



REQUEST FOR PROPOSALS USRSB GOALS DEVELOPMENT

Introduction

The U.S. Roundtable for Sustainable Beef (USRSB) is sending out this Request for Proposals (RFP) to qualified firms to facilitate the development of scientific-evidence-based value chain goals and associated sector-based targets (objectives) for the beef industry. Firms may submit proposals covering one, two, or all three phases proposed below to inform goal setting and evaluation for USRSB targets. The USRSB is developing sustainability goals that align to roundtable's six high-priority indicators, which will be the guidepost for the industry as projects, programs and practices are implemented to improve beef sustainability. The scope of this RFP is to develop a process and template according to a phased approach that can be applied across the six indicators to establish goals and measure progress toward goals. Qualifications of the desired firm are below.

Proposal Deliverables & Timeline:

The USRSB is requesting the following components be addressed in the proposal:

1. Develop a process and template for the development of beef value chain goals and sector-specific targets.
2. Accomplish the deliverables according to the following Phased Schedule:
 - a. Phase I Deliverables:
 - i. Goals committee, consultant and USRSB leadership will host a workshop for USRSB members and invited experts in evidence-based goal setting to solicit input on the following:
 1. Develop and define the process by which the USRSB will develop goals for indicators and targets for each specific sector.
 2. Determine the methodology for how progress toward goals and targets will be measured.
 3. Establish a timeline and proposed schedule for development of goals and targets.
 - b. Phase II Deliverables:
 - i. Host goals and targets workshops for USRSB members, including invited subject-matter experts (industry, academia, NGO, allied industry, etc.) based on the indicators and metrics being discussed.
 - ii. Phase II would focus on the following indicators:
 1. Efficiency and yield
 2. Air and greenhouse gas emissions
 3. Employee safety and well-being

Note: Expectation is firm will have adequate subject matter expertise to offer significant assistance in the area of air and greenhouse gas emissions. General knowledge in the other indicators is important, however there are more in-house experts available for these indicators.

- c. Phase III Deliverables:
 - i. Host goals and targets workshops for USRSB members, including invited subject-matter experts (industry, academia, NGO, allied industry, etc.) based on the indicators and metrics being discussed.
 - ii. Phase III would focus on the following indicators:
 1. Animal health and well-being
 2. Land resources
 3. Water resources
3. Governance process and timeline
 - a. Each phase would include the following governance process:
 - i. Committee and consultant deliberations
 - ii. Opportunity for USRSB members to participate in workshops
 - iii. Recommendation to the Board of Directors for approval of work products associated with each deliverable
 - iv. Opportunity for 30-day comment period for USRSB members
 - v. Completion of a final report for deliverables listed in each phase and a comprehensive final report.
 - b. Timeline
 - i. Feb. 2020 – April 2020: Phase I
 - ii. USRSB 2020 USRSB General Assembly Meeting: Present the process, methodology and timeline
 - iii. May 2020 – Oct. 2020: Phase II
 - iv. Nov. 2020 – March 2021: Phase III
 - v. April 2021: Deliver final work product, inclusive of all indicator goals and sector targets, developed by and approved by USRSB members
 - vi. USRSB 2021 General Assembly Meeting: Public announcement on goals and targets

Other Project Requirements

1. Please indicate which phase(s) your proposal covers. It may cover one, two or all three phases.
2. Provide a description regarding how you intend to meet the deliverables and the cost for each deliverable.
3. Project timeline must demonstrate that deliverables can be met in accordance with the timeline outlined above.
4. Include budget for participating and facilitating meetings/workshops, including all travel costs.
5. Work with USRSB staff for supporting functions of program.

Eligibility and Qualifications

1. Firms submitting proposals must have demonstrated experience in scientific, evidence-based goal-setting for the USRSB's key indicators for each phase. Successful proposals will reflect a demonstrated history of success in building consensus among diverse stakeholders.

Instructions for Submission of Proposal

1. Prepare a proposal no more than ten (10) pages long with a timeline and budget detailing the firm's plan to achieve the specific deliverables as outlined above.
2. Proposed budgets should assume participation in weekly 1-hour conference calls; one in-person meetings/workshops for each Phase (3 in-person meetings/workshops total); and the 2020 and 2021 USRSB General Assembly Meetings.
3. Budgets should be presented separately for each Phase, as USRSB may choose to enter into separate contractual agreements for each phase.
4. List of individuals involved, including titles, CVs, and relevant scientific credentials (can be separate from the 10 pages).
5. List principal contact at the firm that USRSB should use as the contact.
6. Return completed package to USRSB administrator at amcdonald@beef.org by 5:00 p.m. MT Jan. 22, 2020.
7. Finalists will be asked to present their proposals in-person to the USRSB Goals Committee on Feb. 4 in San Antonio, Texas. Firms will be notified by Jan. 24, 2020 if they have been selected as a finalist. Travel costs to present proposals are not included in this proposal and will not be covered by the USRSB.