



## **A Request for Proposals**

The threat of dangerous, long-term, and irreversible climate change as a result of manmade greenhouse gas (GHG) emissions is real. This threat affects the already fragile ecosystems and communities where we live, work, and purchase coffee; moreover, it affects the entire planet, ignoring natural or manmade boundaries.

Climate change is not a problem that can be solved by a single entity -- be it government, business, civil society or individuals. We believe the long term solution will come from the combined efforts of all of the above. While government will play an important role, we need not wait for government direction to take steps to understand, reduce, and mitigate our share of GHG emissions.

Accordingly, Green Mountain Coffee Roasters (GMCR) is publishing this Request for Proposals (RFP) from organizations working to change climate change, with specific focus on the following four areas:

- Transportation-related emissions

Over 70% of our measured footprint is transportation related: employee commuting, business travel, and product shipments. Finding ways to reduce our transportation-related emissions is central to any meaningful reduction of our carbon footprint.

- Threats to coffee-growing communities

The people and communities that produce the coffee we purchase live and work in areas at great risk from the ultimate effects of climate change, whether from flooding, shortages of clean water and food, or threats to biodiversity and public health. The success of our enterprise is inextricably linked with the success of the people and communities in our supply chain. How can we help address these threats?

GMCR may withdraw or modify this RFP as it deems appropriate. This RFP is not binding on GMCR, nor does it constitute a contractual offer. Without limiting the foregoing, GMCR reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall GMCR be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP. Applicants who do not win an award may request access to the evaluation of their proposal and a briefing of how it was considered.

- Building political will

While we need not wait for government action to take action ourselves, effective government action will be central to addressing climate change on a national and global level. In our country, this kind of action will be driven by the will of the American people to address and solve this challenge. How do we create and express that will to act?

- Empowering individual action

There are steps we can all take to measure and reduce our carbon footprint. We must continue to accelerate, deepen and increase our engagement with each other on how to slow climate change.

### **Proposal Requirements**

- A complete proposal constitutes both a synopsis posting on JustMeans.com (see details below) and a completed grant application (available at [www.gmcr.com/ccr-rfp](http://www.gmcr.com/ccr-rfp)). Incomplete proposals will not be considered for a grant.
- For each focus area, applicants should propose initiatives that will deliver meaningful impact, be scalable on a regional, national, or global level and be applicable in the context of the GMCR business model.
- Initiatives can be evolutions of current work, scaling up of successful prior initiatives, or entirely new.
- Initiatives can be proposed by one nonprofit organization or by a partnership or coalition of nonprofit organizations.
- Proposal requirements are few in order to encourage innovation and participation.

### **Eligibility**

- Organizations requesting grants must be designated as tax-exempt by the Internal Revenue Service under Section 501c3 or sponsored by a fiscal agent designated as tax-exempt by the Internal Revenue Service under Section 501c3.
- Applicants and the submitted proposals must be focused on addressing climate change, with a particular emphasis on one or more of the areas listed above.

### **Grant details & responsibilities**

- We will award one grant in each of the four focus areas outlined above.
- Each grant will be for \$200,000 over five years - \$40,000 per year.
- Each grantee will be responsible for:
  - Providing annual documentation of its progress on its proposal.
  - Identifying one person to represent its organization on a GMCR Changing Climate Change Committee (Committee). The Committee will consist of GMCR staff, representatives from each grant recipients under this program, and selected external experts. The Committee will meet at least twice a year

GMCR may withdraw or modify this RFP as it deems appropriate. This RFP is not binding on GMCR, nor does it constitute a contractual offer. Without limiting the foregoing, GMCR reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall GMCR be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP. Applicants who do not win an award may request access to the evaluation of their proposal and a briefing of how it was considered.

to review each grantee's progress towards its goals, review GMCR's progress towards its goals related to the reduction of its carbon footprint, and share recommendations with each other for further action. Meetings may be conducted in person or by telephone.

### **Submission & Review Process**

- We are promoting this RFP in collaboration with JustMeans.com.
- Applicants must first submit a synopsis of their proposal at the Changing Climate Change micro-site available on JustMeans.com at [www.justmeans.com/challenge/climate](http://www.justmeans.com/challenge/climate), and then submit a formal application to GMCR (submission guidelines and RFP details are available at [www.gmcr.com/ccr-rfp](http://www.gmcr.com/ccr-rfp)).
- Formal applications must be in GMCR's possession by 12:00 AM EST on **Saturday, March 21, 2009**.
- The synopses will be available for public review, comment and expressions of support by JustMeans.com users until **Friday, March 20, 2009**.
- The synopses should be submitted as soon as possible, to allow for as much public support as possible in the time frame allotted.
- Applicants may submit separate applications for different focus areas, depending on their expertise. Ideally, an applicant will be selected for only one focus area, but we reserve the right to award a grant to an applicant in more than one area.
- Finalists for each focus area will be reposted on the micro-site and available for additional comments and expressions of support from **Monday, March 28, 2009 to Friday April 3, 2009**.
- Winners will be notified by Wednesday, April 8, 2009 and announced publicly on Earth Day – **Wednesday, April 22, 2009**.
- Finalists and winners in each focus area will be selected based on:
  - Core proposal quality: goal, execution plan, initiative scalability, strength of metrics, and communications plan.
  - Quality of resources available to help GMCR improve its carbon footprint
  - Evidence of prior success and achievement
  - Organizational strength and readiness
  - Overall results from the synopses postings at JustMeans.com.

### **Application Requirements**

- A completed application (downloadable at [www.gmcr.com/ccr-rfp](http://www.gmcr.com/ccr-rfp)).
- IRS documentation of the applicant or applicant sponsor's 501(c)3 tax-exempt status

### **Contact Information**

- This RFP and all information related to this RFP will be posted publicly at [www.gmcr.com/ccr-rfp](http://www.gmcr.com/ccr-rfp).
- Questions on the program should be emailed to [ClimateChangeRFP@GMCR.com](mailto:ClimateChangeRFP@GMCR.com). All questions and answers will be posted at [www.gmcr.com/ccr-rfp](http://www.gmcr.com/ccr-rfp).

GMCR may withdraw or modify this RFP as it deems appropriate. This RFP is not binding on GMCR, nor does it constitute a contractual offer. Without limiting the foregoing, GMCR reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall GMCR be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP. Applicants who do not win an award may request access to the evaluation of their proposal and a briefing of how it was considered.

- All applicants are urged to check this site periodically for any new information or updates to the RFP process.
- No phone calls please
- Follow us at <http://twitter.com/BrewBetterWorld>

GMCR may withdraw or modify this RFP as it deems appropriate. This RFP is not binding on GMCR, nor does it constitute a contractual offer. Without limiting the foregoing, GMCR reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall GMCR be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP. Applicants who do not win an award may request access to the evaluation of their proposal and a briefing of how it was considered.