



National Procurement Strategy Civilian Audio Visual Equipment and Services

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Shaping procurement together



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Executive Summary

Introduction

Public Works and Government Services Canada (PWGSC) has completed the review of how civilian audio visual (AV) equipment and related AV services are procured for federal government departments with the objective of developing a national procurement strategy. Engaging government departments and suppliers to assess their needs and concerns was a key component of this review.

This national procurement strategy for civilian audio visual equipment and services aims to continue to provide a Canada-wide approach. When implemented, this approach will improve the ease and effectiveness of the procurement process for all stakeholders.

Definition

Civilian audio visual equipment is defined as equipment acquired by the Government of Canada (GC) for operations where the presenting or disseminating of audio and/or video information is essential in supporting government learning, broadcast and meeting facilitation applications.

The civilian audio visual equipment category is comprised of fixed installations such as AV equipment installed in boardrooms, auditoriums, classrooms and command centers that are used for audio and/or video presentations.

Background

Based on a three-year period (FY07/08 – FY09/10), the Government of Canada spends approximately \$35 million per year on average for civilian audio visual equipment. This figure is based on current indicators in the Spend Cube, a procurement reporting and spend analysis tool which covers 85% of the total government expenditure.

PWGSC has established standing offers as the main method of supply for the majority of civilian audio visual equipment requirements, thereby allowing government departments to make their own purchases by using PWGSC procurement instruments. PWGSC procures civilian audio visual equipment directly on behalf of government departments in certain circumstances. For example when government departments exceed their delegated contracting authorities or where use of an existing procurement instrument is not an option.

The civilian audio visual standing offer is intended to be a list of standard products. It provides a simple purchasing mechanism for government departments to procure most civilian audio visual equipment and services required.

PWGSC awarded 31 Regional Master Standing Offers (RMSOs) for civilian audio visual equipment and related AV services in 2011 providing government departments' access to products from approximately 220 manufacturers.

The bid selection process is based on product with the lowest price meeting the mandatory requirements.

Market Analysis

Canada's commercial activity from audio visual product manufacturers, wholesalers, retailers and related service providers is geographically concentrated in Ontario, Quebec and British Columbia. As of 2013, there are 16,022 companies, the majority of which are defined as small and medium enterprises and 87% have less than 10 employees.

Findings

Many of PWGSC's procurement processes were identified as being effective in promoting competition among Canadian businesses. GC is getting good value and the civilian audio visual category is being purchased efficiently. The Summary of Feedback survey comparing large retailer pricing to standing offer pricing demonstrated that the Government is obtaining good value. Communication with both government departments and industry is appreciated and should be continued.

Stakeholders identified the following key issues during the consultation process:

Expansion of Scope of Standing Offer

- Both government departments and industry would like additional related professional services added to the AV standing offers.
- Both government departments and industry would like additional civilian audio visual equipment added to the AV standing offers.

Structure of Standing Offer

- A small percentage of suppliers find the request for standing offer (RFSO) document to be complex and difficult to understand such as the style of language is not clear, convoluted at times and can appear repetitive.
- Both industry and government departments would like definitions improved and instructions further simplified and clarified through examples.
- Industry requested that manufacturers be permitted to identify resellers in their offer and that these resellers be permitted to accept call-ups.

Green Procurement Assessment

- Inclusion of green considerations has been positively received; however some suppliers raised concerns regarding the increase in

effort necessary to obtain green accreditation and respond to solicitations.

- Suppliers were uncertain that assessment of business' environmental initiatives using the current Government star-rating system, which is a system that rates environmental initiatives of suppliers, is objective, fair and transparent.

Strategic Direction

PWGSC is committed to improving the services it provides to government departments as well as continually leveraging expertise available within industry.

PWGSC will improve the procurement process for civilian audio visual equipment and services further by:

- Increasing the subcategories of audio visual related professional services;
- Adding additional products to categories to ensure government departments requirements can be met in a flexible and streamlined manner;
- Revising the call-up limit to support the needs and requirements of government departments related to civilian audio visual products and installations;
- Enhancing communications with both industry and government departments with respect to procurement processes, e.g., by including definitions, instructions and examples on the audio visual page on Buyandsell.gc.ca;
- Continuing to work with industry to achieve better methods of streamlining civilian audio visual product catalogue development and maintenance processes;
- Improving the written instructions and standardizing the duration of the standing offers to one year plus a one year option to extend; and
- Incorporating appropriate and consistent environmental considerations.

1 Purpose

Public Works and Government Services Canada (PWGSC) has engaged key stakeholder groups including government departments and industry, as part of a detailed and robust review of how PWGSC procures civilian audio visual (AV) equipment and related AV services on behalf of government departments. The review has identified strengths in the current procurement process; it has also uncovered areas of opportunity that, if leveraged, should benefit government departments, existing and potential suppliers, and Canadians overall. More specifically, standardized approaches to procurement should lead to enhanced transparency, greater efficiency, and more predictability.

Specifically, the following factors have influenced the government demand and have led to PWGSC's review:

- Increase usage of video and teleconference to reduce travel cost and be more efficient;
- Integrate into the Government of Canada's initiative of Workplace 2.0¹ by looking at opportunities to leverage technology and related services that can provide more mobility, support collaboration and reduce costs (i.e. travel). The objective of Workplace 2.0 is to create a modern workplace that will attract, retain and enable public servants to work smarter, greener and healthier to better serve Canadians. Audio visual equipment is one of the components that will contribute to the overall efficiency of the Government's workplace;
- Audio video equipment is used in conjunction with videoconferencing equipment which may form part of updated boardrooms; and
- Convergence of the technology (digital, internet, network, etc.) is increasing the complexity of integrating different types of equipment.

This national procurement strategy outlines the strategy for acquiring civilian audio visual equipment and related AV services, based on the opportunities identified within this document (see Section 4: Action Plan) by key stakeholder groups.

1.1 Definition

Civilian audio visual equipment is defined as equipment acquired by the Government of Canada (GC) for operations where the presenting or disseminating of audio and/or video information is essential in supporting government learning, broadcast and meeting facilitation applications.

The description of civilian audio visual equipment, which is standard across the six PWGSC regions, includes fixed installations such as civilian audio visual

¹ More information on Workplace 2.0, can be found at <http://source.tpsgc-pwgsc.gc.ca/bi-rp/communiques/c2012-03-29-eng.html>.

equipment installed in boardrooms, auditoriums, classrooms and command centers that are used for audio and/or video presentations.

The GC itemizes civilian audio visual equipment and services into seven main equipment categories, twenty four equipment sub-categories, one main professional services category, and five service sub-categories. A complete list of these categories can be found in Appendix A - Civilian Audio Visual Equipment Categories.

2 Background

2.1 Canadian Market Information

In 2011, Canadian sales of domestic use of audio visual equipment generated \$6.6 billion. This figure represents 80.4% of \$8.2 billion of the entire market of consumer electronics, with games consoles accounting for the remaining 19.6%. The five-year market forecast for the entire market predicts growth until 2017, for which revenues will reach \$11.6 billion, although with an accelerated growth compared to the 2008-2012 period (Datamonitor, 2013). In the global market, the Canadian market represents only 6.9% of the value for the Americas in 2011. Industry leaders produce and sell their products worldwide and audio visual manufacturers in North America are often subsidiaries of large foreign companies such as Samsung, Sony, Panasonic, JVC and Pioneer (Datamonitor, 2013).

This, however, does not represent the same type of demographic in Canada, as there are 16,022 companies, the majority of which are defined as small and medium enterprises and 87% have less than 10 employees. Only 2 companies have 500 or more employees and are defined as large enterprises (Statistics Canada, 2013). As of 2012, most of the audio visual product manufacturers, wholesalers, retailers and related service providers were located in Ontario (39%), Quebec (20%) and British Columbia (16%).

Generally, factors that can influence the demand for civilian audio visual equipment include technological innovations, consumers' preferences, economic cycles, government regulations and demographics (Datamonitor, 2013). Audio visual manufacturers and retailers compete mostly on price, technology, performance, quality and brand names. Due to evolving customer demand, short product lives and strong competition, they must regularly improve their products and introduce new ones. Except for high-end AV retailers, it is difficult for retailers to differentiate themselves. Specialty retailers are able to compete with mass merchandisers by focusing their products, having knowledgeable sales staff, and a strong service component (IBISWorld, 2012; Datamonitor, 2012). Incumbents have strong brands, to which customers are often loyal. Stiff competition, shrinking markets and technological changes have forced a convergence of many AV sectors. Examples of cross industry competition are equipment sellers who have become installers (and vice versa), special events organizers who do permanent installations, and IT service providers that have integrated AV applications such as videoconferencing, telepresence and digital

signage in their function (CompTIA, 2012, Marketnews, 2012). Moreover, there are many substitutes for different AV products due to the convergence of many markets. For example, a personal computer can be used in place of a DVD/CD player or television (IBISWorld, 2012; Marketnews, 2013).

2.2 Overview of the Procurement Processes

Civilian audio visual equipment is a mandatory category, therefore government departments are required to use procurement instruments established by PWGSC when acquiring these goods and services.

PWGSC procures civilian audio visual equipment directly on behalf of government departments when government departments exceed their delegated contracting authorities or where use of an existing procurement instrument is not an option, as an example, the dollar value of the requirement exceeds the limit of the instrument.

The PWGSC procurement process for civilian audio visual equipment is managed centrally by the Electrical and Electronic Products Division of the Commercial Acquisitions and Supply Management Sector (CASMS) located in the Nation Capital Area.

Regional master standing offers (RMSOs) are the primary procurement tool, covering the majority of the business volume and transactions. Although the National Capital Area issues only one request for standing offer where bids are evaluated centrally, standing offers are awarded on a regional basis resulting in RMSOs across six regions supporting access to small and medium size businesses and reflecting how the industry is structured.

Government departments and suppliers have identified standing offers as the preferred method of supply for civilian audio visual equipment for the following reasons:

- Defined firm prices;
- No need for government departments to compete each requirement;
- Call-ups are faster to process;
- Enables procurement in a timely and effective manner;
- Small and medium enterprises are well represented regionally;
- Provides flexibility in fulfilling government departments requirements, that range from a specific item to a general functionality;
- The evaluation method takes into consideration technical capacity and percentage discounts (price);
- Standardized method (e.g. bid evaluation and supplier selection) for the evaluation of RFSO responses and issuance of RMSOs, resulting in a consistent approach across PWGSC;
- Clear requirements for a determined period of time;

- Easy to manage;
- Increased government department authority to purchase directly based on the call-up limit of the standing offer; and
- Open and fair competition for existing and potential suppliers, and for every size business (various capacity requirements).

Government departments currently use the RMSOs for their requirements up to \$200,000 (including taxes and applicable charges). Requirements for goods not covered by the RMSOs or with an estimated value greater than \$200,000 are processed through PWGSC. A request for proposal (RFP) is posted for these requirements on the Government Electronic Tendering System. The bids are evaluated and a procurement instrument is put in place for one year with a one year option to extend.

Supply Arrangements were considered but due to the low dollar value limit, the need to develop detailed specifications for each requirement as well as supplier/client feedback, Standing Offers are considered the best approach.

Standing Offer pricing is the direct result of an openly competitive tendering process. This process encourages price competition and results in the Government of Canada obtaining the best market price. Offerors are ranked, according to who provides the highest percentage discount for each manufacturer/equipment sub-category. The Offeror with the highest percentage discount is ranked number one.

Government departments are required to select products from the Offeror ranked #1. Any deviation from accepting the supplier with the highest discount must be documented on file.

For requirements that include products from multiple manufacturers or equipment sub-categories, a Best Overall Value method can be used by government departments to assist them in determining which call-up strategy is best suited to the mix of products required.

3 Summary of Analysis

Draft strategy supported

Positive feedback was received from both industry and government departments on the procurement processes. Such feedback stated that the equipment categories and sub-categories are generally clear and the introduction of related professional services greatly assists government departments.

A very large majority of respondents agreed that the revised authorization process introduced in the civilian audio visual request for standing offer (RFSO) 2011 – 2012 was clear as to how government departments obtain items not listed in the catalogue.

Communication with government departments and industry is appreciated and PWGSC will continue to engage both government departments and suppliers on a regular basis.

Concerns Raised

Clarity of Standing Offer

A small percentage of industry and government departments still find parts of the RFSO document to be complex and lacking clarity.

Industry and government departments would like to have definitions with examples of accessories, non-allowable items, and non-listed AV products allowed under the exception process to help ensure compliance with the requirements of the standing offer.

Industry and government departments identified that more simplification and clarification are required through examples, specifically on: instructions regarding the RFSO Offeror submission table; how PWGSC currently builds catalogues; how to determine which "Best Overall Value" call-up approach is most suitable; how to select suppliers following the different call-up approaches; how the exception process is used for non-AV listed items; how the ranking summary works for a given product; and how to search the ranking summary.

Scope and Structure of Standing Offer

Some government departments and industry representatives would like:

- Additional audiovisual equipment (e.g. AV furniture) and professional services (e.g. training) added to the AV standing offers; and
- An increase to the standing offer call-up limit to allow equipment and labour to support larger installations. This type of situation is anticipated by the Government of Canada and is further addressed in Section 4: Action Plan.

Industry also suggested that manufacturers be allowed to submit offers with resellers identified and resellers able to accept call-ups.

PWGSC will not pursue online catalogues from manufacturer sites as most manufacturers and / or resellers do not have online catalogues. The other concern is the inconsistent look and feel for the client viewing different websites from each manufacturer.

PWGSC investigated the possibility of an outsourcing approach where one supplier is responsible for supplying all products and related services. The supplier would suggest solutions and purchase product from industry, possibly from a qualified list of suppliers. Industry indicated a significant concern with this approach and a high percentage of suppliers were opposed. As a result, PWGSC will not adopt an outsourcing approach for audio visual equipment.

Green Procurement

Inclusion of green considerations has been positively received; however some suppliers raised concerns regarding the increase in effort necessary to obtain green accreditation and respond to solicitations. Suppliers are also uncertain that assessment of a business' environmental initiatives using the Government's star-rating system is objective, fair and transparent.

4 Action Plan

The basis of the action plan is the adoption of a continuous improvement approach. PWGSC will improve the procurement process for civilian audio visual (AV) equipment and related AV services further by following-up on these strategic elements:

- Increasing the types of AV related professional services available through the standing offer. These services will support and increase the lifecycle of the product (reconfiguration, training);
- Increasing the call-up limit to support the expanding scope of requirements of government departments related to civilian audio visual products and installations;
- Adding more products in the AV request for standing offer (RFSO) to ensure government departments requirements can be met in a flexible and streamlined manner;
- Enhancing communications with both industry and government departments with respect to procurement processes, e.g., by including definitions, instructions and examples on the audio visual page on Buyandsell.gc.ca;
- Continuing to work with industry to achieve better methods of streamlining civilian audio visual product catalogue development and maintenance processes;
- Improving the written instructions and standardizing the duration of the standing offers to one year plus a one year option to extend; and
- Incorporating appropriate and consistent environmental considerations.

Each strategic element is addressed further in this strategy (see Sections 4.1 – 4.8).

Furthermore, PWGSC will continue its engagement with industry in order to expand the Government of Canada's understanding and anticipation of larger and more complex requirements in the future. A typical scenario would be that the Government is refitting its workplaces to take advantage of new technologies across a broad range of boardrooms. In order for Government to fulfill its plans, the following demands would need to be met including:

- Building new fit-ups such as conducting major renovations or outfitting new buildings;
- Providing a service for the evaluation of assets in instances when equipment can be re-used; and
- Managing requirements over the call-up limit as technology such as digital and the internet becomes more integrated across networks.

Under the Communications plan of this strategy, PWGSC will meet with government departments to understand their needs and align procurement solutions with future demands (see Section 4.8: Communications with Industry and Government Departments).

4.1 Refine Civilian Audio Visual Categories

Strategic Direction

PWGSC will periodically refine the civilian audio visual categories and sub-categories in order to reflect advances in technology. Category adjustments may also be made in order to simplify the requirements definition and acquisition process for both suppliers and government departments.

In response to feedback received from government departments regarding AV equipment and professional services demanded, the following sub-categories will be added to the civilian audio visual RFSO 2013 – 2014:

- AV Podiums.
- AV Training - for government departments on newly installed AV equipment (Train the Trainer) or older equipment with new staff.
- Relocation of AV products. This will allow government departments to call-up a service in order to relocate audio visual products. This will be an environmental benefit as government departments can re-use the current AV equipment.

Clarification of descriptions of certain products and services has been completed.

Context

The audio visual standing offer (AVSO) provides government departments' access to a wide variety of civilian audio visual products. Products such as networking equipment, computing or furniture are not addressed in this strategy as they are addressed in other National Goods and Services Strategies.

Change already implemented

The civilian audio visual RFSO 2011 – 2012 contained revised categories for equipment and services. The seven main equipment categories, 24 equipment sub-categories, one main professional services category, and five service sub-categories were well received by government departments and suppliers.

One request was received to separate video cameras from the existing standing offer. Video cameras and camcorders will remain part of the AV standing offer as the effort required to establish a separate standing offer duplicates administrative processes for a small portion of the overall AV requirements.

Any attempt to incorporate all the possible digitally related network products under the AVSO would cause overlap with other categories, thereby interfering with the existing procurement vehicles and other strategies. Networking purchases such as videoconferencing has become the responsibility of Shared Services Canada (SSC). Videoconferencing, for which SSC is responsible, is not part of the Audio Visual Category although audio visual equipment can be used in conjunction with videoconferencing systems. Currently PWGSC continues to manage the Videoconferencing standing offers. PWGSC and SSC will continue to seek the most effective means for procuring videoconferencing and audio visual equipment to improve operational efficiency in the Government so that it can better deliver services on behalf of Canadians.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
<p>The following new sub-categories will be included in the equipment and professional services allowable through the AVSO.</p> <ul style="list-style-type: none"> • AV Podiums. • AV Training - for government departments on newly installed AV equipment (Train the Trainer) or older equipment with new staff. <p>Relocation of AV products. This will allow government departments to call-up a service in order to relocate audio visual products. This is an environmental benefit as government departments can re-use their existing AV equipment.</p>	FY 2013 - 2014
The AV categories and sub-categories will be adapted as appropriate to accommodate changing technologies and cross-division responsibilities.	Ongoing
Continue consultation with government departments and industry regarding AV equipment and services such that areas requiring further adjustments can be identified and addressed.	Ongoing
The GC anticipates a shift towards more audio visual equipment being connected to the network. PWGSC needs to facilitate engagement between government departments and industry to ensure complex requirements are aligned with industry capability.	Ongoing

4.2 AV Professional Services Method of Supply

Strategic Direction

PWGSC will investigate the feasibility of a supply arrangement for civilian audio visual professional services to enable the industry to assist government departments with the development of AV solutions as an alternative to the current AVSO.

Currently Departments issue their own service contracts for design work. In the interim, government departments may use the AVSO to acquire AV professional services and select the supplier based on price. Under the AVSO, professional services with or without AVSO equipment may be purchased up to a maximum value of \$25,000, taxes included for a single requirement.

PWGSC will develop generic templates that will be posted on Buyandsell.gc.ca to help government departments write their statement of work (SOW) and define their requirements associated with civilian audio visual professional services.

Exceptions - Authorization Request

The installation services portion of the requirement must not exceed 50% of the value of all the equipment being purchased. However, government departments may request authorization from the Standing Offer Authority, for the installation services that exceed 50%.

Service Rates

Offerors will still be requested to provide hourly labour rates for AV professional services. Invoices must reflect professional services aligned with predetermined deliverables.

Government departments will be encouraged to compare the labour rates of the Standing Offer Holders. To support this, PWGSC will develop a tool for the comparison of professional service rates provided by Standing Offer Holders. Once developed, this comparison tool will be made available to government departments upon request.

Context

Not all government departments have the same base knowledge of what is required when considering an AV solution. In response to this need, AV professional services were introduced in the civilian audio visual RFSO 2011 – 2012. Now government departments who require assistance to articulate their requirements are asked to call Standing Offer Holders for advice.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
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PWGSC will develop a generic AV SOW template for government departments. This will be provided as part of the AV page on Buyandsell.gc.ca.	FY 2013 - 2014
PWGSC will develop a tool to compare the professional service rates of Standing Offer Holders abroad for government departments, which will be available upon request from the Standing Offer Authority.	FY 2013 - 2014
Determine Shared Service Center involvement in civilian audio visual equipment and related AV services.	FY 2013 - 2015
A supply arrangement option will be investigated to allow suppliers to develop solutions for government departments. (Leverage Industry Expertise).	FY 2014 - 2015

4.3 Improve Standing Offer Instructions and Reduce Complexity

Strategic Direction

PWGSC will continue to reduce the complexity and duplication within the content and structure of the civilian audio visual (AV) standing offer to ensure the instructions are clear and concise.

Based on suggestions received from government departments and industry PWGSC will introduce the following changes in future civilian audio visual request for standing offers (RFSOs):

- Increase the call-up limit from \$200,000 to \$300,000 (including taxes and applicable charges);
- Continue to refine procedures specific to both the government departments and suppliers;
- Continue to refine instructions in a logical and systematic approach by using annexes to provide additional detail;
- Continue to simplify the instructions on how to follow the call-up approaches such as one or multiple call-ups;
- Define terms “not allowable” and “accessories” by using examples;
- Allow manufacturers to submit pricing, set the discounts and identify their re-sellers;
- Specify information required on quotes for non-listed items; and
- Include terms and conditions regarding travel expenses. Travel expenses will be limited to travel as required for delivery of AV installation services or AV training services;

All items identified will benefit both suppliers and government departments.

Context

Many situations can occur when using the audio visual standing offer. Providing enough detail to ensure clear instructions without making the document too complex can be a challenge. Each year, based on questions received, the document is clarified.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
Introduce enhancements to the civilian audio visual RFSO format and content as identified above.	FY 2013 – 2014
Continue improving the RFSO format and content as the need arise.	On-going
PWGSC will provide concrete examples of how and when each of these Best Overall Value procurement methods would apply to a situation regarding the civilian audio visual products when purchasing a solution with integration. These examples will be provided as part of the AV page on Buyandsell.gc.ca.	FY 2013 – 2014
Continue consultation with government departments and suppliers regarding usability and clarity of RFSO and standing offer, such that areas requiring further adjustments can be identified and addressed.	Ongoing
Continue consultations regarding usability and clarity of RFSO and standing offer to improve clarity of instructions in the future civilian audio visual standing offers.	Ongoing

4.4 Purchase of Proprietary Accessories

Strategic Direction

To provide greater flexibility in the civilian audio visual standing offer (AVSO) by purchasing proprietary accessories either alongside the main device as an accessory or on their own call-up document without a main device. This new process was piloted in the 2011-2012 AVSOs and is working well according to the feedback received from government departments.

Context

An item is a proprietary accessory when it is a subordinate or supplementary item intended specifically by its manufacturer to be used together with the same manufacturer's base device. All items indicated as an accessory, must be proprietary (made by the same manufacturer) to a main device product or line of main device products listed in the product catalogues. For example: speakers, specifically for an interactive whiteboard and are not sold for any other applications. Another example of an allowable proprietary accessory is the assistive listening devices under the main category, delegate microphones and language interpretation systems.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
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Streamline the AVSO procedures for proprietary accessories to ensure they are being followed correctly by both government departments and Offerors.	On-going
Consult with government departments and suppliers regarding the processes associated to obtaining civilian audio visual accessories within AVSO to identify areas requiring further adjustments.	FY 2013 - 2014
Review and revise process related to AV accessories to ensure clear and concise instructions are issued with each AVSO.	Ongoing

4.5 Standardize Duration of Civilian Audio Visual Standing Offers

Strategic Direction

PWGSC will have a standard duration of one fixed year with a one-year option to extend the standing offers. The option period will provide the Government of Canada flexibility to start a new procurement process if required. This duration was applied to the 2011-2012 AVSOs and is largely supported by industry.

Context

The duration of the standing offers has recently been for one year as the audio visual category has been under review.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
The standard duration of one fixed year with a one-year option to extend will be used in future standing offers.	FY 2013 - 2014
Consult with government departments and suppliers regarding the AVSO duration to identify if adjustments are required.	Ongoing

4.6 Product Catalogues

Strategic Direction

PWGSC will streamline the catalogue submission process and improve how this information is presented to government departments.

PWGSC will work with industry to develop a more efficient process to submit and update products and pricing.

PWGSC will continue to work with government departments to ensure the catalogue tools (e.g. Offeror Ranking Summary spreadsheet and PDF product catalogues) are available in timely manner and present information in an accessible, easy to understand format. This will involve a re-evaluation of the tools to ensure they support appropriate search and comparison capabilities.

Context

The civilian audio visual standing offer product catalogues are the result of a fully competed, openly tendered process. The AV catalogue is constructed from manufacturers' price lists.

The Government of Canada does not buy everything on manufacturers' price lists, as these are not limited to civilian audio visual products. Due to the high volume of available products, PWGSC needs to restrict the catalogue items to AV specific products only.

PWGSC is committed to work with the industry to investigate tools to improve government departments' ability to use procurement instruments. Simplifying access to product information which is available as part of the standing offers will facilitate government departments' searches for line items and remove irritants associated with not being able to locate products.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
Identify strategy to streamline how suppliers submit product information, catalogue maintenance, and improve presentation to government departments.	Ongoing

4.7 Environmental Considerations

Strategic Direction

PWGSC will support emerging environmental technologies and demonstrate environmental leadership by encouraging suppliers and government departments to use environmentally preferable goods, services and processes while striving for the optimal balance between departmental requirements, supplier capabilities and ensuring value to Canadians.

PWGSC will continue to explore all applicable environment considerations and standards, and the use of green products for the civilian audio visual procurement. This will support the Government's initiative for sustainability. The continued incremental incorporation of appropriate and consistent environmental considerations in civilian AV solicitation and contract documents over a five-year period will give government departments and supplier community time to adjust to changing requirements, and work with PWGSC to define capabilities more adequately.

Suppliers will be required to respond to a questionnaire and depending on their level of environmental initiatives, they will be given points and obtain a 1 – 3 star rating. Suppliers will also be asked to identify green products in their product listing. Government departments will then have the option to take this into consideration when selecting products.

For environmental surcharges, the cost will be included in the price of the material being purchased and not identified separately on quotes or invoices.

Context

This national procurement strategy aims to raise the awareness of environmental issues to suppliers and demonstrate that the Government of Canada is working towards implementing its *Policy on Green Procurement*. For details see <http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>

By developing and incorporating appropriate and consistent environmental considerations in civilian audio visual solicitation and contract documents, PWGSC will provide government departments with effective procurement instruments that they can use to meet their requirements under the Policy on Green Procurement, and their targets under the Federal Sustainable Development Strategy (FSDS). The civilian audio visual procurement instruments currently in place by PWGSC specify environmental considerations.

During the first few years that the strategy is in place, PWGSC will continue data collection with respect to green capabilities, to identify what green procurement practices are being developed and what is possible regarding the 'greening' industry products, services, or companies in the future.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
Incorporate appropriate and consistent environmental considerations in solicitation documents on an incremental basis over a five year period and seek to identify benefits.	Ongoing
Ensure each Offeror's star-rating has been identified as well as green products on their respective AV standing offer.	FY 2013 - 2014
Identify, introduce and monitor optional environmental criteria into the RFSOs over the next five years.	Ongoing
Identify and introduce point-rated environmental criteria into a RFSO in the fifth year of the strategy.	FY 2016 - 2017
Identify and introduce additional point-rated and mandatory environmental criteria in future RFSOs.	Ongoing

4.8 Communication with Industry and Government Departments

Strategic Direction

PWGSC will continue to engage with both government departments and industry. Consultation periods may be scheduled to occur when feedback will have the

greatest impact, for example, if changes to the civilian audio visual method of supply were being considered. Feedback would be requested through the Government Electronic Tendering System for industry and GCpedia for government departments.

PWGSC will improve communication by publishing additional AV information on Buyandsell.gc.ca, accessible to both industry and government departments. In response to feedback received, PWGSC will develop and provide supplementary information. This may include, but is not limited to:

- Definitions and examples of each sub-category;
- Answers to frequently asked question (FAQ);
- Examples illustrating the call-up approaches and rational for determining which approach provides best overall value in a given scenario;
- Description and example of the methodology used to identify to whom Standing Offers are to be issued
- Instructions, with an example, on how to search the ranking summary
- AV specific statement of work (SOW) template(s); and
- AVSO specific training for government departments;

PWGSC will engage industry and government departments as well as attend technology symposiums to better understand new technology and future needs and direction of industry.

Context

PWGSC has established a good relationship with industry and government departments. Consultations are a key communication mechanism to capture feedback from government departments and industry. Government departments and industry are appreciative of the opportunity to provide feedback and have requested that PWGSC continue consultations, both formally and informally as required.

PWGSC frequently receives questions on the AV process, providing information in an easily accessible format will improve communications (and consistency thereof) with industry and government departments.

Implementation Plan

PWGSC will implement as follows:

Activities	Time frame
Prepare AV page on BuyandSell.gc.ca.	FY 2013 - 2014
Coordinate publication of the AV content on BuyandSell.gc.ca.	FY 2013 - 2014
Consult with government departments and industry regarding existing communication methods	Ongoing

Adjust communication methods with industry and government departments as required.	Ongoing
Enhance the AV page content on BuyandSell.gc.ca as required.	Ongoing
Attend industry trade shows to allow further communication with industry, increase product knowledge and understand future trends. Adjust RFSO accordingly to satisfy future GC needs.	FY 2015 - 2016

5 Next Steps

The NGSPS for Civilian AV will be reviewed and updated periodically. This strategy sets the foundation for further enhancements to the management of Civilian AV goods and services procurement as a lever to support Canada's socio and economic advantage. With additional iterations, PWGSC will identify new opportunities to be a strategic support for Civilian AV development.

Appendix A - Civilian Audio Visual Equipment Categories

Audio Visual Equipment Categories	
Main Equipment Categories (7)	Sub-Categories (24)
1) Audio Products	1) Microphones, Microphones - Wireless 2) Recorders and Players 3) Sound Systems and Speakers 4) Delegate Mic and Language Interpretation Systems
2) Audio/Video	5) Production and Editing Processing equipment 6) Signal Processing and Switching 7) Interfaces and Controllers 8) Mixers 9) Amplifiers, MIDI Amplifiers 10) Receivers and Tuners
3) Video Products	11) Camcorders 12) Professional Video Cameras 13) Video Camera Accessories (<i>Limited to onboard lighting, lenses, support equipment</i>) 14) Players and Recorders
4) Televisions and Monitors	15) Consumer Televisions 16) Industrial Monitors 17) Touch Panels 18) Video Walls, Multi-Image Windowing 19) Interactive Electronic Whiteboards
5) Projectors	20) Data and Video Projectors
6) Control Systems	21) Control and Automation Systems
7) Other Equipment	22) Projection Screens 23) Nonproprietary Racks and Rack Frames 24) Nonproprietary Mounts
Audio Visual Professional Service Categories	
Main Service Categories (1)	Sub-Categories (5)
1) Professional Services	1) Installation Labour (basic) 2) Systems Programming (certified) 3) Preliminary Needs Consultation 4) Systems Engineering 5) Systems CAD Drawings

Appendix B - Excluded from the Definition

This strategy does not include the following goods and services:

- Audio visual equipment specifically designed for military use, industrial, medical or scientific applications;
- Technical support;
- Rental equipment;
- Telecommunications and voice equipment such as audio conferencing and teleconferencing systems; radio, dispatch and intercom related equipment, etc.;
- Computer-only monitors, any size;
- Computers and software;
- Customized products of any kind;
- Desktop computer speakers;
- Desktop, communications, pan tilt zoom and network cameras;
- Digital signage;
- Easels, copy boards and flip charts;
- Fire wire hubs;
- Furniture and consoles; (except podiums)
- Imaging cameras (computer, medical and industrial);
- IP phone with video functionalities;
- Kits and bundles of any kind;
- Keyboard video mouse (KVM) devices (unless exceptions);
- Licenses;
- Motion picture projectors and studio equipment;
- Mouse and keyboard combination products;
- Non-electronic white boards;
- Notebook and laptop computers;
- Overhead projector accessories;
- Photographic equipment and accessories;
- Security and surveillance equipment;
- Servers, software, recording media (unless exceptions);
- Streaming media and web casting components and systems;
- Televisions, displays and monitors under 24" (unless exceptions);
- Universal serial bus (USB) hubs;
- Videoconference equipment;
- Web-based conferencing systems;
- Wired and wireless keyboards, mouse controls; and
- Workstation and desktop computers.

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