



Request for Proposals
Forest Carbon Program Evaluation
RFP Number 2021 – 001

This RFP opens immediately and closes October 18, 2021, at 5:00 p.m. Eastern. Proposals received after this time may not be considered.

1. Purpose

The U.S. Endowment for Forestry and Communities, Inc. (the Endowment; www.usendowment.org) seeks proposals to develop and implement an evaluation methodology for the Endowment’s new Forest Carbon Program, which will begin in 2021 and is set to conclude or be reevaluated in 2024.

2. Background

The Endowment is the nation’s largest non-profit dedicated to keeping working forests working for all their environmental, societal, and economic benefits and values. To achieve this, the Endowment works collaboratively with partners in the public and private sectors to advance systemic, transformative, and sustainable change for the health and vitality of the nation’s working forests and forest-reliant communities. Our programs range across traditional, future, and ecosystem markets, along with programs for asset creation and forest retention and health.

Endowment staff have developed an initial approach to a Forest Carbon Program. The Endowment’s goal is to position ourselves in the forest carbon space where our resources and expertise are most needed to accomplish climate and carbon goals that are oriented to our mission.

Staff anticipate four projects for the initial phase of the Forest Carbon Program. The Program’s initial effort is a partner and stakeholder gap analysis. The intent of the gap analysis is to survey prominent organizations working on forest carbon, learn their areas of focus, identify areas of need, and develop specific opportunities for the Endowment to meet sector-wide opportunities that align with our mission. In addition to this analysis, the Endowment is 1) developing a research effort to evaluate the economic impacts of pricing forest carbon and identifying the opportunities and implications of pricing for rural communities, stakeholders, and forestland owners and managers, 2) continuing our work to advance Forest Carbon Life Cycle Assessment Transparency, and 3) helping to convene key forest sector stakeholders around forest carbon offset projects, explore learnings from previous offset implementation, and advance opportunities to improve current protocols. It is anticipated that projects will begin in 2021 and conclude in 2024. As the forest carbon program grows at the Endowment, we will add additional projects that will need to be included in the evaluation process.

The desired outcome of this initial work is to identify opportunities for investment by the Endowment that will advance the understanding of and benefits to forest carbon and center ourselves within this space. A critical part of the strategy is creating an evaluation framework to assess program progress, guide funding decisions, and allow for strategic investments to maximize impacts.

3. Scope of Program Evaluation Services

The consultant will be an integral member of the program team and is requested to provide the following services:

- a) Work with Endowment staff to refine desired Forest Carbon Program outcomes and impacts, develop evaluation objectives, and understand alignment with previous Endowment program evaluations. Development of clear, measurable program objectives is a priority.
- b) Develop a methodology to evaluate the effectiveness of the Forest Carbon Program in achieving the desired impacts and in answering the specific objectives and questions set by staff and Board.
- c) Prepare status reports and presentations as necessary.

4. Process Schedule

Proposal review is anticipated to conclude by November 10th. Applicants may be requested to interview with Endowment staff or to clarify or elaborate on specific points in the interim.

5. Outcome and Performance Standards and Deliverables

The successful consultant/organization will work closely with the Endowment's staff. Regular communication between the Endowment and the consultant/organization will be expected to help clarify the process and to ensure that the final product is satisfactory.

6. Method of Work Arrangement

The services agreement will be by written contract between the Endowment and the consultant/organization.

7. Budget

The initial range anticipated for this project is \$40,000-\$100,000. However, the budget is heavily dependent on proposed methodology and time commitment for this evaluation so the Endowment will consider all budget ranges for this application.

8. Application Review and Award Process

The Endowment will rate proposals on criteria including:

- i. Relevant work experience
- ii. Prior work or references
- iii. Proposed methods and deliverables
- iv. Total project price/timeline

9. Contact and Questions

Applicants are encouraged to contact Delie Wilkens (delie@usendowment.org, 864-233-7646 x111) to discuss the project and the Endowment's evaluation needs.

10. Application Process

Please submit proposals to general@usendowment.org.

11. Who May Apply

This application is open to applicants from government agencies, non-profit organizations, academic institutions, and for-profit companies and consultants.

Decisions and practices of the Endowment are not and will not be unlawfully influenced or affected by race, color, creed, age, religion, national origin, sex, disability, genetic information, veteran status, uniformed services, sexual orientation, (including transgender status, gender identity or expression), gender, pregnancy, childbirth, or related medical conditions or on any other characteristic protected by applicable federal, state, or local law.

12. Submission Requirements

Please use the following template for guidance:



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Organization/Consultant Information

Organization Legal Name

EIN

Applicant Contact Information

Relevant Work Experience

Please provide a summary of your work experience that you perceive as relevant to this project.

Proposed Evaluation Process

Please provide a summary of your proposed evaluation process and how you plan to work with the Endowment on this.

Financial

Amount Requested

Project Budget and Narrative

Please use our project budget narrative template available for download [here](#), and send as a separate excel document with your application.

Workplan

Please provide tangible, measurable anticipated outcomes for this program along with a Start and End Date to achieve the proposed outcome.

Workplan Activity	Strategies	Timeline for this activity
1.		
2.		

Project Contacts

Please tell us which team members have the following responsibilities (if applicable):

1. Technical/Team Lead Contact
2. Report Contact
3. Financial/Contracting Contact

Attachments

Team member resumes

Relevant publications, reports, or supporting documents

Any references you'd like for us to contact regarding prior work