

## Tender information

### **Walking the Talk:**

## **Stories of our personal journey – living the change we want to see in others**

### **Who we are**

The Well-being of Future Generations Act (the 'Act') aims to improve the social, cultural, environmental, and economic well-being of Wales. The Act requires the Welsh Government and public bodies in Wales to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

The Act enshrines Wales' historical commitment to sustainable development and has established seven [well-being goals](#), including 'a Globally Responsible Wales' goal. The Act puts in place a 'sustainable development principle' which consist of five ways of working that public bodies are required to take into account in the development of their policies and investments: Long-term; Integration; Collaboration; Involvement and Prevention.

The Future Generations Commissioner (FGC) for Wales' role is to act as a guardian for the interest of future generations in Wales, and to support the public bodies to work towards achieving the well-being goals through the sustainable development principle, protecting tomorrow from the actions of today.

Further information about the Future Generations Commissioner for Wales can be found via the following link: <https://futuregenerations.wales/about-us/future-generations-commissioner/>

### **Project information**

Future Generations Commissioner for Wales is seeking to tender a short-term contract to support the team to package up and communicate examples of our personal journey to 'walk the talk' of the Act and be the change that we want to see in others.

### **Why**

Alongside our work with public bodies and others to drive progress in meeting the well-being goals, we are determined that the Office of the Future Generations Commissioner also leads by example. Our team is increasingly embedding the behaviours we promote to others in our day to day working. With this in mind, we have been developing employment policies that steer our working practices rather than script rules for every eventuality. These policies, which build on the guidance that I published in a project called [Art of the Possible](#), suit a workplace culture that promotes and values work that contributes to strategic impact.

With this spirit in mind, we are looking to package up some of the stories from our personal expedition over the past few years.

Some of this information is contained within our statutory annual reports (available via the [FGC website](#)) but this has a limited reach, and apart from a small number of media releases, there is no further information contained on our website.

#### **Indicative tasks include:**

1. FGC colleagues will take the lead to identify where the stories are internally. But the bidder will be required to review info currently held (in Annual Reports etc.) and advise FGC on what jumps out as being most impactful. **5% of contract.**
2. Align with strategic messaging. **5% of contract**
3. Develop content and assets. Bidder required to produce stories, case-studies and content of how FGC has Walked the Talk (written and video) **30% of contract.**
4. Identify opportunities to share:
  - (a) Bidder required to package above stories for our website and digital media platforms, so that at a basic level we have examples online which we can signpost public bodies to and talk about our continued journey. **20% of contract**
  - (b) Bidder required to package above stories to be sold in as features and media releases by FGC team. Bidder to identify potential opportunities (comms platforms and stakeholder publications) and provide the FGC comms team with a package of materials for future use throughout 2022/23. Deliver immediate opportunities, if capacity allows. **20% of contract.**
5. Identify award schemes which we could enter to share information about the Welsh future generations approach. Advise on making applications time permitting. Delivery immediate opportunities, if capacity allows. **20% of contract**

*NB Some published materials (e.g., content on our digital platforms) will be required to be bilingual. FGC will undertake the translation of written and filmed content with existing suppliers, working closely with the bidder.*

#### **Outputs**

- A toolkit (comprising at least 5 stories and case-studies, written and video) showcasing how FGC have Walked the Talk of the Act. Packaged up to enable selling into communications and stakeholder publications.
- Based on the above assets, bilingual content uploaded to FGC website and digital media platforms.
- A list of potential communication platforms / stakeholder publications (with contact details) that comms team can approach to sell-in stories in 2022/23
- A list of potential award schemes that FGC could apply to share information about Welsh and future generations approach (incl. timescales of when applications would need to be made).

**Project budget:** £5,000 - £7,500

**Project team members:** Helen Nelson (Corporate Hero); Louisa Neale (Lead Change Maker People and Culture); Claire Rees (Media Lead); and Marie Brousseau Navarro (Chief Operating Officer).

### **Contract duration**

The contract duration will be for approx. 4.5 weeks from 1 – 31 March 2022.

### **Key information required from Bidders**

Bidders' proposal must include the following information: -

1. Company profile (structure, contact details, general business activities, sustainability credentials)
2. Previous experience of strategic communications (messaging, audience identification, previous experience and projects worked on)
3. Knowledge and experience of the policy context of the WFG Act, specifically knowledge around the corporate social responsibility agenda
4. How you would approach the work and indicative time scales
5. Request for Suppliers (Table 1) completed
6. Costs of item and availability in March 2022 to undertake the work

### **Tender timetable and submission instructions**

<b>Date</b>	<b>Event</b>	<b>Comment</b>
<b>Weds 16/2/2022</b>	Invitation to tender advertised on FGC digital media platforms	Tender information available on website. Please submit all queries via <a href="mailto:contactus@futuregenerations.wales">contactus@futuregenerations.wales</a>
<b>Thursday 24/2/2022</b>	Tender deadline	Submissions to be made via by <a href="mailto:contactus@futuregenerations.wales">contactus@futuregenerations.wales</a> by 17:00 latest.
<b>Monday 28 /2/2022 – Tuesday 1/3/2022</b>	Evaluation of bids	FGC project team
<b>First week of March</b>	Contract award notice	Email and call from FGC
<b>First week of March</b>	Contract start date	Date TBC but as soon as possible

### **Available assets:**

Some information has been written up in annual reports (available [here](#) – click on annual reports and scroll to Purpose 4); press releases (limited, available [here](#)); a bank of professional photography and can supply access to the commissioner, staff.

### **Further questions**

Bidder's questions will be answered via email or phone call. Queries should be directed through to [contactus@futuregenerations.wales](mailto:contactus@futuregenerations.wales), and picked up by a team member.

## Privacy notice

Bidders' data in application to this tender will only be held in relation to this document. If successful we will continue to hold required information safely within statutory and insurance requirements for the period of the contract. All other applicants' data unless a request is made separately will be securely disposed of and not retained for any other purpose.

## Request to suppliers

To help score price reviews or tenders or select from quotes, we will need to consider the contribution to well-being of the potential tendering organisations to the Act and the goals.

Table 1 – to be completed by bidder

Topic	Answer	Information/Evidence
<p><b>Do you follow ethical employment and sustainable practices in your operation and in your supply chains?</b> In particular:</p>		
Do you hold sustainable organisational certifications?		
Is your organisation a zero-carbon organisation and how are you limiting your emissions in your travel, energy, pensions and procurement?		
Is your organisation paper free and zero waste organisation?		
Are your products or materials sourced locally and sustainably, reused or recycled?		
Are your materials recognised conflict-free by independent certification schemes such as electronicswatch.com and Greenpeace Guide to Electronics?		
<p>Do you ensure that your organisation follows fair and ethical practices including anti-slavery and human traffic practices, fair trade, marine stewardship and forestry stewardship, B-Corp or Green Dragon accreditation? Have you signed up to the Welsh Government's Procurement Advice Note for the Public Sector in Wales (which cover several of these elements).</p>		
Is your organisation taking any action to reduce poverty?		
Are you a Living Wage Employer?		
Do you secure decent work?		
Do you support and undertake fair and		

local procurement?		
Do you promote inclusive growth?		
<b>Is your organisation or directors related to any political parties, or any other interests which should be disclosed as causing a potential (perceived or real) negative reputational or bias risk to the Commissioner?</b>		

First port of call for further information: [contactus@futuregenerations.wales](mailto:contactus@futuregenerations.wales)