



RETURN BIDS TO :

**RETOURNER LES
SOUSSIONS À:**

Email : spp@international.gc.ca
Attention: Galina Zhukov - SPFP

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Foreign Affairs, Trade and
Development Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out thereof.

**Proposition aux: Affaires étrangères,
Commerce et Développement Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexées, au(x) prix indiqué(s)

Title – Sujet	
Brand Refresh and Integrated Marketing Plan	
Solicitation No. – N° de l'invitation 15-92886	Date September 19, 2014
Client Reference No. – N° référence du client xxxxx-xxxxxx	
GETS Reference No. – N° de reference de SEAG -	
File No. – N° de dossier	CCC No. / N° CCC - FMS No. / N° VME
Solicitation Closes – L'invitation prend fin at – à 02 :00 PM on – le Tuesday October 6, 2014	
Time Zone Fuseau horaire EST	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Inquiries to : - Adresser toutes questions à: galina.zhukov@international.gc.ca	Buyer Id – Id de l'acheteur Galina Zhukov
Telephone No. – N° de téléphone : 343-203-1317	FAX No. – N° de FAX 613-944-2222
Destination – of Goods, Services, and Construction: Destination – des biens, services et construction : National Capital Region	

Delivery required - Livraison exigée See Herein	Delivered Offered – Livraison proposée
Vendor/firm Name and address Raison sociale et adresse du fournisseur/de l'entrepreneur Facsimile No. – N° de télécopieur Telephone No. – N° de téléphone	
Name and title of person authorized to sign on behalf of Vendor/firm (type or print)- Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur (taper ou écrire en caractères d'imprimerie) Signature	
Date	

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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, Pricing Schedule, Schedule of Milestones and Evaluation Criteria.

2. Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

3. Office of the Procurement Ombudsman

The Office of the Procurement Ombudsman (OPO) was established by the Government of Canada to provide an independent avenue for suppliers to raise complaints regarding the award of contracts under \$25,000 for goods and under \$100,000 for services. You have the option of raising issues or concerns regarding the solicitation, or the award resulting from it, with the OPO by contacting them by telephone at 1-866-734-5169 or by e-mail at boa.opo@boa.opo.gc.ca. You can also obtain more information on the OPO services available to you at their website at www.opo-boa.gc.ca.

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PART 2 - BIDDER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada. Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The [2003](#) (2014-06-26) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of [2003](#), Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days
Insert: one hundred and twenty (120) days

2. Submission of Bids

Bids must be submitted only to Foreign Affairs, Trade and Development (DFATD) by the date, time and place indicated on page 1 of the bid solicitation.

3. Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPS, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the Financial Administration Act, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

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"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c.C-17, the Defence Services Pension Continuation Act, 1970, c.D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c.R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c.R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c.M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? Yes () No ()

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

- a.name of former public servant;
- b.date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? Yes () No ()

If so, the Bidder must provide the following information:

- A .name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

4. Enquiries - Bid Solicitation

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All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

5. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the bidders.

6. Improvement of Requirement during Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least seven (7) days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

7. Basis for Canada's Ownership of Intellectual Property

The Department of Foreign Affairs, Trade and Development has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds: 6.4.1) the main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

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PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Electronic proposals must be in PDF format and the total email file size cannot exceed 7MB. The subject line must be in the following format: Proposal for RFP #15-92886. Only proposals submitted by email will be accepted. Canada requests that bidders provide a separate PDF file for each Section, and titled as follows:

Section I: Technical Bid
Section II: Financial Bid
Section III: Certifications

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid. Electronic proposals must not be copied to any other address or individual. Failure to comply will be grounds for disqualification and the proposal may not be evaluated.

Ensure the name of the contracting authority, the closing date and the solicitation number are clearly identified in the body of the email. Failure to comply with the Bid Preparation Instructions will be grounds for disqualification and the proposal may not be evaluated.

Canada requests that bidders use a numbering system that corresponds to the bid solicitation.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

1.1 Bidders must submit their financial bid in accordance with the Pricing Schedule in Annex "B". The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Bidders must submit the certifications required under Part 5.

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PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**1. Evaluation Procedures**

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

1.1 Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Annex D.

2. Basis of Selection

2.1 To be declared responsive, a bid must:

- a. comply with all the requirements of the bid solicitation; and
- b. meet all mandatory technical evaluation criteria; and
- c. obtain the required minimum of 60 percent overall of the points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 119 points.

2.2 Bids not meeting (a) or (b) or (c) will be declared non-responsive. The responsive bid with the lowest evaluated price will be recommended for award of a contract.

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PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and associated information to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default in carrying out any of its obligations under the Contract, if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority may render the bid non-responsive or constitute a default under the Contract.

1. Certifications Required Precedent to Contract Award

1.1 Integrity Provisions - Associated Information

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions [2003](#). The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "[FCP Limited Eligibility to Bid](#)" list (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available from [Employment and Social Development Canada \(ESDC\) - Labour's](#) website.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list at the time of contract award.

2. Additional Certifications Required Precedent to Contract Award

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to comply with the request of the Contracting Authority and to provide the certifications within the time frame provided will render the bid non-responsive.

2.1 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution

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and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

2.2 Education and Experience

2.2.1 SACC Manual clause [A3010T](#) (2010-08-16) Education and Experience

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PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual)(<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

2.1 General Conditions

[2035 \(2014-06-26\)](#) General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

3. Security Requirement

There is no security requirement applicable to this Contract.

4. Term of Contract

4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2015 inclusive.

4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one (1) additional one (1) year period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least fifteen (15) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

5. Authorities

5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Galina Zhukov
Title: Procurement Officer
Foreign Affairs, Trade and Development
Address: 125 Sussex Drive, Ottawa ON K1A 0G2

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Telephone: 343-203-1317
 Facsimile: 613-944-2222
 E-mail address: galina.zhukov@international.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

5.2 Project Authority (filled in at contract award)

The Project Authority for the Contract is:

Name: _____
 Title: _____
 Organization: _____
 Address: _____

Telephone: ____ - ____ - ____
 Facsimile: ____ - ____ - ____
 E-mail address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5.3 Contractor's Representative

(Fill in at contract award)

6. Payment

6.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with the Pricing Schedule in Annex B. Customs duty are included and Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

6.2 Limitation of Expenditure

1. Canada's total liability to the Offeror under the Contract must not exceed \$ **(to be included at contract award)**. Customs duties are included, and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Offeror unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Offeror must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the

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- Contracting Authority. The Offeror must notify the Contracting Authority in writing as to the adequacy of this sum:
- a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Offeror considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.
3. If the notification is for inadequate contract funds, the Offeror must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Offeror does not increase Canada's liability.

6.3 Method of Payment: Milestone Payments

Canada will make milestone payments in accordance with the Schedule of Milestones in Annex "C" and the payment provisions of the Contract if:

- an accurate and complete invoice and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- all such documents have been verified by Canada;
- all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.

6.4 SACC Manual Clauses

A9117C (2007-11-30), T1204 - Direct Request by Customer Department
C0100C (2010-01-11), Discretionary Audit - Commercial Goods and/or Services
C0711C (2008-05-12), Time Verification

7. Invoicing Instructions

The Offeror must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions along with the quarterly maintenance report described in the Statement of Work of the Contract and service reports for all services calls rendered during each quarterly period. Invoices cannot be submitted until all work identified in the invoice has been completed and that all maintenance service call reports related to the Work identified in the invoice have been received by the Project Authority.

The Offeror must distribute the invoices and reports as follows:

- a. The original and two (2) copies of the invoices and quarterly maintenance reports must be forwarded to the address shown on page 1 of the Contract for certification and payment.

8. Certifications

8.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

9. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

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10. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions [2035 \(2014-06-26\)](#) General Conditions - Higher Complexity – Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) Annex C, Schedule of Milestones;
- (f) Annex D, Evaluation Criteria;
- (g) the Contractor's bid dated _____,

11. Insurance

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

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ANNEX “A”**STATEMENT OF WORK****1.0 TITLE**

Brand Refresh and Integrated Marketing Plan

2.0 BACKGROUND**The International Education Strategy**

On January 15, 2014, the Honourable Ed Fast, Minister of International Trade, launched an International Education Strategy (IES) designed to enhance Canada’s position as a world leader in higher education and research, and to contribute to Canada’s future prosperity and that of our international partners.

Canada’s International Education Strategy aims to double the number of international students studying in Canada by the year 2022, increase the number of Canadians studying abroad, and increase international research cooperation. The primary objective of the IES is to double the intake of international students in Canada from 239,131 (2011) to 450,000+ by 2022, thereby creating a minimum of 86,500 net new Canadian jobs required to support the increase in registrations and related economic stimulus. These numbers are deemed to be achievable without displacing seats reserved for Canadian students.

As approved in the Economic Action Plan 2013, IES funding of \$5 million a year will be dedicated to supporting the program objectives.

Canada’s federal DFATD - Edu-Canada pilot program was allocated \$1 million per year from 2007 to 2012 and achieved significant results; this despite competitors’ far more substantial annual investment to attract top talent. The pilot program supported the coordination, development, marketing and management of a strong education brand. This was delivered in collaboration with the provincial and territorial governments via the Council of Ministers of Education Canada (CMEC)¹. By the end of 2012, Canadian education institutions, supported by Canada’s network of embassies and consulates, participated annually in more than 170 education-promotion events in 60 countries under the “Imagine Education au/in Canada” brand. Over the course of the pilot, the number of international students in Canada increased by 51 percent.

To further Canada’s brand as a leading destination for study and research, a new global “brand messaging” and new “brand look and feel” will be developed. A clear, three-year integrated marketing plan is needed to ensure that Canada not only maintains but substantially increases its market share by wooing the best and brightest international students and researchers in key markets through a digital and traditional media campaign.

To maximize impact, branding activities will be developed and executed in a rational and value-conscious way, leveraging the investments made by all partners, including the provinces and territories, and educational institutions and associations.

¹ As education is of provincial/territorial jurisdiction, education ministries are also very active internationally. DFATD works closely with provincial and territorial governments in promoting Canada’s education abroad, including through bi-annual meetings of the Federal-Provincial Consultative Committee on Education-Related International Activities (FPCCERIA).

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The Imagine Education au/in Canada Brand

The cornerstone of the DFATD - Edu-Canada pilot was the creation of an international brand for Canada's education sector, something sought by stakeholders for many years. Research demonstrates that Canada's education systems (incorporating different models in each province and territory) are highly regarded for their quality but confusing to international students due to their disjointed nature. Research also indicates that international students usually first choose the country in which they wish to study and it is for this reason that most of our main competitors (Australia, U.K., France and Germany) have all created strong and inviting national education brands.

The Imagine Education au/in Canada brand, including the protected trademark (logotype and brand use guidelines), is the official visual identity used by Canadian missions abroad to promote Canada as a study destination and includes websites, promotional items and brochures. Approximately 250 Canadian institutions use the brand logotype on their promotional material.

The Imagine Education au/in Canada brand is intended to convey the high value of the Canadian educational experience. The brand conveys a message of openness and supportiveness through the concept of "**Empowered Idealism**". Like those of our competitors, our education systems are founded on quality, and our brand aims to convince international students that the quality of a Canadian education will provide them with the tools they need to develop their full potential. Our brand is intended to be a springboard that will help them fulfill their dreams and ambitions.

In 2011, DFATD commissioned Ipsos Reid to conduct qualitative research on the attractiveness of Canada as a study destination and on the resonance of "Imagine Education au/in Canada." The objective of this research was to gather insight among target audiences in three key markets: Brazil, China and India. The results indicate that Canada tends to trail the United States, the United Kingdom and Australia among preferred foreign destinations of study, and is not a "top in mind" destination. The prestige associated with world-class institutions, along with tradition or expertise in a particular area of education are serious draws for foreign students and are not always seen as attributes of education in Canada. However, the study found that international students recognize Canada's superior, integrated offering—not just to study, but also to work during and after their studies, and to potentially immigrate to Canada after graduation.

The brochure presented to the focus groups by Ipsos Reid received a positive response and a clear interest for more specific and relevant information to increase people's perception of Canada as a premier study destination. However, the name "Education au/in Canada" and the prominence of "Imagine" in the tagline created some confusion among the participants. It was suggested that there should be more emphasis on the words "Education" and "Canada" in the graphic design.

Ipsos Reid concluded that greater advertising and outreach efforts, stronger presence in social media networks, providing our education advisors at our overseas missions with material and unique selling points for Canada are required in order to raise awareness about education in Canada and its benefits relative to top-of-mind study destinations, such as the U.S., U.K. and Australia.

Promotional Strategy

As of the end of 2013, 90 missions had an education marketing officer and 10 of those had at least one full-time person in that role. A growing number of heads of mission and senior trade commissioners are choosing education promotion as a priority sector.

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Canadian missions abroad engage in various promotional activities, such as:

- Canadian presence at general education fairs or Canada-only education fairs;
- journalist missions or agent/counsellor familiarization tours;
- networking events; and
- outreach at local institutions.

Promotional materials include:

- printed and digital material promoting Canada as a study destination to students, parents, agents and education counsellors mainly through the www.educationau-incanada.ca site;
- presentations for prospective students (multilingual);
- presentations for education agents (multilingual);
- brochures (in English, French, Spanish, Portuguese, Chinese, Japanese, Korean, Arabic, Italian and Russian);
- pre-departure guide;
- sector-specific brochures (four brochures focusing on education in information sciences and communications; energy sciences; environmental sciences; and life sciences and biomedical technologies); and
- a map of Canadian universities and colleges.

Education marketing officers also leverage sectoral recruitment opportunities, in collaboration with the trade commissioner of these sectors (such as the Farnborough International Air Show in the U.K. and the Nigeria Oil & Gas Conference & Exhibition).

3.0 OVERALL OBJECTIVES

The overall objective of this RFP is to contract the delivery of an integrated (print, digital and social media) marketing plan with accompanying recommendations for its implementation. The plan is to be implemented for a period of three years, at which time it will be reviewed. It will form a part of the IES at DFATD. The plan's primary focus will be in raising the global profile of Canada as a preferred study destination and attracting a significant influx of international students and researchers to its educational institutions and research facilities.

The plan will result in a new or refreshed "Imagine Education au/in Canada" brand designed for greater impact on IES target audiences. The brand will be reflected with high visibility in lines of marketing, such as:

- promotion at events involving international education;
- traditional media platforms;
- direct marketing;
- media relations;
- social media; and
- various e-platforms.

The new "Imagine Education au/in Canada" brand will represent a premier destination for a high-quality education and extraordinary quality of life at an affordable price. It is this message that we want to be communicated internationally to our target audiences.

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3.1 Specific Objectives

The successful contractor will respond with a three years Brand refresh and Integrated Marketing Plan and that will achieve and deliver the following objectives:

1. Review and assess the existing brand essence, identified as “Empowered Idealism”, including its:
 - i. Value proposition;
 - ii. Vision; and
 - iii. Mission;
2. Provide recommendations for a revised brand essence, including the vision, missions and promises.
3. Develop global (that is suitable to all markets) messaging, including taglines, for all and for each target audiences described in the scope of work.
4. To develop key messages for all target audiences * adapted for the following six priority countries/regions in order of importance: Brazil; China; India; Mexico; Vietnam; and the Middle East and North Africa (including Algeria, Bahrain, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, and United Arab Emirates) and **high level** recommendations for each country/region of a marketing/promotional plan through traditional and electronic channels.
5. To develop a global marketing/promotional plan which includes the proposal of effective traditional and electronic channels such as publicity, media relations, e – communications (including social media), leveraging Edu-Canada events and partners’ and stakeholders’ promotional channels.
6. To provide high level recommendations (excluding public opinion testing) on revising the actual look and feel of the brand.

4.0 SCOPE OF WORK

The contractor is required to support DFATD in the development of an integrated marketing plan to better position Canada as a preferred international destination in which to study and conduct research. The contractor will provide a phased approach based on factors such as audience, key messaging and education cycles.

It is imperative that the proposed plan be feasible for DFATD implementation within the established timeframe and with existing departmental resources.

The scope of work includes the following:

- 1) Inclusion, in all planning and deliverables, of Government of Canada policies, in particular, those related to communications, advertising, public opinion surveys and IT policy frameworks and toolsets. *These regulations can be found here:*
 - Communications Policy of the Government of Canada available for reference at www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/comm1_e.asp to ensure that communications across the Government of Canada are well coordinated, effectively managed and responsive to the diverse information needs of the public.
 - The Official Languages Act (Sections 11 and 30) available at:

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all products. www.tbs-sct.gc.ca/pubs_pol/hrpubs/offlang/dolr1_e.asp to ensure compliance in

- To ensure proper privacy practices are incorporated and respected in the handling of personal information in accordance with *The Privacy Act* available at: http://privcom.gc.ca/legislation/02_07_01_e.asp.
 - All Internet concepts must adhere to the Government of Canada's *Common Look and Feel Guidelines*, found at the following web address: www.tbs-sct.gc.ca/clf-nsi/index_e.asp;
 - The Standard on Web Accessibility to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0 (www.w3.org/TR/WCAG20) – www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601.
- 2) Assessing the existing brand essence of “Empowered Idealism” and providing recommendations for revision of the brand essence, mission, vision and promises.
- 3) The development of:
- i. global (that is, suitable to all markets) messaging, including taglines, for all and for each target audiences described in point 8. These messages should reflect Canada as a premier study destination for international students and researchers.
 - ii. key messages for all target audiences* adapted for the following six priority countries/regions in order of importance: Brazil; China; India; Mexico; Vietnam; and the Middle East and North Africa (including Algeria, Bahrain, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, Turkey, and United Arab Emirates) and **high-level** recommendations for each country/region of a marketing/promotional plan through traditional and electronic channels.
- The key messages for the six identified priority countries regions do not need to include a specific approach to each key audience or influencer in every priority market. However, it may identify the audience(s) to prioritize per target market.*
- The contractor is asked to submit recommendations about the Middle East and North Africa (including Turkey) as to whether there should be key messages based on sub-regional groupings or by individual country.
- 4) The development of a global marketing/promotional plan, which includes the proposal of effective traditional and electronic channels such as publicity, media relations, e – communications (including social media), leveraging Edu-Canada events and partners’ and stakeholders’ promotional channels. The marketing plan should take into consideration the different target audiences.
- 5) The global marketing/promotional plan should be over three years and should detail the objectives, strategies and execution that will be undertaken in the various channels of communications (listed in point 4). It should include measures to assess the effectiveness to determine if it meets objectives. It can include:
- a. Advertising, marketing and partnerships objectives;

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- b. Target audiences;
 - c. Key messages;
 - d. Creative strategy;
 - e. Budget;
 - f. Timing;
 - g. Rationale;
 - h. Deliverables;
 - i. Evaluation process.
- 6) The key messages that promote Canada's education offering to international students, researchers and potential institutional partners should highlight the distinctive and highly desirable features in study, research and student life.
- They should clearly leverage:
- o scholarships offered by the Government of Canada;
 - o science & technology innovations;
 - o tourism opportunities;
 - o experiential learning capabilities; and
 - o work programs for students during their studies and after they graduate.
- 7) The global marketing plan must include a differentiated communication stream to promote our francophone offering. In particular, it should leverage Canada's francophone offering to compete directly with France in markets such as Brazil, China and India.
- 8) The key messages must target primary audiences and first- and second-level influencers.
- Audiences are defined as follows:
- a. Primary audience:
 - i. students at the K-12 level;
 - ii. students at the post-secondary level either at university or college;
 - iii. students at the graduate level or researchers; and
 - iv. non-Canadian educational institutions.
 - b. First-level influencers:
 - i. parents;
 - ii. educational agents;
 - iii. school advisors/counsellors; and
 - iv. specialized media.
 - c. Second-level influencers (ranked by order of importance):
 - i. alumni, general media;
 - ii. ethnic diasporas in Canada; and
 - iii. current students in Canada.

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- 8) The key message will be tested through “in person and virtual,” Public Opinion Research (POR) with target audiences (pending Public Opinion Research approval from the Communication Department at DFATD and managed by another DFATD contractor). The POR objectives are as follows :
- a) to ensure that the key messages proposed resonate with the intended targeted audience
 - b) to allow the contractor to revise messaging based on feedback, positivity and general comment, ensuring appropriateness in each market
- 9) The contractor may also need to provide secondary research and analysis data on which to base the development of messages and the marketing plan. If other studies are necessary, the Contractor shall advise the Project Authority in the first phase of the contract, providing a business case, including scope and costing.
- 10) The contractor will deliver high-level recommendations on revising the existing brand graphics “look and feel” including comments on colours, tone of the communication, and the communication structure used in promotional ads, banners, back walls, promotional brochures, videos, and other communication material.
- 11) The contractor will deliver a final set of integrated recommendations covering three years of actions and investments as part of the final deliverables. Objectives, strategies, target audience, indicators of success, risks, resources, a critical path and key deadlines as well as an outline of evaluation criteria for performance measurement should all be clearly set out in the final submission.
- 12) The contractor will communicate, by teleconference, as required with Trade Commissioners, or other staff, working on the education file in Canadian missions abroad.
- 13) Participation in online, phone presentations to the Brand Working Group of the Federal Provincial Consultative Committee on Education Related International Activities (FPCCERIA) will be involved. The dates and topics of those presentations will be determined after the submission of a work plan at the end of Phase one.
- 14) The contractor may be required to moderate consultation(s) with provincial departments, Canadian educational institutions, and associations involved in international education as identified by the Project Authority. The consultation would be conducted via the web or by phone.

5.0 TASKS AND DELIVERABLES

The contractor will perform tasks and provide deliverables in accordance with each phase.

Only the first phase is defined in this RFP as the contractor is expected to submit a methodology that will include recommendations for specific tasks and deliverables in subsequent phases as part of the award process.

Phase 1: Kick-off and Document Review :

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Task 1:

Within one week of contract award, the Project Authority will meet with the Contractor to confirm expectations, gather documents for review and prepare a detailed work plan. Teleconference is acceptable as required.

Task 2:

Review documents provided by the Project Authority in order to understand:

- Government of Canada policies, in particular, those related to communications, advertising, public opinion surveys and IT policy frameworks and toolsets (see list in 4.0.1).
- the worldwide international education environment;
- branding and promotional activities of competitors;
- Canada's domestic international education environment;
- Canada's educational offering to international students;
- DFATD - International Education Division and DFATD structure and resources;
- the promotional platforms of DFATD; and
- partners (i.e. provinces and territories) and education associations

Documents for review:**Global overview:**

- OECD Education at a Glance 2012;
- IDP's CBIE Presentation;
- I-Graduate ICEF Barometer 2013
- Trends in International Student Mobility, WES, Feb 2013;
- The Illuminate Consulting Group report on Edu-Canada Competitor Activities and Services Overview;
- 2011 Student Pulse report;
- Anholt Country Index short report;
- Best Canadian Brands report; and
- Britain's Higher Education Empire – A Study on the Internationalisation of Britain's Universities.

International education reports on specific countries or markets:

- U.S.A.: Canada-U.S.A. Graduate Studies comparisons by Gary Slater, Associate VP at Ottawa University and James Archibald analysis;
- India: Indo Canada Chamber of Commerce report;
- Environmental scans from the DFATD missions: India, Morocco, Algeria, Tunisia, Tripoli, Egypt, Iraq, Lebanon, Kuwait, Qatar, Saudi Arabia, Oman, Yemen, Bahrain, Mexico, and Brazil;
- Market reports on China, India, Brazil, the Middle East and North Africa, as well as Turkey, Vietnam and Mexico.

Canada's international education strategic positioning and promotional plans:

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- CBIE World of Learning Report: Canada's performance and potential in international education;
- Canada's International Education Intelligence Report – 2013-2014 by ICG;
- Canada's Capacity for International Student Enrollment 2011 report;
- The Advisory Panel Recommendations on an International Education Strategy (including a draft proposal for delivery of a digital strategy);
- Best Practices on Managing the Delivery of Canadian Education Marketing Report (2009);
- 2007 J. Walter Thomson quantitative report on the attractiveness of Canada as a study destination;
- Report on Edu-Canada Business Case (May 2013) from Illuminate Consulting;
- International Education organizational chart and budget;
- 2013-2014 Calendar of Events (including recruitment and signature events); and
- 2013-2014 Calendar of Canadian Scholarship Programs.

Competitors' Analysis:

- New Zealand: New Zealand International Education Conference November 2013 report;
- Australia: IDPs CBIE presentation;
- U.K.: U.K. International Education Strategy;
- www.studyinaustralia.gov.au;
- www.educationuk.org;
- www.educationusa.info/;
- www.newzealandeducated.com/;
- www.campusfrance.org/en; and
- www.study-in.de/en/.

Canada other sector reports:

- GMAP and IES booklet;
- The Benefit of Experiential Learning in Canada;
- CTC Global Marketing Sales and Communication Plan;
- CTC Path to Purchase Model;
- ITB World Travel Trends Report;
- Economic Action Plan 2012 - Global Commerce Strategy update;
- Invest in Canada flagship report; and
- The State of Science and Technology in Canada, Science, Technology and Innovation Council (STIC), 2012.

Task 3:

Review brand-related material provided by the project authority to understand and evaluate the ways in which education is currently branded internationally.

Documents to be reviewed include:

- "Imagine Education au-in Canada" brand essence and presentation;
- communication material such as promotional PowerPoint presentations, banners, brochures and media kit;
- exhibition material such as pavilions and banners;
- list of promotional taglines and texts;
- list, calendar and description of Canadian scholarships to international students;

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- the 2012 “Imagine Education au-in Canada,” qualitative report by Ipsos Reid;
- Council for Advancement and Support of Education (CASE) description of Circle of Excellence Winners
www.case.org/Award_Programs/Circle_of_Excellence/2012_Winners.html
- promotional website: www.educationau-incanada.ca and google analytics;
- **the International Education and Youth Portal:**
www.international.gc.ca/education/;
- the partner page: www.international.gc.ca/education/partnerships-partenariats.aspx;
- **education-sector section of the Trade Commissioner Service website geared to education professionals and providers:** www.educanada-pro.gc.ca/;
- scholarship site: www.scholarships.gc.ca/;
- brand extranet site: www.imagine.cmec.ca/; and
- a Google ad proposal

Deliverable(s) #1: Work Plan

Phase 2: Brand Essence Review

Deliverable(s) #2: Recommendations for a revised brand essence

Phase 3: Development of Brand Messaging and the Global Marketing Plan

Deliverable(s) #3:

- 1) Global messaging per target audience
- 2) Global marketing plan

Phase 4: Development of brand messaging and the high-level marketing plan for each priority country/region

Deliverable(s) #4:

- a) Key messages for all target audiences* adapted for the six priority countries/regions.
- b) High- level recommendations for an Integrated Marketing Plan for each priority country/region.

Phase 4.5: Testing of global messaging and key messages in Brazil, China, India, Mexico, Vietnam and Turkey by another contractor

Deliverable(s) #4.5:

Revised global messaging per target audience and revised key for **Brazil, China, India, Mexico, Vietnam and Turkey.**

Phase 5: Revision of the existing brand look and feel

Deliverable(s) #5:

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High-level recommendations on revising the existing brand graphics “look and feel”.

Phase 6: Writing of the final report

Deliverable(s) #6: Set of integrated recommendations covering three years of actions and investments as part of the final deliverables. Objectives, strategies, target audience, indicators of success, risks, resources, a critical path and key deadlines as well as an outline of evaluation criteria for performance measurement should all be clearly set out in the final report.

Role of the project authority

The project authority and the DFATD - International Education Division will ensure coherence by keeping draft recommendations focused on actions that are practical, affordable, and within the Minister’s mandate. These draft recommendations will be used to involve and share insights with provincial partners and education sector stakeholders, as appropriate, to generate buy-in of the plan.

The contractor will share its methodology with the project authority at pre-identified intervals. In return, it will receive feedback, input and suggestions, which are to be incorporated into the final product.

A significant level of communication, in person or by teleconference, will be required with the project authority.

Project start date

The project will commence immediately following contract award. Final delivery of the integrated marketing plan will be five months after contract award. Specific deliverables will be staggered throughout the contract period.

6.0 REPORTING

For the entire duration of the contract:

- a) The contractor (and team as required) must be available for weekly teleconferences with the project authority and for any other in-person or telephone meetings that may be required by the project authority.
- b) The contractor will submit monthly progress reports by email, briefly describing the status of the project, any difficulties encountered and solutions proposed. These progress reports can be submitted in point form and formal reporting is not required.

7.0 WORK LOCATION AND TRAVEL

The work is to be performed off site at the contractor’s own place of business. However, the contractor will be expected to attend meetings conducted by teleconference or videoconference as authorized by the project authority.

8.0 LANGUAGE OF THE WORK

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The contractor must be able to function effectively in verbal communications and in writing in the English language. Deliverables are to be provided in English only.

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ANNEX "B"

PRICING SCHEDULE

- 1.1 The Offeror must complete this pricing schedule and include it in its financial proposal. **Pricing must only be contained in the financial proposal.** A price breakdown must be provided for the firm all inclusive hourly rates.
- 1.2 Offerors shall quote in Canadian dollar (CAD), firm prices/rates as indicated in the tables below that include all costs necessary to perform the work. GST, HST or VAT must be indicated separately, as applicable. Failure to provide pricing for an item will render the bid non-responsive.
- 1.3 The prices given below for the services will remain in force for the entire duration of the contract including the one (1) extension period of if is exercised.
- 1.4 The volumetric (estimated usage) data is provided in good faith and does not represent a commitment on the part of Canada. Canada's actual usage may be higher or lower.
- 1.5 Bidders must provide a price breakdown for the entire work as follows:
 - 1- Labour: For each labour category, bidders must indicate: a) the quoted firm daily rate, inclusive of overhead and profit, if any; and b) the corresponding time (i.e. number of days).
 - 2- Equipment, if applicable: Bidders should specify each item required for purchase and provide the pricing basis for each one.
 - 3- Materials and Supplies, if applicable: Bidders should identify each category of materials and supplies required for purchase and provide the pricing basis of each one. Bidders should indicate, on a per category basis, whether the items are likely to be consumed during the performance of the contract.
 - 4- Other Direct Charges, if applicable: Bidders should identify any category of other direct charges anticipated, such as long distance communications and rentals, providing the pricing basis for each and explaining the relevance to the work.
 - 5- Travel & Living Expenses (GST/HST included): This is an estimate based on Treasury Board rates and will be included in the evaluation price of the bid.
 - 6- GST/HST, if applicable: any applicable GST and (or) HST is (are) to be shown separately (with the exception of the Travel & Living Expenses).
- 1.6 The pricing schedule is provided below:

PRICING SCHEDULE – Initial Contract Period

	COST CATEGORY	FIRM ALL-INCLUSIVE PER DIEM RATE (in CAD \$)	LEVEL OF SERVICES (in days)	TOTAL (in CAD \$)
		A	B	C= A x B

1a	Senior Communications Consultant			
1b	[add professional service categories as required]			
2	Equipment, if applicable			
3	Materials and Supplies, if applicable			
4	Other Direct Charges, if applicable			
5	Estimated Travel & Living Expenses (GST/HST Included)			
	TOTAL EVALUATED PRICE (GST/HST excluded): (i.e. sum of 1, 2, 3, 4, 5)			\$ _____
6	GST or HST	Insert GST or HST amount, as applicable:		\$ _____

PRICING SCHEDULE – Option Period

	COST CATEGORY	FIRM ALL-INCLUSIVE PER DIEM RATE (in CAD \$)	LEVEL OF SERVICES (in days)	TOTAL (in CAD \$)
		A	B	C= A x B

1a	Senior Communications Consultant			
1b	[add professional service categories as required]			
2	Equipment, if applicable			
3	Materials and Supplies, if applicable			
4	Other Direct Charges, if applicable			
5	Estimated Travel & Living Expenses (GST/HST Included)			
	TOTAL EVALUATED PRICE (GST/HST excluded): (i.e. sum of 1, 2, 3, 4,5)			\$ _____
6	GST or HST	Insert GST or HST amount, as applicable:		\$ _____

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ANNEX "C"

SCHEDULE OF MILESTONES

	Deliverable	Delivery Date (due on or before)	Firm Price (GST/HST extra)
Phase I: Kick-off and document review	Deliverable #1: Work Plan	October 31, 2014	
Phase II: Brand Essence Review	Deliverable #2: Recommendations for a revised brand essence	November 14, 2014	
Phase III: Development of brand messaging and the global marketing plan	Deliverable #3: a) Global messaging per target audience b) Global marketing plan	December 19, 2014	
Phase IV: Development of the brand messaging and the high-level marketing plan for each priority country/region	Deliverable #4: a) Key messages for all target audiences adapted for the six priority countries/regions b) High level recommendations for an Integrated Marketing Plan for each priority countries/regions	January 23, 2015	
Phase IV.5 Adjustments following the brand messaging testing in Brazil, China, India, Mexico, Vietnam and Turkey by another contractor	Deliverable #4.5: Revised Global messaging per target audience and revised key messages Brazil, China, India, Mexico, Vietnam and Turkey	February 15, 2015	
Phase V: Revision of the actual Brand Look and Feel	Deliverable #5: High-level recommendations on revising the existing brand graphics "look and feel"	February 15, 2015	

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	Deliverable	Delivery Date (due on or before)	Firm Price (GST/HST extra)
Phase VI: Writing of the final report	Deliverable #6: Set of integrated recommendations covering three years of actions and investments as part of the final deliverables. Objectives, strategies, target audience, indicators of success, risks, resources, a critical path and key deadlines as well as an outline of evaluation criteria for performance measurement should all be clearly set out in the final report.	Draft: February 27, 2015 Final: March 27, 2015	

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ANNEX "D"
EVALUATION CRITERIA

1. Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement.

Bids which fail to meet the mandatory technical criteria will be declared non-responsive. Each mandatory technical criterion should be addressed separately.

Mandatory Technical Criteria (MT)	
Number	Mandatory Technical Criterion
MT1	<p>FOREIGN AUDIENCES</p> <p>The contractor must have delivered a minimum of two (2) projects within the last five (5) years focused on influencing foreign audiences resulting in the development and implementation of marketing strategies using traditional and multiple social media platforms.</p> <p>Experience must be demonstrated by providing the following:</p> <ul style="list-style-type: none"> a) A short description of the two (2) projects of the marketing strategies. b) The reference names, email addresses and telephone numbers for each project (client) to confirm the completion of the work delivered.
MT2	<p>PLACE BRANDING AND MARKETING STRATEGY</p> <p>The contractor must have delivered a minimum of two (2) projects focused on developing a brand and a marketing strategy for a location such as a city, a province, a region or a country.</p> <p>Experience must be demonstrated by providing the following:</p> <ul style="list-style-type: none"> a) A short description of the two (2) projects involving developing a brand and a marketing strategy for a location such as a city, a province, a region or a country. b) The reference names, email addresses and telephone numbers for each project (client) to confirm the completion of the work delivered.

2. Point Rated Technical Criteria

Bids which meet all the mandatory technical criteria will be evaluated and scored as specified in the tables inserted below.

Bids which fail to obtain the required minimum number of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

TABLE 1			
Point Rated Technical Criteria (RT)		Required Minimum Number of Points	Maximum Number of Points
RT1	Experience of the Project Team		30
RT2	Understanding the Requirements		50
RT3	Work Plan		15
RT4	Understanding of the nature of the education system in Canada and of the competitive nature of the international education sector		15
RT5	Experience in targeting Youth audiences in DFATD priority markets		6
RT6	Experience in working with the Canadian government		3
Total Points:		71	119

TABLE 2 – RATING SCHEME	
0%	Information provided does not address the criteria. Bidder receives 0% for the available points for this element.
10%	Information provided demonstrates a minimal understanding that is relevant to the stated criteria. Bidder receives 10% of the available points for this element.
30%	Information provided demonstrates some understanding that is relevant to the stated criteria but does not demonstrate a full range of understanding for all elements of the rated criteria. Bidder receives 30% of the available points for this element.
50%	Information provided demonstrates understanding for most but not all of the elements of the rated criteria. Bidder receives 50% of the available points for this element.
70%	Information provided demonstrates understanding that is relevant to all of the elements of the rated criteria meeting the established minimum. Bidder receives 70% of the available points for this element.
85%	Information provided clearly demonstrates a full understanding of all of the elements of the rated criteria. Bidder receives 85% of the available points for this element.
100 %	Rated criteria is dealt with in depth, information provided demonstrates a full range of in-depth understanding of all of the elements of the rate criteria. Bidder receives 100% of the available points for this element.
Table 2 will be used to evaluate all Point Rated Technical Criteria.	

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Point Rated Technical Criteria (RT)

RT1 - Experience of the Project Team

#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting
RT1	<p>The Bidder should demonstrate that the Project Team has acquired experience in services that include:</p> <ul style="list-style-type: none"> i. Developing international Marketing strategies influencing foreign audiences resulting in the development and implementation of marketing strategies using traditional and multiple social media platforms. ii. Developing a brand and a marketing strategy for a location such as a country, a city, a province or a region. iii. Developing creative briefs such as messages and taglines. 	<p>In order to demonstrate the Project Team's experience, the bid should include a detailed description of projects undertaken within the last five (5) years. Each project should include at minimum:</p> <ul style="list-style-type: none"> a) Project title, customer/client name; b) Length of the project (i.e. starts and end dates). c) Brief description of the responsibilities and the duties performed; d) The name, title, telephone number and e-mail address for a customer reference who can confirm the information provided by the Bidder or a letter of reference. <p>If the named individual is unavailable when required during the evaluation period, the Bidder may provide the name and contact information of an alternate contact from the same customer.</p> <p>Projects will be evaluated in the order of presentation up to a maximum of five (5).</p>	<ul style="list-style-type: none"> i. 10 points ii. 10 points iii. 10 points
Maximum Points =			30

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Point Rated Technical Criteria (RT)			
RT2 - Understanding the Requirements			
#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting
RT2	The Bidder should demonstrate an understanding of the requirements in the Scope of Work (Section 4.0) of the Annex A, Statement of Work.	In order to demonstrate an understanding of the requirements, the Bidder's technical bid should include the high level methodology for the following:	
		a) Strategy to review and assess the actual brand essence.	Up to 10 points
		b) Strategy for developing global promotional messaging for the target audiences listed that are suitable for all markets.	Up to 10 points
		c) Strategy for recommending efficient and effective channels of traditional and digital communications including results tracking measures.	Up to 10 points
		d) Strategy for providing high level messaging and recommendation for channels of delivery for the following six markets: - Brazil, China, India, Mexico, Vietnam; and Middle East and North Africa (see list in 3.1.5)	Up to 15 points
		d) Reporting strategy to keep DFATD apprised of progress and any concerns related to the work.	Up to 5 points
Maximum Points =			50

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Point Rated Technical Criteria (RT)

RT3 - Work Plan

#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting
RT3	The Bidder should provide a high level Work Plan including level of effort and capacity to achieve delivery timeline.	In order to demonstrate an understanding of the requirements, the Bidder's technical bid should include the high level methodology for the following:	
		a) A high level description of the proposed work plan including approximate level of effort (in days) broken down by phase, resource type and outlining the implementation steps involved to meet the Scope of Work in Annex "A".	10 points
		b) Capacity to dedicate resource(s) and/or provide additional qualified personnel to ensure delivery deadlines are achieved.	5 points
Maximum Points =			15

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Point Rated Technical Criteria (RT)			
RT4 - Understanding of the nature of the education system in Canada and of the competitive nature of the international education sector			
#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting
RT4	Understanding of the nature of the education system in Canada and of the competitive nature of the international education sector	The contractor must provide a document (maximum of two (2) pages) that demonstrates its understanding the structure and governance of the education system in Canada, the competitive nature of the international education sector, and specific examples of competitors' approaches to gain market-share.	<p>Understanding of Canadian Educational System's Structure = up to 5 points</p> <p>Understanding of the competitive nature of international education = up to 5 points</p> <p>Examples of competitor approaches = up to 5 points.</p>
Maximum Points =			15

Point Rated Technical Criteria (RT)			
RT5 - Experience in targeting Youth audiences in DFATD priority markets			
#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting

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<p>RT5</p>	<p>Experience in targeting Youth audiences in DFATD priority markets</p>	<p>In order to demonstrate the bidders' experience in targeting the youth audiences in some DFATD priority markets (i.e. Brazil, China, India, Mexico, Vietnam; and Turkey), the bid should include a short description of projects undertaken within the last five (5) years. Each project should include at minimum:</p> <ul style="list-style-type: none"> e) Project title, customer/client name; f) Length of the project (i.e. start and end dates); g) Brief description of the responsibilities and the duties performed; h) The name, title, telephone number and e-mail address for a customer reference who can confirm the information provided by the Bidder or a letter of reference. <p>If the named individual is unavailable when required during the evaluation period, the Bidder may provide the name and contact information of an alternate contact from the same customer.</p> <p>Projects will be evaluated in the order of presentation up to a maximum of five (5).</p>	<p>Six (6) points for having targeted youth in 6 or more priority markets identified</p> <p>Five (5) points for having targeted youth in 5 priority markets</p> <p>Four (4) points for having targeted youth in 4 priority markets</p> <p>Three (3) points for having targeted youth in 3 priority markets identified</p> <p>Two (2) points for having targeted youth in 2 priority markets</p> <p>One (1) point for having targeted youth in 1 priority market</p>
<p align="right">Maximum Points =</p>			<p align="center">6</p>

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Point Rated Technical Criteria (RT)

RT6 - Experience in working with the Canadian government

#	Point Rated Technical Criteria	Bid Preparation Instructions	Weighting
RT6	Experience in working with the Canadian government	The bidders' demonstrated experience in working with the Canadian Government will be evaluated and a maximum of three (3) points will be awarded as follows:	<p>Three (3) points for having worked with three or more Canadian Government Departments</p> <p>Two (2) for having worked with two Canadian Government Departments</p> <p>One (1) for having worked with one Canadian Government Department</p>
Maximum Points =			3

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