



## INTERNATIONAL CORRUGATED PACKAGING FOUNDATION

### **2008-2009 REQUEST FOR PROPOSALS** **SUMMARY PROPOSAL DEADLINE: JUNE 4, 2008**

#### **INTRODUCTION**

The International Corrugated Packaging Foundation (ICPF) seeks to enhance student understanding of the industry, its products, and careers with the bottom line goal of developing and attracting top graduating talent into corrugated packaging.

In this effort, ICPF invites faculty of packaging, business, engineering, graphic art, graphic design, structural design, architecture and tech classes, and other related non-profit organizations to participate in ICPF's third annual Request For Proposal. Selected project proposals will receive asset and/or grant awards with an anticipated average value of \$40,000 to \$50,000.

Led and supported by the corrugated packaging and display industry, the International Corrugated Packaging Foundation (ICPF) has pioneered the placement of corrugated equipment and expanded curricula in colleges and universities to prepare students for corrugated industry careers. These placements, along with ICPF's annual interactive teleconference briefings to colleges and universities throughout North America, its national design competitions, internship programs, and corrugated curricula are elements of ICPF's broader efforts to expand awareness of the opportunities of corrugated packaging and display careers among students and faculty across the country.

ICPF's agenda, articulated in its Long-Range Plan (see pertinent elements below in *Areas of Interest*) has been developed by the Foundation's Board of Directors, in concert with its CorrAlliance Advisory Council and sponsoring industry associations – the Association of Independent Corrugated Converters (AICC) and the Fibre Box Association (FBA). **The ICPF agenda focuses on key workforce issues fundamental to the corrugated industry's vitality and future competitive strength.**

ICPF's CorrAlliance Advisory Council includes senior executives from among the integrated forest and paper corporations, the independent corrugated packaging and display manufacturers, and major suppliers to the corrugated industry. In their shared commitment to ICPF, they demonstrate their belief that all sectors of the corrugated packaging industry benefit from a well-trained workforce that is skilled in "best practices" to ensure optimum productivity and profitability for the industry as a whole.

The Long-Range Plan serves as ICPF's roadmap for sponsoring projects at targeted educational institutions – from high schools, to packaging and graphic design schools, to business and engineering programs, to technical colleges and universities.

## **AREAS OF INTEREST**

To meet present and future demands of the corrugated industry and to enhance professionalism within the industry, ICPF has identified three main objectives:

### **#1. Attract bright, capable men and women into the corrugated industry.**

As the baby boom generation begins its mass exodus into retirement, industries will vie for talented replacements to ensure an edge in an increasingly competitive global marketplace. Corrugated packaging must collectively “get up close and personal” with the next generation to prove its vibrancy and its value as a challenging career and great place to work. The industry must be “front and center” in recruiting at those schools that are graduating students with skills the industry needs. These skills include but are not limited to structural design, graphic art & design, engineering, packaging, business and accounting.

### **#2. Expand ICPF technical education opportunities for students and industry through expanded asset placements in diverse geographic areas.**

Hundreds of students and industry employees have developed and sharpened skills critical to the corrugated industry's success through educational opportunities provided by ICPF's corrugated equipment placements at schools in the US and Canada.

In order to benefit more students and industry employees, ICPF seeks to expand technical education opportunities by increasing the acquisition and placement of equipment assets that expand corrugated curricula at educational institutions in diverse geographic areas. In advance of each award, ICPF will develop written agreements with the Institution on the asset award and various metrics, such as quantifying the resulting number of interns and graduates going into the corrugated industry.

### **#3. Strengthen corrugated education through specialized curriculum development and by establishing closer ties to educators.**

A “department of corrugated packaging” located in institutions of higher education (IHE's) throughout the country and North America would be the ideal resource to meet the corrugated industry's needs. Short of that, ICPF's asset placements in related IHE departments is helping to meet needs for structural and graphic design skills and hands-on knowledge of direct printing on corrugated.

ICPF recognizes the value of a collaborative relationship among educators, the ICPF Board, and the CorrAlliance Council. ICPF is concentrating its efforts on exposing educators to the changing workforce needs of the industry. This is accomplished by bringing professors to key industry briefings, like the ICPF annual International Teleconference, and introducing them to the people, products, and trends affecting corrugated packaging now and into the future.

## 2008-09 FOUNDATION PROJECT CONCEPT IDEAS

### General

ICPF seeks project concepts addressing the topics outlined above. Additionally, ICPF welcomes original, creative project concepts. Please feel free to develop and submit a concept paper that you believe is relevant to this industry. ICPF values your ideas.

### Priority Given to Project Proposals

The single most important aspect of a project proposal is that, at its conclusion, the effort will have contributed to developing and attracting top talent into the corrugated industry.

Priority additionally will be given to those project proposals that demonstrate:

- That the project provides resources to the industry in an underserved geographical area for the industry;
- The institution's clear need for the asset or project, and clear need for the award;
- That the project introduces corrugated packaging curriculum into an existing or new structural design or graphic art/design course;
- That the project introduces corrugated packaging curriculum into an existing or new engineering or business course;
- That the project award would be further leveraged or matched by new funding or new resources provided by the Institution or another identified entity;
- That the project creates, or is part of the creation of a new corrugated program or class;
- That the project expands, or is part of an expansion of a corrugated program or class;
- That the project proposal is an asset request for equipment found in a typical corrugated lab;
- That the request is an asset placement or, if a grant request, that the full grant covers only hard, specified costs;
- Potential national application or potential application to be shared with other institutions through ICPF;
- An application at the high school level for early outreach and education on corrugated careers and corrugated packaging;
- An asset or program cost requiring an award of not more than \$50,000.00.  
*(The above priorities are not necessarily listed in order of importance.)*

### ***A proposal will not be considered that:***

- Is a request for a scholarship or endowment program;
- Is a replacement for an existing asset or extension of an existing program that has been previously underwritten by the applying Institution or other resources of the Institution;
- Results in a request for a reimbursement for an asset acquired by the Institution before the award is made;
- The program or asset has been placed in the Institution's budget or can be placed in the Institution's budget.

## REQUEST FOR PROPOSALS (RFP)

A one-page summary of the proposed project should be submitted first. Please see the outline of required information on the following pages. ICPF will provide feedback on each summary proposal upon request and will notify you if submittal of a full proposal is requested. Also, please indicate if you plan to involve undergraduates, graduate students, and/or industry personnel in the implementation of the proposed project.

### IMPORTANT GENERAL INFORMATION

**Deadline for Submission:** One-page summary proposals should be received electronically by close of business, **Wednesday, June 4, 2008.** ICPF will request submittal of full proposals based on a review to be conducted by members of the ICPF Board and CorrAlliance Council, and/or their assigned representative(s).

**Number of Submissions:** ICPF will accept a maximum of **two** proposal summaries from each institution.

**Full Proposals:** Institutions invited to submit full proposals will be notified no later than Tuesday, July 1, 2008. Full proposals must be submitted electronically to ICPF by **Monday, July 28, 2008.**

**Announcement to Finalists:** October 3, 2008

**Announcement to Award Winners:** January 15, 2009

**Time Frame:** The granting of awards will begin upon announcement in January 2009 with a targeted completion for all project awards in time for Fall 2009 class use.

### SUMMARY PROPOSAL FORMAT

The summary proposal's one page format allows the CorrAlliance Council and Board members to review the information more efficiently.

The proposal body **must fit on one page** or it will not be accepted.

In addition to the one-page summary, please submit a cover page with title and author information. The cover page should include:

Name, title, mailing address, e-mail address, phone and fax numbers of project leader

Also include a brief description of the institution's and educator's qualifications to implement the project successfully. Clearly identify previous work in this area, the measurable results, and any publications resulting from that initiative.

The summary proposal page should include brief descriptions of the following:

- Title of Project and two figures for estimated budget: the grant or cost of equipment requested from ICPF, and the figure for the total project. (other detail is not necessary; include administrative costs in total). For the 2008-09 grant cycle, ICPF recommends that project budgets should not exceed \$50,000.
- Category: Please identify one of the three priority areas from ICPF's agenda that best encompasses your project idea
- Purpose and Justification: How is this project relevant and useful to the corrugated industry? Who will be the intended audience of the final product? What conditions in the corrugated industry justify the need for this initiative? What matching funds or support will be provided by your institution or others.
- Brief description of work plan or research.
- Outcome and Dissemination: Describe the format of physical end product (where applicable) - publication, manual, DVD, CD ROM, video, on line, new curriculum, or other. In what ways will this initiative have an impact upon its intended audience? In what ways will this initiative results be disseminated to the intended audience?
- Duration: Clearly state whether this project is considered the first of a series or if it will be self contained. Although ICPF recognizes that future opportunities are often identified as a project is carried out, the Foundation discourages projects that will extend into follow-up phases unless a clear and strong justification is provided.
- Administrative Costs: In the event the project proposal requires a grant and your Institution's policy dictates an administrative fee, clearly identify the percentage and amount of the grant that would go to administrative costs. (See project priorities above.)

**Summary proposals will only be accepted if submitted electronically by June 4, 2008 to:**

Richard Flaherty, President  
International Corrugated Packaging Foundation  
e-mail: rflaherty@icpfbbox.org  
For additional information, contact ICPF at 703-549-8580.

Please send your e-mail document as a Word attachment. ICPF will e-mail a receipt confirmation.

## GUIDELINES FOR THE FINAL PROPOSAL OUTLINE

**Applicants will be notified by June 16, 2007 if their proposals qualify for the final round of judging and a complete, Final Proposal will be required.**

In preparing the final proposal, please follow the outline below. ICPF's objective is to receive proposals that succinctly and clearly display your project objectives.

1. Cover Page (1 page maximum)
  - a. Applicant(s) (include name, mailing address, e-mail address, phone and fax of primary applicant(s) and any partners)
  - b. Title of Project and category
  - c. Project Summary (define the objective and final product and why it is needed for the corrugated industry).
  
2. The Proposal (five-page maximum)
  - a. Introduction and Justification: Description of problem or issue to be addressed, the corrugated industry conditions and current practices related to this initiative, and specifically what is needed to address these issues.
  - b. Goals and Objectives: Describe major product(s) or purpose of the project and how the product(s) will benefit the corrugated industry. Define who specifically will be the intended audience of the project and its outcome(s).
  - c. Work Plan: A detailed description of what deliverables will be produced and when they will be completed. List the timing on any *ad hoc* project meetings, the objectives of such meetings, what personnel will be required and what segments of the corrugated industry and its allies will be included.
  - d. Product Information Dissemination: How and when will the final product be introduced? Outline press and industry outreach.
  - e. Benefit to the Industry: Define direct benefits to corrugated converters and other industry allies.
  
3. Personnel

Short biography for each project team member. Clearly indicate relevant qualifications, and status of previous/current work in the corrugated area.
  
4. Budget (separate one-page summary)

## **FINAL PROPOSAL ELEMENTS, REVIEW, AND PROJECT MONITORING**

1. **Electronic submittals of the final proposal are also required.** ICPF will return a receipt confirmation by email. Please send your e-mail document as a Word attachment to Richard Flaherty, ICPF President, at [rflaherty@icpfbox.org](mailto:rflaherty@icpfbox.org).
2. Total proposal including cover and budget pages should not exceed eight (8) pages, unless there are more than two project team members and the biographies require more than one page total.
3. The proposal must outline anticipated industry placements (interns and/or full-time) based upon the number of students utilizing the funded facility/asset/curriculum provided through the ICPF grant. The proposal must indicate how the grant recipient intends to monitor the long-term effectiveness of the grant and report such results to ICPF.
4. The final proposal must be received by ICPF by close of business July 28, 2008.
5. ICPF may assign an *ad hoc* Task Force to monitor each project.
6. The products of funded projects become the property of the International Corrugated Packaging Foundation. All copyrights and royalties resulting from the final products of the funded proposal will become the exclusive property of the Foundation.
7. The following limitations will apply to the budget:
  - a. Fringe benefit costs require proper documentation.
  - b. Automobile travel is to be calculated at the rate of 40.5 cents per mile.
  - c. A maximum of 10% may be charged for an indirect cost rate with proper documentation.

### **IMPORTANT DATES**

<b>May 5, 2008</b>	- ICPF RFP 2008-09 issued
<b>June 4, 2008</b>	- Submission deadline for one-page summary proposal
<b>June 16, 2008</b>	- First round judging completed and qualifying faculty alerted to prepare Final Proposals
<b>July 28, 2008</b>	- Complete, Final Proposals Due
<b>October 3, 2008</b>	- Announcement to Finalists
<b>January 15, 2008</b>	- Announcement to Award Winners

### **PROPOSED AWARD SCHEDULE**

The granting of asset awards will begin upon announcement in January 2008 with a targeted completion for all project awards in time for Fall 2008 class use. In the instance of grants, the schedule for payment of the negotiated budget will be 10% upon formal acceptance of the proposal; 15% after the first phase of the project; 25% upon completion of the second phase of the project, as determined by the parties; 25% upon completion of the third phase of the project, as determined by the parties; and 25% upon acceptance of the final product by ICPF. Payment schedule may be modified if need is demonstrated.

### **REVIEW FORMAT**

Submissions will be reviewed by members of ICPF's Executive Committee. Each Final Proposal will be reviewed by ICPF's CorrAlliance Council. The Council's recommendations will be reviewed by the ICPF Board at its meeting in September 2008.

For the 2008-09 grant cycle, all reviews of the one-page summary proposals and the complete final proposals will be conducted electronically. Proposals of interest to the Foundation may be subject to revision and negotiation.

A contract detailing the scope of the work to be accomplished and the negotiated budget will be executed prior to the start of the project. This contract will also detail the specifics regarding the ongoing support that the recipient institution/agency will provide to ICPF.

A Task Force assigned to each project will report back periodically to the CorrAlliance Council on the progress of the project. The Task Force may include members of the CorrAlliance Council, technical experts, according to the project scope, and ICPF executive staff.

Proposals not selected for funding by the Foundation will not be returned to the applicant and may be considered for funding for 2009-10

The ICPF CorrAlliance Council and Board reserve the right not to fund any and all 2008-09 project proposals submitted if, in their sole opinion, it is believed the proposal(s) does not best meet the priorities and the industry benefit criteria as outlined above.