

Climate Insight Request for Information



Local Governments
for Sustainability
Les gouvernements locaux
pour le développement durable
CANADA

Partnership exploration with climate and infrastructure tool owners

Responses due May 30, 2025



Introduction

ICLEI Canada is seeking partnerships with pay-based climate and infrastructure tool owners to bring 'freemium' tool offerings to users across the country. Through this Request for Information (RFI), ICLEI Canada is assessing the appetite for such partnerships among tool owners. If the RFI process reveals there is a sufficient appetite for partnerships, ICLEI Canada will engage in further discussions and negotiations with tool owners.

Background

In the face of Canada's escalating climate and housing challenges, communities across Canada need easy access to trustworthy data and climate information. [Climate Insight](#) is a free online platform designed to meet this need. It provides a centralized source for communities to find the tools and data they need to advance low-carbon, resilient housing and infrastructure initiatives in their communities. It helps users through three main entry points:

- Solutions Finder – a series of questions leading users to receive recommendations for building climate forward infrastructure in their communities.
- Library – filters for climate consideration, risk/hazard, and infrastructure asset type help users identify resources, tools, case studies, and other materials related to their climate and infrastructure needs.
- Map – layers of climate, socio-economic, and infrastructure data help users visualize geospatial data related to their local climate and infrastructure.

Climate Insight is part of the Climate Toolkit for Housing and Infrastructure—a suite of free tools, resources, and support services from Housing, Infrastructure, and Communities Canada. This toolkit, which comprises Climate Insight, a Climate Help Desk, and the Climate Ready Infrastructure Service, enables communities across Canada to build environmentally friendly, climate-resilient housing and infrastructure.

Description

Climate Insight currently highlights and links to 88 tools that help infrastructure owners make better, climate-informed decisions. Many of these tools are free to access, thereby readily available to help advance climate forward infrastructure in communities. However, some tool offerings are only available through pay-based access, i.e., subscription services, annual fees, one-time fees, or consulting services. Pay-based access can seriously limit access for small communities and infrastructure owners. Climate Insight has a mandate to provide high-quality, readily accessible, and easy-to-use tools to users.

Through this RFI, ICLEI Canada is exploring partnerships with pay-based climate and infrastructure tool owners to bring free elements of their premium tool offerings to users of the Climate Insight platform. These modified versions would give users a preview of the tool's core functionality and value, while preserving the premium features for enterprise users. By participating, your organization would benefit from:

- Increased exposure to a national user base of infrastructure and housing practitioners looking for trusted, climate-forward solutions (currently averaging 5,000+ page views per month).
- Lead generation opportunities by capturing interest from new users who may be motivated to upgrade to the full version of your tool.
- Brand positioning as a thought leader in climate and infrastructure.
- Analytics and feedback related to the 'freemium' tool from the Climate Insight user base that could inform future product development or outreach strategies.

This RFI offers an opportunity to demonstrate the value of your tool in real-world municipal and community settings. It can help you to build credibility and expand your customer base.

What do we mean by 'freemium'?

'Freemium' elements or offerings could include, but are not limited to, or creation of 'lite' versions of a premium tool, development of an online component of a downloadable tool, or access to specific functionalities within the premium tool.

What kind of tools are we interested in?

ICLEI Canada is primarily interested in exploring partnerships with premium tools that help infrastructure owners make better, climate-informed decisions. These tools should address the following infrastructure asset types:

- Buildings
- Housing
- Natural Assets
- Transportation
- Solid Waste
- Water Utilities
- Fleet and Public Transit

We are particularly interested in tools that support emissions modelling and scenario building—these would have an accelerated time frame. However, we are interested and open to a wide variety of tools that address infrastructure and climate mitigation, climate adaptation, nature-based solutions, low-carbon resilience, and costing.

How will the costs be covered?

ICLEI Canada has resources to cover the costs of the development and translation of the freemium tool. However, we will need to work collaboratively with the tool owner to determine what can be supported by the Climate Insight development team, and what needs to be supported by the tool owner's development team. These steps will be explored further after the RFI process.

Partnership Conditions

- The freemium tool offering must not already exist as a free service offering.
- The premium tool must already be in use by Canadian municipalities and communities or must have been used by the tool owner to support municipalities and communities.
- The freemium tool offering developed through this partnership must be substantial enough that it can stand alone and not require the use of the premium tool.
- The freemium tool offering must be available in French and English.
- The freemium tool offering cannot contain external advertising; however, it can include a description and link to the premium tool.
- ICLEI Canada will have no ownership claim over the premium tool owner's Intellectual property; however, it must be granted an exclusive and permanent right to use the intellectual property contained within the freemium tool for the purposes of the Climate Insight Platform.
- The premium tool's representative must have the ability to work with the Climate Insight development team in English, however French premium tools are encouraged to collaborate.

Submission Process

RFI responses are due by May 30, 2025. Questions seeking clarification on the RFI details can be submitted until May 12, 2025. ICLEI Canada will reconnect with RFI respondents by June 30, 2025 to inform them of the outcome of the RFI process and next steps.

Submission and questions: info@climateinsight.ca

RFI Response Format

Please express your interest in partnership exploration by submitting a response to the following questions. Submissions should be no more than 15 pages in length, in PDF format.

1. What tool are you interested in putting forward for partnership with Climate Insight? (please provide the URL to the tool, or applicable method of review/access) (If you are presenting more than one tool, please prepare multiple submissions.)
2. How does your tool address climate change? (i.e., through mitigation, adaptation, low carbon resilience, nature-based solutions, costing, etc.)
3. Does it expressly target municipally owned and operated infrastructure? What asset classes does your tool apply to? (i.e., Buildings, Housing, Natural Assets, Transportation, Solid Waste, Water Utilities, Fleet & Public Transit)
4. Does your tool specifically support northern, small, remote, rural, or Indigenous communities? If so, explain how, preferably with an example or case study.
5. How does your tool help infrastructure owners make climate-informed decisions?
6. What is the current uptake of your tool among Canadian infrastructure owners? (i.e., What municipalities or communities are currently using it and how?)
7. Please provide three user references, including names, titles, and email addresses.
8. What could the freemium offering entail for the user? What do you envision as the level of effort involved with developing a freemium version?
9. Can you agree to the partnership conditions listed above? Explain:
10. Please provide the contact information of your tool's main liaison:
11. Do you have any question for ICLEI Canada about this potential for collaboration?