

## Clean Energy Manufacturing Engagement REQUEST FOR QUOTE

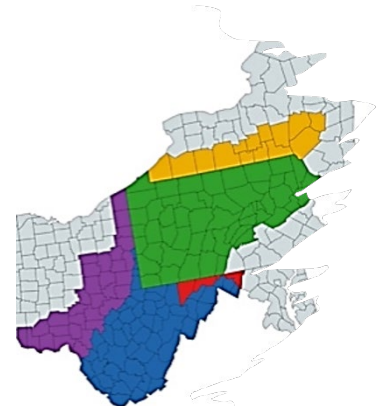
Catalyst Connection is requesting a quote from qualified firms or individuals to engage stakeholders in the clean energy value chain, identify energy supply chain opportunities, conduct emissions reduction assessments, and promote decarbonization and clean factory strategies. The awardee(s) of this contract will act as a clean energy engagement professional(s) providing outreach and assistance to manufacturing companies seeking opportunities within the energy industry as part of our **Clean Energy Manufacturing in Appalachia (CEMA)** program. This effort is to be used by Catalyst Connection and partners as a deliverable to their grantor, the Appalachian Regional Commission (ARC) ARISE Grant as part of the Manufacturing the New Energy Economy in Appalachia Initiative.

Quotes may be **emailed between 8:00 am EST on 12/11/23 through 4:00 pm EST on 12/11/26:**

Attn: Tom Reed, Director, Communications and Community Outreach  
[treed@catalystconecion.org](mailto:treed@catalystconecion.org)

### 1. BACKGROUND INFORMATION

Catalyst Connection is a private nonprofit economic development organization that provides technical consulting services and assistance to small- and mid-sized manufacturing companies in the 12 counties of southwestern Pennsylvania. Its mission is to advance the performance of manufacturing companies in southwestern Pennsylvania by accelerating their growth and productivity improvements. Catalyst Connection is part of the Manufacturing Extension Partnership (MEP) national network that supports small and medium manufacturers (SMMs). MEP centers in the following states are partners on this program: Maryland, New York (AMT), Ohio (MAGNET), Pennsylvania (Catalyst Connection, IMC, MANTEC, MRC, NEPIRC, NWIRC) and West Virginia. Catalyst Connection and partners are working together under the CEMA program to help small and medium manufacturers across the 156-county region of to participate in the growing supply chain for clean energy products and technologies. We have identified 14 energy segments for supply chain opportunities. Eight of the segments are in *Power Generation & Management* (Electric Grids, Geothermal, Hydropower, Hydrogen Production, Natural Gas, Nuclear, Solar, Wind) and six segments are in *Products* (Batteries, Chemicals, Circular Plastics, Energy Efficiency, Grid Components and Low-Carbon Products)



Catalyst Connection is seeking an external resource(s) to assist with the following goals for outputs and outcomes under the grant:

- Reach 6,500 small and medium manufacturers and inform them of the program
- Provide Improvement to 880 small and medium manufacturers which could include technical assistance, mini-grant funds, consulting, training, assessments, tours, or webinars.

- Award 200 mini-grants for projects in clean energy manufacturing supply chains and/or greener factor practices.
- Clients completing impact surveys with these numbers: 5,500 jobs created, 15,190 jobs retained, \$88 million in leveraged investment and \$44 million in costs reduced.

## 2. INTENT

The intent of this RFQ is to contract with one or more individual(s) or company(ies) to assist Catalyst Connection and our partners, to engage and support small and medium manufacturers looking to sell to clean energy supply chains and/or reduce their factory carbon footprint. Catalyst Connection will accept responses for one or more elements of the scope of work; and will not reject responses that do not address every element. Each quote will be reviewed individually, and a decision will be made within 30 days of submission.

## 3. TERM

The term of the contract may start on or after January 1, 2024 and may continue through August 31, 2027.

## 4. SCOPE OF WORK

Catalyst Connection will accept responses for one or more tasks of the scope of work; and will not reject responses that do not address every element. It is expected that a team of providers may be needed to fully implement this project. Program goals are listed with tasks that could help to achieve them. Your quote should identify the scope task(s) that you are proposing to complete and identify how your approach will help achieve the corresponding program goals:

### Communications

- a. Meet with Catalyst Connection staff and our partners to understand the entire scope of the objectives of the CEMA program. Then provide strategies and approaches for partners to effectively communicate the program in their own communities.
- b. Develop branding and collateral standards that allows for consistent communications of the program as used by multiple content creators.
- c. Provide digital communications services that includes website development and updates, supported by search engine optimization, and a contact database with interactive capability to access information about regional energy providers, SMMs, and support services.
- d. Develop collateral tools for SMMs and technical collateral providers, e-newsletters, collateral material design; conference and trade show materials; blogs, PowerPoint slides, press releases and white papers, and other duties as necessary to effectively communicate and engage SMMs.

### Supply Chain Research

- e. Conduct research and create informational materials that can be presented to SMMs and stakeholders that educates on business and market development opportunities. This may include prioritizing the identified 14 energy segments and conduct a deep dive into areas that are most relevant to Appalachia and provide resources that can be shared about segments that are relevant to manufacturers and stakeholders.
- f. Conduct a supply chain mapping and regional asset mapping initiative and other market research, to identify opportunities in the region (and state subregions) for clean energy manufacturing and supply chain expansion, and the needs and gaps in these sectors. The content will be used in a supply chain database that is accessible and searchable through an online tool.

- g. Identify companies, resources and contacts that can be displayed in a comprehensive, user-friendly guide and supply chain map for the Appalachian project region, so that SMMs seeking to expand into these sectors can better navigate opportunities and challenges.
- h. Identify funding resources (grants, tax incentives, loans, etc.) that is available to SMMs with a process that will allow each individual company prioritize those resources that are most relevant and beneficial to their needs. These resources should be collected in a “Resource Roadmap” that can be made available to users in a web-based or PDF form that is easily updatable and will be designed to be accessible for SMMs in this target region.

#### Support for Program Partners

- i. Develop materials and strategies that can be used by program partners to encourage companies to complete the clean energy manufacturing assessment with section for supply chain and emissions reductions (<https://cleanenergy.mfgsupplychain.org/>) and pursue strategies for greener factory approaches for their own factories, facilities and operations.
- j. Create content that can be offered through trainings, events, webinars, etc. on one or more clean energy manufacturing topics that will attract manufacturers to participate.
- k. Conduct energy assessments and gap analyses for SMMs. This may include assessment of their electric service provider, current costs, energy bills, and sources of energy consumption.
- l. Help SMMs to build and/or improve their Sustainability Strategy that may include: conducting energy assessments and gap analysis, establish energy efficiency and decarbonization goals and an action plan, provide recommendations and solutions for this Sustainability Strategy to achieve the goals, identify funding and incentives that can offset some of the implementation, provide management support of the implementation projects.

## **5. QUALIFICATIONS**

Quotes will be evaluated on the following criteria, listed in order of their relative priority, with the most important listed first.

- Technical approach and demonstrated expertise in understanding the clean energy industry supply chain, decarbonization processes and how to connect with stakeholders.
- Technical approach and demonstrated expertise in developing and executing an outreach and support strategy.
- Willingness and desire to meet with stakeholders and manufacturers across the five-state region in person and through online communications, as needed.
- Cost or price of services – pricing can be based on hourly rate or per deliverable.
- A third party application and other documentation will need to be submitted and approved prior to a subcontract being awarded.

## **6. OTHER**

Catalyst Connection reserves the right to conduct discussions, to accept revisions of quotes, and to negotiate price changes and to reject any or all quotes or any part thereof.