Specifications for Policy Briefs within the context of Sustainable Product Policy Initiative by the EU Commission – 2021

Context
The European Commission has announced its intention to design a Sustainable Product policy to make sustainable products the norm as part of its Circular Economy Action Plan. In this regard, the overhaul of the Ecodesign Framework Directive and other policies will play a central role. These include ‘product passports’, EPR, GPP, Ecolabel, a ban on destroying unsold goods, and the phase-out of disposable products.

The European Commission has opened a public consultation until 9 June 2021.

Objectives and deliverables
In this context, the EEB is looking for researchers and policy experts to produce reader-friendly policy briefs (documents of 12 pages max) to feed into the ongoing discussions on what a sustainable product policy should encompass.

Note that the term ‘policy brief’ may refer to a broad range of textual or visual formats, which contractors should feel free to propose.

The number of briefs and the final format of each brief are to be described in the technical offer to this bid, but it should at least include the following:

- One brief on how to integrate social and environmental due diligence aspects/criteria in product requirements, market incentives and possible future product passport. A key question is how to cascade down due diligence practices addressing companies or supply chains to individual products.
- One brief on how to define and implement an effective and enforceable ban on the destruction of unsold goods. A question to address: when does it become counterproductive to continue using or reusing a product; and, when a product is disposed of, what practices and conditions should apply?
- One brief on how to unleash the potential of private procurement for the uptake of sustainable products and services. Beyond green public procurement, what are the possibilities of private procurement to contribute to making sustainable products the norm, and what are the policy instruments and options that could be mobilized? The brief should notably, but not exclusively, refer to Non-Financial Reporting Directive and sustainability reports, ongoing Green Taxonomy work and choice editing strategies.
- One brief on how to best integrate chemicals and product policy to move towards a non-toxic environment. The brief should explore how to reflect the intentions and provisions of the Chemical Strategy for Sustainability into future product policy; how to ensure transparency on chemical content in products; how to incentivize full disclosure of chemical content as well not regrettable substitutions to the use of substances of concern.

Other briefs can also be suggested within the limits of the budget and timelines. The number and quality control of the briefs will be a key selection criterion when choosing a contractor.
The ‘briefs’ should be produced under non-proprietary/commonly used formats enabling an immediate dissemination through public relations and social media channels.

While it is not necessarily expected to have documents with a lot of visuals and infographics, proposals by potential contractors for appealing and ‘eyes catching’ lay-outs and design will be considered in the selection process of the contractor.

**Timeline**

The work should be performed between May and November 2021. It is expected that the different briefs can be discussed and finalized individually, thus delivered all along the period.

At least one brief should be delivered in its final version before the 07/06 at noon to serve as possible input to the ongoing consultation on sustainable product policy. The ability to deliver additional documents, at intermediary or final stages, before noon on 7/06 will be considered for the selection of the contractor.

A suitable date for a kick-off meeting between the contractor and the EEB is to be suggested before 20 May 2021.

*While the deliverables are to be produced before 30 November, authors could be invited to join events after this deadline during which the briefs will be presented (but this is not subject to this contract).*

**Budget**

The total budget including VAT and other potential expenses should not be over €30,000.

An explanation of the budget and how it is expected to be split amongst the different briefs will be required.

A first instalment of 40% could be paid at the time of signing the contract, a second instalment of 30% before the end of July 2021, and the final 30% to be paid following the delivery of the last document, within 30 days after the delivery of the last invoice by the contractor, and no later than end of 2021 fiscal year.

**Approach**

While the methodology is to be presented by the potential contractors in their answer to this bid, here are some expectations:

- Each brief should include a presentation of the issue and why it matters, mention inspiring policy initiatives and possible existing instruments that can be mobilized to progress the issue, and include concrete recommendations that could be injected in EU sustainable product policy;
- For each brief, it is expected a presentation of the overall structure (milestone 1); an intermediary stage discussion (milestone 2) and a finalized version (milestone 3);
- If different policy scenarios/routes are presented, they should be documented with pros and cons and as possible quantified in their expected impacts;
- Policy recommendations should be discussed with the EEB team, for example as part of intermediary stage discussion, and be documented so as to be easily summarized/communicated to an external audience;
- If non-textual/original formats are suggested for one or several briefs, a summary of associated policy recommendations should still be made available in text;
- The contractor should be free to consult other experts and potentially sub-contract part of the work, as deemed most relevant. In that case, direct links between the expert and the EEB can be established to discuss contents and policy recommendations. However, the contractor will retain the
responsibility of issuing invoices and ensuring a timely delivery of the work. The contractors should describe in their technical offer to this bid with whom they intend to work. If interviews with qualified experts are deemed useful to collect information, data or evidence, they may be referred to in annex, but should not make the core contents of the briefs;

Future use of data and briefs

The use of the collected information/data and the briefs themselves will not be subject to copyright. Any use of the briefs should however refer to the authors and editors (the contractor and the EEB)

Award criteria

1. Quality of the technical offer (30%), notably:
   - number of briefs/documents, relevance of the proposed formats and related quality control, description and relevance of the approach
2. Budget and ability to meet deadlines (30%), notably the ability to deliver more than one brief before noon on 07/06;
3. Experience of the contractor/contractor’s team, including subcontracted experts (30%), including knowledge of EU policy, notably on Product/Circular Economy/Chemicals and experience working with NGOs;
4. Additional criteria (10%): Design of the briefs/documents and ability to make them appealing for readers.

Deadline for technical offer: 5/05/2021

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