

Request for Proposals:

Creation of Visual Assets by Indigenous Artists/Designers for CIP's Reconciliation Action Plan

1. Project Overview

The Canadian Institute of Planners (CIP) is a member-based organization for planning professionals across Canada and beyond. Our members work in both the public sector and the private sector, across various fields including land use planning, environmental resource management, land development, heritage conservation, social planning, transportation planning, and economic development. CIP advocates for planners and the priorities of the planning profession and offers a wide range of member services and career development opportunities.

CIP is committed to reconciliation and has recently begun preparing a Reconciliation Action Plan (RAP). The RAP, in its final form, will reflect the role of CIP in building and sustaining strong, respectful relationships between Indigenous and non-Indigenous people and communities, with recognition of the connections between land use planning and the historical and ongoing processes of colonization. The RAP will champion transformation both within the Institute and in the programs and services it offers to its nearly 10,000 members.

This opportunity is open to First Nations, Inuit, and Métis artists and graphic designers. CIP would like to develop a suite of visual assets for our RAP. The goal is to create a cohesive visual identity that honours and reflects the diversity of Indigenous cultures across Canada. These assets may be prepared and utilized in support of the RAP and ongoing reconciliation initiatives, including printed reports, digital communications, and educational materials.

2. Scope of Work

2.1 Visual Asset Requirements

The selected artist/designer will be responsible for delivering the following:

- **Cover Illustration:** A visually compelling cover for the published Reconciliation Action Plan report.
- **Spot Illustrations:** A series of smaller illustrations to be used throughout the report to highlight key themes and sections.
- **Full Folio:** A set of illustrations or graphic elements for use within the body of the report.
- **Signature Elements:** Design elements that can be carried through to future reports and web and social media updates on the RAP, ensuring a consistent visual identity for this version of the RAP

- **Reusable Assets:** Option to reuse graphic elements for non-revenue-generating educational and awareness materials, such as water bottle stickers, buttons, and digital badges.

2.2 Cultural Representation Considerations

Given CIP's national mandate, the visual identity must respectfully acknowledge the diversity of Indigenous cultures across Canada. The selected artist/designer should:

- **Avoid Pan-Indigenous Stereotypes:** Avoid homogenous imagery (e.g., generic feathers, tipis) that erases distinct First Nations, Inuit, and Métis traditions.
- **Incorporate Flexible Symbolism:** Use inclusive elements like water, land, or interconnected patterns that resonate across cultures without appropriating specific sacred imagery.
- **Collaboration:** Engage with CIP's Indigenous Advisory Committee to ensure culturally grounded designs, following the selection of their proposal.

3. Project Timeline

- **RFP Issued:** August 1, 2025
- **Proposal Deadline:** August 14, 2025
- **Artist/Designer Selected:** August 21, 2025
- **Draft Concepts Due:** September 15, 2025¹
- **Final Deliverables Due:** October 6, 2025

4. Submission Requirements

Applicants should submit the following:

- **Portfolio:** Examples of previous work relevant to graphic design, illustration, or visual identity projects.
- **Proposal Letter:** A brief outline of your approach to the project, including how you would incorporate Indigenous perspectives and themes into the visual assets.
- **Cultural Approach Statement:** Describe how your design will balance national unity with cultural specificity, including strategies to avoid generalizations.

¹ CIP will work with the selected artist to determine how many visual asset requirements can be drafted by this time.

- **Costing:** Estimated costs for the full scope of work.
- **Availability:** Confirmation of your availability to meet the proposed timeline.
- **References:** Contact information for two professional references.

5. Selection Criteria

Criterion	Weight (%)	What We Look For (Brief Guidance for Applicants)
Relevance of Experience	20	Demonstrated experience in graphic design/illustration, especially with Indigenous themes. Portfolio and references required.
Creativity and Quality	25	Originality, visual appeal, and technical skill. Portfolio examples should reflect your style and quality.
Cultural Sensitivity & Nuance	25	Deep understanding of Indigenous diversity and lived experience; avoidance of stereotypes. Describe your approach to inclusive, respectful design.
Collaborative Approach	10	Willingness to collaborate with the CIP's reconciliation/policy team. Outline your plan for feedback and co-creation.
Technical Ability	20	Ability to deliver high-quality print and digital assets. Briefly describe your process and tools.

Note: The budget set for this project is up to a maximum of \$10,000, exclusive of HST.

6. Usage Rights

CIP will require exclusive rights for 3-5 years to use the graphic elements for the purposes outlined above. The artist/designer will be credited in all uses. The intention is not to use the work for revenue generation, but for education and awareness.

7. Conflicts of Interest

Respondents must disclose any potential Conflict of Interest on the part of their business or subcontractors if known. CIP will determine, in its sole discretion, whether a Conflict of Interest exists that would disqualify the contractor.

Conflict of Interest includes, but is not limited to, any situation or circumstance where, in relation to the RFP process, the contractor (or sub-contractor) has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to:

- Having or having access to information related to the RFP and project that is confidential and not otherwise available to other contractors
- Communicating with any person with a view to obtaining preferential treatment in the RFP process, including the giving of a benefit of any kind, by or on behalf of the contractor, to any employee by, or otherwise connected with CIP or the PTIAs
- Engaging in conduct that compromises or could be seen to compromise the integrity of the open and competitive RFP process and render that process non-competitive and unfair

CIP has the following objectives in its procurement practices:

- a. To use fair and competitive practices that are transparent and accountable;
- b. To identify and include a diversity of suppliers; and,
- c. To consider Environmental, Social and Governance (ESG) throughout CIP's supply chain and ensure ethical and responsible procurement practices.

Contact Information

Please direct proposals and any questions to:

Kristen Harrison, National Director, Policy and Public Affairs

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Thank you for your interest in contributing to the Canadian Institute of Planners' reconciliation journey.