



REQUEST FOR PROPOSAL (RFP)

Website Redesign and Development Services

Issued by: Encorp Atlantic

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1. Introduction

Encorp Atlantic (“Encorp”) invites qualified communications and digital web design/development to submit proposals for the redesign, development, and content migration of two related websites:

1. **A refreshed Encorp corporate website**
(which will keep our current domain name: www.encorpatl.ca / www.encorpatl.ca/fr)
2. A new standalone **consumer-facing recycling website for New Brunswick**
(which will have the domain name www.recyclingmatters.ca / www.recyclercarapporte.ca)

This RFP outlines Encorp’s objectives, scope, and requirements for both websites. The selected proponent will work collaboratively with Encorp to deliver modern, accessible, and user-friendly websites that support Encorp’s mandate as a Producer Responsibility Organization (PRO) and enhance public understanding/education regarding beverage container recycling.

2. Organizational Background

Encorp Atlantic is a not-for-profit Producer Responsibility Organization (PRO) responsible for managing beverage container recycling programs in Atlantic Canada. Currently, Encorp is managing the New Brunswick (NB) and Prince Edward Island (PEI) beverage container recycling programs. Encorp oversees environmental stewardship, public education, stakeholder engagement, and program administration on behalf of beverage producers and within regulatory frameworks for each of these provinces.

3. Project Objectives

The objectives of this project are to:

- Modernize Encorp’s web/digital presence.
 - Improve usability, accessibility, and navigation of the corporate website and NB consumer website.
 - Clearly separate corporate/industry content from NB consumer education content.
 - Improve content organization and visual hierarchy.
 - Establish scalable, easy-to-maintain websites for future needs.
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4. Project Scope

4.1 Encorp Corporate Website – www.encorpatl.ca

Purpose

Encorp's corporate website serves as the primary digital platform for communicating with Encorp's key stakeholders, including the beverage industry, beverage container return location operators (these are known as "redemption centres" as they are where the public can redeem empty containers for deposit refunds while returning them for recycling), government and media. It must convey professionalism, credibility, and transparency, while clearly articulating Encorp's role as a PRO administering recycling programs across various jurisdictions.

Platform Requirement

- The website URL will be **encorpatl.ca** which Encorp currently owns.
- The website must be built on **WordPress**. (Note: We currently use Beaver editor for one of our newer websites, but we are open to whichever content management/web builder the proponent would like to use with Wordpress. Staff have experience with Elementor, Gutenberg, and Beaver)
- The website must be **bilingual** (Engl/Fr toggle).
- Encorp staff must be able to **easily manage menus, content, pages, media, and blog posts**.
- The solution should be **stable, secure, and future-proofed**.
- Encorp will provide the development environment to ensure the transition to production is streamlined. Once the project is completed, the website will be **transferred over to our IT team for hosting and maintenance**.
- All third-party licenses for plug-ins should be purchased in Encorp's name and license keys provided to Encorp.

Design Direction & Inspiration

The design should be clean, modern, and professional, with strong usability and a calm, confident tone. The selected firm should take inspiration from the following websites, which represent organizations similar in mandate and complexity:

- *Recycle Everywhere* <https://recycleeverywhere.ca/>
 - Clean, modern design
 - Generous white space
 - Strong typography
 - Use of real, authentic imagery
 - Fun graphics that move
- *Product Care* - <https://www.productcare.org/>
 - A strong peer example of a PRO managing regulated programs across provinces
 - Clear communication of mandate, programs, and accountability
 - Simple, professional layouts – big bold colours, lots of space, large text
 - Clear indication of provinces linking to public information
- *Divert NS* - <https://divertns.ca/>
 - White space
 - They manage various programs – can see clear links to them throughout
 - Design a bit less modern than previous two websites, but still corporate feel

The selected proponent should not replicate these websites but should draw inspiration from their more modern look and feel compared to Encorp's current encorpatl.ca website.

Content Scope

- Most of the existing content from the current encorpatl.ca website will be reused. However, content may be refined, reorganized, or consolidated to improve clarity – Encorp's marketing and communications team will advise which pages/content need to be migrated and the selected proponent may make recommendations in terms of breaking up content/site navigation and how best to proceed in migrating and presenting important content without losing essential information. Most content writing would be done by Encorp's communications team as the bulk of it will be copy pasting from the current site over to populate pages of the new site.
- The website must help Encorp maintain a clear separation between corporate/industry information & consumer-facing education (hosted externally). The corporate website must clearly and prominently direct consumers away from the corporate website towards the appropriate province-specific external education websites for NB and PEI. This would ideally be done via:
 - Clear call-to-action buttons or links guiding users to the NB (recyclingmatters.ca) and PEI (worththereturn.ca) consumer education websites visible on the homepage and/or, ideally, consistent access from all pages via the header and/or footer
 - Plain, consumer-friendly language (e.g., "Looking to recycle beverage containers?") when showcasing these redirect links - ensuring that any consumer landing on the corporate site can immediately identify where to go for recycling information in their province.
- Legacy redirect page - A page with URL encorpatl.ca/recycle must be included on the new website. While it does not need to appear in the main navigation, it must exist to redirect users from legacy materials to the new consumer education websites.
- The website must include a blog or news section
 - Used for organizational updates, announcements, and industry news
 - Categories and tags supported
 - Seamlessly integrated into the site's design

Additional notes and suggested draft site architectures taking into context all information/pages that will need to be migrated to new website will be provided separately. Encorp expects the selected proponent to recommend refinements to our suggested web architecture based on their industry know-how and best practices.

4.2 New Brunswick Consumer Website - www.recyclingmatters.ca / recyclercarapporte.ca

Purpose

This website will be a standalone consumer education website dedicated to NB residents. It will house all information needed to participate in the Beverage Containers Program in NB.

Platform Requirement

- The website URL will be **recyclingmatters.ca** (in French **recyclercarapporte.ca** would need to direct users to the equivalent recyclingmatters.ca/fr site) – Encorp currently owns both these URLs.
- The website must be built on **WordPress**. (Note: We currently use Beaver editor for one of our newer websites, but we are open to whichever content management/web builder the proponent would like to use with Wordpress. Staff have experience with Elementor, Gutenberg, and Beaver)
- The website must be **bilingual** (Engl/Fr toggle)

- The website must include a **map of redemption centres with their complete listings in New Brunswick, which is built to sync with Recycle NB's website**. The proponent will need to work with Recycle NB to determine a method for synchronizing the map data with their website.
- Encorp staff must be able to easily manage menus, content, pages, media, and blog posts
- The solution should be stable, secure, and future-proofed
- The website will be transferred over to our IT team for hosting and maintenance once project completed.

Design & Content Inspiration

Content currently housed at www.encorpatl.ca/recycle is expected to be migrated to the new NB consumer website. This migration will be performed by the proponent and access to sites will be provided by Encorp as required. While the full breadth of content should be retained, the selected firm is expected to streamline, shorten, and refine the content to improve clarity, engagement, and usability. The content/design approach should take inspiration from Encorp's PEI consumer website, www.worththereturn.ca, particularly with respect to tone, structure, and the use of concise, consumer-friendly language. It should also take note of all the following sites listed here as inspiration.

- *Worth the Return (Encorp's consumer education site for PEI Program)* - <https://worththereturn.ca/> / <https://cavautleretour.ca/>
 - Clear, concise language
 - Shorter texts
 - Logical content flow
 - Consumer-oriented calls to action buttons
 - Animations
- *Recycle Everywhere* <https://recycleeverywhere.ca/>
 - Like how they present public information on recycling
 - Clean, modern design
 - Generous white space
 - Fun graphics that move
 - Lots of call to actions/blocks
- *Alberta Depot* - <https://www.albertadepot.ca/>
 - This is the consumer education external site of the PRO in Alberta that manages beverage container recycling in that province
 - Lots of white space
 - Animations
 - Lots of call to actions/blocks

Content Scope

- The selected proponent will work with current content available at www.encorpatl.ca/recycle to create and populate the new consumer site. In collaborations with the comms team, the selected proponent is expected to be able streamline & shorten where needed and will be able to draw inspiration as well from content on Encorp's PEI website www.worththereturn.ca for example of tone and how things are explained.) The communications team will review all populated pages and provide edits to finalize the English content. Once approved, they will coordinate French translations for each page, which will then be supplied to the proponent to populate the French version of the site.
- The *Recycling Matters. Full Refunds Add Up.* tagline, along with all existing *Recycling Matters* icons and visual assets currently used on www.encorpatl.ca/recycle must remain central to the look and feel of the new website. These elements are core to the NB program's identity and must be preserved. Specifically, the icons currently used to explain:

- Which beverage containers are accepted
(<https://encorpatl.ca/recycle/which-containers-are-accepted/>)
- How to prepare containers for recycling
(<https://encorpatl.ca/recycle/how-should-i-prepare-my-containers/>)
- In addition, Encorp’s existing public education videos currently featured throughout the site must be prominently featured on the new website. These videos form part of an established education campaign and are considered required content.
 - [That Deposit on Your Favourite Drink](#)
 - [Those Beverage Containers Your Dropped Off](#)
 - [Have You Ever Wondered What Happens...](#)

Note that Encorp anticipates:

- the addition of a new video ad in summer 2026 to complete the current advertising series (theme: feeling good about recycling); and
- the addition of a new instructional video in 2027 for the “How to Prepare” section, which will reinforce the steps outlined in the “Reduce Waste” content.

Both of which will need to be added to the new consumer education website in the near future.

- The colour palette for the new website should align with existing *Recycling Matters* branding, including the use of Encorp’s dark green or light green, grey and yellow. Dark green is featured on all our current *Recycling Matters* ads. Light green has been used extensively in public education posters and handouts. Encorp has branding guidelines it will share with the proponent and Encorp’s internal graphic designer is also able to share image, icons, logos, etc. that Encorp currently has in stock with the successful proponent.
- The website must include a map of redemption centres and their complete listings in NB, which is built with to sync with Recycle NB’s website (refer to *Platform Requirements* above).
- The website must include a blog or news section
 - Used for spotlights on our *Recycling Heroes* success stories which highlight schools, organizations, community engagement work done at Encorp.
 - Categories and tags supported
 - Seamlessly integrated into the site’s design

Additional notes and suggested draft site architectures taking into context all information/pages that will need to be migrated to new website will be provided separately. Encorp expects the selected proponent to recommend refinements to our suggested web architecture based on their industry know-how and best practices.

5. Requirements (Both Websites)

- Mobile-first, responsive design
- Accessible design and development practices (WCAG 2.1 AA Compliant)
- Easy-to-maintain CMS
- SEO-friendly structure
- Analytics integration (e.g., Google Analytics)
- Strong performance and security
- Cross-browser compatibility
- Spam protection for any forms (e.g. Contact Us)

6. Deliverables

The successful proponent will deliver:

- Discovery and planning sessions

- Suggested site architecture
 - Visual design concepts
 - Full website development
 - Content migration and population for all website pages, with all migrated content to be reviewed and approved by Encorp's communications team prior to being added. The communications team will also provide French translations once the English versions of the sites are finalized; the proponent will then use these to populate the French pages.
 - Quality assurance and accessibility testing
 - Encorp's IT Team will perform security testing and provide any remediations that must be addressed before the launch to the proponent.
 - Acceptance Testing and Post-Launch Transition Support: The proponent will support Encorp's acceptance testing process, ensuring any deficiencies are identified and fully resolved prior to launch and final payment. Following launch, while Encorp's IT team will assume responsibility for hosting and ongoing maintenance, the proponent must provide short-term transition support to promptly address any defects, technical issues, or required adjustments related to the initial build.
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7. Proponent Qualifications

Proponents should demonstrate:

- Experience designing and developing public-facing websites
 - Experience working with environmental organizations, or not-for-profit organizations.
 - Experience with WordPress
 - Experience with bilingual or multilingual websites
 - Examples of comparable work
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8. Proposal Submission Requirements

Proposals should include:

1. Company overview
 2. Relevant experience and portfolio examples
 3. Proposed approach and methodology
 4. Project team and roles
 5. High-level timeline
 6. Cost breakdown
 7. Ongoing support options
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9. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of project requirements
- Quality of proposed approach and methodology
- Relevant experience and past work
- Content strategy, and technical expertise
- Project team qualifications
- Interview with Encorp's marketing and communications team
- Value for money

10. Submission Instructions

Proposals must be submitted electronically by:

Submission Deadline: July 10, 2026

Submission Email: sheila.lagace@encorpatl.ca

Encorp reserves the right to accept or reject any proposal and to negotiate with the selected proponent.