

## REQUEST FOR PROPOSALS

### *Reformatting of PDAC's e3 Plus: A Framework for Responsible Exploration*

#### **Summary**

In 2009 the PDAC formally launched *e3 Plus: A Framework for Responsible Exploration* (*e3 Plus*) an information resource to help companies exploring for minerals improve their social; environmental; and health and safety performance. *e3 Plus* serves as one of PDAC's signature sustainability initiatives. The ability of companies to generate cohesive social engagement strategies and stakeholder acceptance on matters related to these core issues is a key concern for the mineral industry.

In an age of rapid digital transformation and information sharing, it is necessary to integrate the *e3 Plus* framework into a modernized online platform for easier access and broader appeal. PDAC is now seeking a communications and information dissemination specialist to conduct a high-level review of the *e3Plus* framework and provide recommendations in how a text-heavy compendium can transform into a dynamic tool in order to increase its approachability, efficiency, and practicality for the mineral sector.

The consultant will be required to propose two or more options for a web-based delivery and redesign of the contents of *e3 Plus* and outline the high-level processes involved in effecting each option. The consultant is not expected to revise any of the content within the framework.

#### **Background**

The Prospectors & Developers Association of Canada (PDAC) is the leading voice of the mineral exploration and development community, an industry that supports 719,000 people in direct and indirect employment, and contributes \$106 billion to Canada's GDP every year. Representing over 6,000 members in Canada and around the world, PDAC's work centers on supporting a competitive, responsible, and sustainable mineral sector. PDAC is known worldwide for its annual PDAC Convention—the premier international event for the industry—that attracted close to 20,000 people from over 100 countries this past year.

Acknowledging the need for sustainability guidance for exploration companies operating in Canada and around the world, PDAC launched *e3 Plus: A Framework for Responsible Exploration* at its international convention in March 2009. Since its initial launch, *e3 Plus* has undergone content-based updates including the development of new, and revisions to existing chapters.

*e3 Plus* features three comprehensive toolkits that provide in-depth information and guidance on achieving excellence in each of these key areas: [environmental stewardship](#); [social responsibility](#); and [health and safety](#). The toolkits are “living documents” subject to modification and improvement as experience is gained and circumstances change. These toolkits are supplemented by [e3 Plus: Principles and Guidance Notes](#), [Community Engagement Guide](#) and [Gender Diversity and Inclusion: a guide for Explorers](#).

Please make note of the current *e3 Plus* webpage [here](#)

### Tasks Required

The objective of the project is to propose two or more revised design constructs for *e3 Plus* that will ultimately support promotion, user-friendliness, responsiveness to feedback, optimization, and longevity of the document as a whole. The tasks of the successful contractor will be to:

- a. Thoroughly review the current design, formatting, usability and delivery of *e3 Plus*
- b. Propose overall design updates to the layout/presentation style/linkages to other toolkits, sources of information, navigational pathways, references or tools such as check lists, presentation technology(s)
- c. Propose methods for engagement of users of *e3 Plus* to provide internal data such as sectional feedback, ratings, statistics (who is using what, when and how)
- d. Generate a product roadmap to comment on and outline the transition from the current *e3 Plus* to each potential design construct

### Timeline and Deliverables

*September 19, 2022*: Commencement of project

*October 3, 2022*: Completion of stages a to d and delivery of Interim Report with recommendations towards redesign options, transition roadmap and any other suggestions with regards to product transformation. **(Note: end date is flexible)**

### Proposal

The proposal should be submitted by no later than September 16, 2022 and should include a fee structure, brief resumes, commitment to the percentage of effort or minimum number of days for senior members and the names and contact information for three references. It will be important to demonstrate evidence of:

1. Experience with and knowledge of the design of tools and documents of various sizes

2. Experience with and knowledge of developing functional web portals/internet-based repositories of information that allow for easy navigation and usability
3. Experience with and understanding of remote access challenges and the implementation of user-friendly capabilities
4. Familiarity with sustainability, exploration and mining
5. Staff capability to satisfy the requirements of the project and manage the project in the time-frame required.

Thank you for your consideration and please do not hesitate to contact Nicole Khun Analyst, Sustainability ([nkhun@pdac.ca](mailto:nkhun@pdac.ca)) if you require more information.