOs and associated tourism businesses to reach climate neutrality in 2050. Intermediate targets could also be established.

- REGENERATE

The Climate Action Plan Template should propose initiatives that remove carbon, restore and protect ecosystems, and improve biodiversity, food security, and water supply. These activities must be in the realm of work of NTOs (e.g., promotion of low-footprint travel options).

- ADAPT

The Climate Action Plan Template should propose a range of concrete actions that NTOs can undertake to adapt the tourism ecosystem in their destinations to the effects of climate change.

- REPORT

The Climate Action Plan Template should include a reporting template to be used by NTOs every year.

The Climate Action Plan Template should include suggestions on prioritising actions based on their impact and relative ease of implementation.

### 3.2 PROJECT MANAGEMENT

All communication between ETC and the contractor must be in English. The contractor should designate at least one English-speaking staff member to manage the ETC account and all project-related communication by email and phone as required. The **account manager** should provide regular updates by telephone or video conference calls upon request by ETC.

The contractor must have all the necessary human resources to carry out the project or an extensive network capable of deploying the necessary resources.

ETC must be involved and consulted at each project stage, providing guidance and any other necessary inputs. After each stage of the working schedule is completed, ETC must approve all outcomes for the contractor to proceed to the next stage.

ETC will serve as a liaison between the contractor, ETC's member NTOs, partners, and consultants who may be involved in the project implementation. The contractor is expected to fully collaborate with these organisations as delegated by ETC to ensure the successful implementation of the project.

### 3.3 IMPLEMENTATION PERIOD

The implementation period of the agreement is expected to start in March 2024 and last for three (3) months. The duration of the agreement may then be extended for a further period to be determined upon mutual agreement between ETC and the contractor.

### 3.4 ASSIGNMENT OF RIGHTS

The contractor shall explicitly provide ETC and its members (when applicable) with a worldwide, royalty-free, non-exclusive, perpetual license to exercise the Intellectual Property Rights of all materials created for or in the course of the project as stated below:

- a) to reproduce or incorporate the project material into other material and to reproduce it as incorporated in such other material;
- b) to create and reproduce derivative works from the project material;
- c) to distribute copies and publicly display the project material, whether independently or as part of other material;
- d) to distribute copies and publicly display derivative works from the project material.

The contractor should obtain any licenses or permits as needed.

## **4. BUDGET AND TERMS OF PAYMENT**

The maximum contract value for the entire agreement term is EUR 20.000 (twenty thousand euros), exclusive of VAT.

The above value is indicative and not binding to ETC in any way. It represents the maximum possible expenditure for the project scope, requirements, and deliverables.

All payments to the contractor will be made in Euros.

## **5. CONTENT OF THE PROPOSAL**

The proposal format is open, but it must provide all information relevant to the assessment of the proposal and include at least the following:

- 1) Brief **company profile** describing the type of services the company or companies involved in the project provide.
- 2) **Case studies** (at least 2) outlining previous work from the contractor of a similar scope and topic.
- 3) **Description of the project team** to be deployed for executing the contract, their credentials and roles.
- 4) An **action plan** for delivering the Climate Action Plan Template, including methodology and subcontracting of services (if any).
- 5) Estimated **timeline** for the execution of the project.
- 6) **Economic offer**. The proposal must present a detailed breakdown of the budget for different services.

If any work for the project is to be subcontracted to a third party, the contractor must clearly specify in its proposal all the tasks and deliverables to be outsourced. The contractor will bear any costs related to outsourcing and be the sole responsible party for the delivery of the outsourced work.

Proposals must be clear, concise, and written in English so that there is no doubt about their meaning and figures.

The proposal must be sent via the dedicated form on <https://etc-corporate.org/requests-for-proposals/submission-form/> by 11<sup>th</sup> February 2024 at 23:59 pm (CET) at the latest. Proposals sent after this deadline will not be considered.

## **6. FINAL PROVISIONS**

These technical specifications are in no way binding on the European Travel Commission or any of the European Union institutions. Any contractual obligation commences only upon the signature of the particular agreement between ETC and the contractor.

ETC reserves the right to cancel this project, either partially or totally. In the event of cancellation, ETC should not be obligated to any applicant contractor. The applicant contractor will bear any costs incurred during the preparation and submission of proposals.

Submission of a proposal implies the acceptance of the terms and conditions set out in this document.

**Brussels, 25<sup>th</sup> January 2024**

**European Travel Commission**

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