

**REQUEST FOR PROPOSALS**  
**‘Mainstreaming just transition within the We Mean Business Coalition’**  
**The B Team and the We Mean Business Coalition**

Date: July 29th

**1. Summary**

The B Team and the We Mean Business Coalition are seeking a consultant to further develop a sophisticated working ‘definition’ and set of ‘metrics’ for business on just transition which will generate business guidance and frameworks to successfully enable WMBC partners to integrate just transition outcomes throughout work programs, analysis and activities.

**2. Context**

**Why is just transition a business issue?** We increasingly live in a knowledge economy, where business value, success and growth is determined by the productivity and skills of a company’s employees. Businesses that align economic opportunity for people and communities will attract and retain the best employees, spur innovation, mitigate risks, enhance revenue, and preserve their reputation. More broadly, business is far more likely to flourish in stable and growing economies with quality employment that ensures strong demand for products and services. In addition, attention to just transition will avoid social and political tensions that lead to instability and political sclerosis, which undermine business opportunities. Further, inattention to the social and economic impact of the energy transition will lead to protectionism that interferes with a rules-based global trading system that ensures respect for social and environmental considerations. The covid pandemic and our efforts to mitigate its negative economic effects have highlighted the health, financial and racial inequalities in our society, as well as the importance of resilient livelihoods.

**3. The B Team, the We Mean Business Coalition (WMBC), and our work on just transition to date**

The **We Mean Business Coalition** is a global nonprofit coalition working with the world’s most influential businesses to take action on climate change. Together we catalyze business leadership to drive policy ambition and accelerate the transition to a zero-carbon economy. Our mission is to ensure that the world economy is on track to avoid dangerous climate change while delivering sustainable growth and prosperity for all.

The coalition brings together seven international nonprofit organizations: BSR, The B Team, CDP, The Climate Group, World Business Council on Sustainable Development (WBCSD), CLG Europe and Ceres.

**The B Team** is a We Mean Business Coalition member. It works to redefine the culture of accountability in business, for our companies, communities and future generations, by creating and cascading new norms of corporate leadership that can build a better world.

The B Team has worked on just transition since 2015, when 10 B Team leaders committed to delivering net-zero emissions by 2050 in their companies and value chains, but also their

intention to do this through a just transition. The B Team and the Just Transition Centre at the ITUC [produced guidance for business](#) on how to turn theory into action, and worked with companies on how to put this into practice. Again with the Just Transition Centre, The B Team developed [The Just Transition Pledge](#) for Green Jobs, which 25+ companies have taken. The B Team and ITUC continue to work closely with a group of energy companies on the implementation.

The WMBC has integrated just transition into their communication materials and mission to deliver *an inclusive transition*, and is a [core policy position for the coalition](#). Numerous partners have also developed their own work, including [BSR has developed guidance for corporates](#) and The [Climate Group are hosting a major event on the subject as part of New York Climate Week this year](#). The WMBC has drawn up several internal documents on just transition definitions (which will be made available to the consultant upon their hiring).

#### **4. Project objective and scope**

The project objective is to generate business guidance and frameworks which will successfully enable WMBC partners to integrate just transition outcomes throughout WMBC work programs, analysis and activities. This is a gap for the coalition at the moment and is necessary to help us succeed in our mission to deliver an *'inclusive transition'*.

To do this the consultant will:

*Build out the existing WMBC 'JT definition' and create a set of 'metrics' for business on just transition*

- 1) Review internal WMBC documents on our definition and approach to just transition.
- 2) Review external publications / reports / blogs by coalition partners and the We Mean Business Secretariat on our just transition work to date.
- 3) Review external literature by relevant organisations e.g. ITUC (Just Transition Centre), World Benchmarking Alliance, Business and Human Rights Resource Centre).
- 4) Consult key WMBC partners and secretariat
- 5) Develop more sophisticated definition/scope document and metrics for review

*Test metrics through consultation process within WMBC*

- 6) Conduct consultation with WMBC members, its Transformation Teams and key grant leads.
- 7) Revise metrics and produce a final metric set for dissemination, with strategy for dissemination.
- 8) Produce a guidance/framework/check list for WMBC partners on integrating metrics into their project objectives / KPIs within grants, with strategy for successful uptake.
- 9) Provide guidance and recommendations on how WMBC work programmes and activities can better integrate justice transition principles and policies, including new activities to mainstream just transition concepts.

- 10) Develop a set of specific business actions (e.g. across strategy, operations, supply chain and procurement, worker and industrial relations) relevant to all businesses, and for at least one of our systems more specifically (energy, land use, transport and built environment)
- 11) Work with WMBC Comms and Policy team to identify opportunities where the coalition can sharpen its advocacy asks on just transition in the context of domestic and international policy and within our 'green recovery' narrative.

## **5. Deliverables**

The deliverables will extend to:

- An updated business-relevant just transition definition and set of metrics, developed through consultation with WMBC members.
- A set of sector specific methods/actions businesses can take to ensure a just transition (business guidance)
- A user-friendly guidance/framework/checklist for partners to use when creating new projects / grants to ensure just transition outcomes, with metrics to track performance.
- An updated messaging set for use in WMBC communications and policy work.

## **6. Timings and Schedule**

Timeline can be established with the consultant, but our aim would be to have all deliverables completed by the end of 2021.

## **7. Proposal guidelines and budget**

The proposal should indicate a cost break-down structure, outlining the costs for each component of the deliverables. All costs included in the proposal must be all-inclusive, referring to any VAT, copyright or bank fees, etc. Costs should be stated as one-time or recurring costs. Total project costs (incl. VAT and other 'hidden' costs) should not exceed 15,000 USD.

When submitting a proposal, the following should be included and clearly described:

- Relevant information about the service provider and contact details
- How your proposal and services will meet the project objectives, making reference to the project scope and deliverables
- A timeline, indicating the different stages, milestones and contact moments with The B Team and the We Mean Business Coalition Secretariat – adequate review periods should be included
- An overview of the project team and outlining key roles and responsibilities of each team member (if applicable)
- An overview of expertise and experience on the topic of just transition
- Work approach and coordination with The B Team and the We Mean Business Coalition, specifying required input and resources
- Clear cost break-down structure and explanation of expenses

- Any risks and assumptions made in planning this work - where risks are identified, appropriate alternatives and mitigation strategies should be outlined.

## **8. Submission**

All proposals are due no later than August 30. Any proposals received after this date and time will not be accepted and will be returned to the sender.

Each bidder must submit 1 copy of their proposal to [eh@bteam.org](mailto:eh@bteam.org) and [rasmus@wemeanbusinesscoalition.org](mailto:rasmus@wemeanbusinesscoalition.org) . Candidates should direct any questions on applications to Emily Hickson and Rasmus Valanko ahead of the deadline.

Evaluation of proposals will be conducted from the submission deadline to September 9th. If additional information or discussions are needed within this window, the bidder(s) will be notified. Notifications to bidders who were not selected will be completed by September 20th.