



**A1. Health Canada Bid Receiving Unit
Federal Records Centre Building**

161 Goldenrod Driveway, Tunney's Pasture
Loading dock of building #18,
Ottawa, ON K1A 0K9 CANADA
Business hours: 7h30 to 16h30

Attention: [Marco Pelchat](#)
Telephone: [613-960-4625](#)
Solicitation #: [1000167366](#)

Request for Proposals (RFP)

for

Performance of the Work described in
Appendix 1, Annex A, Statement of Work.

A2. RFP AUTHORITY

The Authority for this RFP is:

[Marco Pelchat](#)
Senior Procurement Officer

Telephone: [613-960-4625](#)
E-mail: Marco.pelchat@hc-sc.gc.ca

**THIS RFP DOES NOT CONTAIN A
SECURITY REQUIREMENT.**

A3. TITLE Social Media Content Development	
A4. SOLICITATION NUMBER 1000167366	A5. DATE December 15, 2014
A6. BID SOLICITATION DOCUMENTS The RFP is divided into five (5) parts as follows: <ol style="list-style-type: none"> 1. Section I – Bid Submission Requirements 2. Section II – Statement of Work 3. Section III – Evaluation Criteria 4. Section IV – Costs Proposal 5. Section V – General Instructions <ul style="list-style-type: none"> Annex A - Certification Annex B - Security Requirements Checklist 	
A7. BID DELIVERY Bids must be received by no later than 14:00 (2:00 p.m) on January 5, 2015 (Eastern Standard time) at the bid receiving address indicated in A1. Bids received after the closing date and time (referred to as the “Closing Date”) will be considered non-responsive, and will be returned to the Bidder unopened. Bids sent by fax or email will not be accepted. All bids must be date and time stamped at the Bid Receiving Unit. Bidders should ensure that their name, address, the Closing Date, and the solicitation number is clearly marked on their envelopes or parcels. Bids and all supporting information may be submitted in either English or French.	
A8. BID CONTENT Bids must be structured in the following manner: <ul style="list-style-type: none"> • One (1) copy of a Covering Letter, signed by an authorized representative of the Bidder; • Three (3) copies of the Technical Bid; • Three (3) copies of Sections “III” – “Financial Bid” and Section “IV” (Certifications) including all the information required in a separate envelope marked “Financial Bid.” Failure to provide the Financial bid and Certifications in a separate sealed envelope will render a bid non responsive. No prices must be indicated in any other section of the Bid. Failure to comply with these instructions will result in the entire bid being declared non-responsive.	
A9. BID VALIDITY Bids will remain valid for a period of ninety (90) calendar days following the Closing Date.	
A10. ENQUIRIES All enquiries must be submitted in writing to the designated RFP Authority identified in A2 by no later than three (3) calendar days prior to the Closing Date in order to allow sufficient time to provide a response.	
A11. APPLICABLE LAWS In accordance with GI15, any resulting contract must be interpreted and governed, and the relations between the Parties determined, by the laws in force in the Province of Ontario, Canada .	

SECTION "I" – BID SUBMISSION REQUIREMENTS

1.0 Administrative Instructions for Completion of the RFP

1.0 Administrative Information

1.1 General Information

1.1.1 Components, Language and Number of Copies

You are invited to submit electronic copies in either official language (English or French) of both the Technical and Cost Proposals. The RFP Reference Number and the name of the Requirement must be in the subject line your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- *one electronic* copy of the Technical Proposal;
- one (1) copy of Certifications (Section IV and;
- *one* (1) copy of the Cost/Price Proposal (Section III ") **contained in a separate document.**

If the proposal is **greater than 20mb** then the bid submission must be returned to the address below and an email shall be sent to the Departmental Representative (found on page 1) stating it has been sent by courier. You **must** send an email to the Departmental Representative to ensure your bid will be included for this requirement. The RFP Reference Number and the name of the Departmental Representative must be marked on all documents, binders and respective envelopes. Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- four (4) copies of the Technical Proposal;
- one (1) copy of Certifications (Section IV) and;
- *one* (1) copy of the Cost/Price Proposal (Section III), contained in a ***separate sealed envelope.***

To the following Address

Health Canada Bid Receiving Unit
Federal Records Centre Building,
161 Goldenrod Driveway (Loading Dock),
Ottawa, Ontario K1A 0K9

Attention: Marco Pelchat

RFP Reference Number: 1000167366

Hours of Operation: 07h30 to 16h30 (EST) Monday to Friday

1.1.3 No Payment for Pre-Contract Costs

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. No costs incurred before receipt of a signed contract or specified written authorization from the Departmental Representative can be charged to the proposed contract.

1.2 Delivery Instructions for Bid / Proposal

As per section 1.1.1

The onus for submitting bids on time at the specified location rests with the bidder. It is the responsibility of the bidder to ensure correct and timely delivery of the entire bid to the Crown, including all required information and proposal pages.

1.3 Non-Acceptance of Proposal by Facsimile or Electronic Means

Proposals sent by fax, telex and telegraphic means will **not** be accepted.

1.4 Closing Date and Time

All proposals must be received at the specified on the front page of this Request for Proposal. Proposals received after this time will be returned unopened. The onus for submitting bids on time at the specified location rests with the bidder. It is the bidder's responsibility to ensure correct delivery of its bid to the Crown.

1.5 Time Extension to Closing Date

A request for a time extension to the closing date will be considered only in exceptional circumstances. Any requests for extension must be received in writing by the identified Departmental Representative.

1.6 Non-Compliance / Unacceptable Proposals

Failure to meet the mandatory requirements of this RFP will result in your proposal being declared non-responsive.

Proposals received after the proposal closing time will not be considered and will be returned unopened to the bidder. Further, for any proposals which are found to be non-compliant, the financial part of the bid or proposal will be returned unopened with a letter from Health Canada indicating that the bid/proposal was non compliant.

1.7 Bidders Conference / Site Visits (not mandatory)

There is no site visit with this requirement

1.8 Announcement of Successful Contractor

The name of the successful bidder will be announced on the Buy and Sell Website only upon contract award and sign-off.

1.9 Rights of the Crown

The Crown reserves the right to:

- reject any or all proposals received in response to this RFP;
- accept any proposal in whole or in part; and
- cancel and/or re-issue this requirement at any time.

1.10 Sample Long Form Contract

The successful bidder for this requirement will be expected to enter into agreement with Health Canada as per departmental contract terms and conditions.

1.11 Employment Equity

Please see Section IV

1.12 Procurement Business Number (PBN)

Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is Health Canada's intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.

SRI is a database of suppliers who have registered to do business with the Government of Canada. The PBN is created using your Canada Customs and Revenue Agency Business Number to uniquely identify a branch, division or office of your company. Unlike many existing departmental vendor databases, your information in SRI is accessible to all federal government buyers. SRI can help to open up new opportunities with the federal government for requirements not posted on the electronic tendering service, www.buyandsell.gc.ca.

Visit the Contracts Canada Internet site at <https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier> for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 613-956-3440.

1.13 Order of Precedence

In the case of any dispute which may arise during the period which may be covered by any ensuing contract, the following documents will be considered in order of precedence in terms of importance in resolving any disputes between the parties:

- The Health Canada Contract;
- Any changes to the terms and conditions contained herein which have been approved by General Counsel for Health Canada;
- The Statement of Work in this RFP; and
- The terms identified in this RFP.

2.0 Technical Proposal

2.1 General Information

Your technical proposal must address all the requirements of the SOW and demonstrate that you are capable of meeting all obligations of the contractor specified in the same.

Your technical proposal must meet **all of the Mandatory Requirements** listed in Section 12.0, as well as the **minimum score identified for the Point Rated Requirements** in Section 13.0.

Furthermore, your technical proposal should include the following:

2.2 Contractor Profile

2.2.1 Organization

Provide background information about your company, including its legal name and the province in which the company is incorporated.

2.3 Résumés of Personnel

Attach résumés of proposed personnel.

3.0 Cost / Price Proposal Please see Table Section III

3.1 General Information

The Price Proposal must contain a detailed breakdown of the **total quoted price**, by phase, or by major tasks, or both. The Price Proposal should address each of the following, if applicable:

3.1.1 *Per Diem*

For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and the estimated time requirement. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

3.1.2 Travel

Not Applicable

3.1.3 Other Expenses

List any other expenses which may be applicable, giving an estimated cost for each (e.g. long distance communications, reproduction, shipping, equipment, rentals, materials, etc.).

3.1.4 Goods and Services Tax / Harmonized Sales Tax

Various items in your cost proposal may be subject to GST / HST or custom duties, and this charge must be included in the cost estimates where applicable.

4.0 Enquiries

All enquiries or issues concerning this procurement must be submitted **in writing only** to the Departmental Representative named on the front cover page of this RFP document **not later than seven (7) working days prior to the bid closing date.**

To ensure consistency and quality of information to Bidders, the Departmental Representative will provide, simultaneously to all bidders to which this solicitation has been sent,

- any information with respect to significant enquiries received, and
 - the replies to such enquiries without revealing their sources,
- provided that such enquiries are received no less than seven (7) working days prior to the bid closing date.**

All enquiries and other communications with government officials throughout the solicitation and evaluation period are to be directed **only** to the Departmental Representative named on the front cover page of this RFP document. **Non compliance with this condition during the bid solicitation and evaluation period may be sufficient reason for bid disqualification.**

SECTION “II” STATEMENT OF WORK

SAP Trainer
15 December 2014

Scope

1.1 Title

Healthy Canadians – Social Media Content Development

1.2 Introduction

Health Canada requires the service of a contractor with strong experience and an innovative approach to developing content for digital engagement. The services of this contractor will result in the development of digital content that will deliver targeted messaging on multiple topics and generate online conversation. This approach will further Health Canada’s objective to provide Canadians with easy access to authoritative, credible and balanced information so that they can make safe and informed decisions with the long-term goal of reducing health and safety risks.

1.3 Estimated Value

Stream 1 – Content development for Canadian parents of kids 0-16

The total value of any contract(s) emanating from this RFP shall not exceed **\$300,000**, including travel and living expenses.

Stream 2 – Content development for Youth aged 13-17

The total value of any contract(s) emanating from this RFP shall not exceed **\$290,000**, including travel and living expenses.

1.4 Objectives of the Requirement

The over-arching objective of this requirement is to provide health and safety information to Canadians via social media and to drive Canadians back to the Canada.ca/health website for more information.

Health Canada requires the development of social media content to engage two target audiences (Canadian parents of kids 0-16 & Youth 13-17), and deliver targeted messaging on a wide variety of health and safety topics. The material required may include but is not limited to images and copy for Facebook, Twitter and Pinterest channels.

This will further Health Canada’s objective to provide Canadians easy access to authoritative and credible information, so they can make safe and informed decisions thereby reducing health and safety risks, via the Canada.ca/Health website and various Health Canada-led social media platforms (including the Healthy Canadians suite of social media channels).

1.5 Background, Assumptions and Specific Scope of the Requirement

1.5.1 Background

Canadians are looking to the federal government and its relevant departments for specific information relating to their own safety and health. In that context, the Government will ensure that families and youth have the information they need to make informed choices. The social media platforms direct users to the new Government of Canada website (Canada.ca), a one-stop shop for all Canadians consumers.

Stream 1 – Content development for Canadian parents of kids 0-16

In November 2010, a Healthy Canadians Facebook page was launched in order to create a community where Canadian parents can connect, discuss health and safety issues, share tips and learn facts about topics that matter to them. Health and safety information relevant to parents, from a wide range of topics (i.e. healthy eating, injury prevention, healthy pregnancy, bullying, car safety, illicit and prescription drugs abuse, product safety, etc.), are incorporated into the content for the Facebook page. The challenge is in providing this wealth of information to Canadian parents in a way that is interesting, not overwhelming and inspires them to take simple actions.

As of January 2014, Healthy Canadians presence was expanded to include Pinterest, Twitter and YouTube.

Stream 2 – Content development for Youth aged 13-17

The [DrugsNot4Me Facebook page](#) which was launched under the National Anti-Drug Strategy in 2009 will be rebranded. Through this channel we will provide information to Canadian youth on multiple health and safety topics. To start, the content will be focused on risky behaviours (drugs, tobacco, alcohol, sex etc.). Over time content on other issues like healthy eating, physical activity and mental health will be peppered in.

1.5.2 Content Development Objectives

Stream 1 – Content development for Canadian parents of kids 0-16

Objective:

- To increase knowledge of health and safety information on topics such as healthy eating, injury prevention, healthy pregnancy, bullying, car safety, illicit and prescription drugs abuse, product safety, etc.
- To continue to foster the following online communities of parents:
 - [Healthy Canadians Facebook](#)
 - [Healthy Canadians Twitter](#)
 - [Healthy Canadians Pinterest](#)

Stream 2 – Content development for Youth aged 13-17

Objective:

- To increase knowledge of health and safety information on topics such as bullying, illicit and prescription drugs abuse, sexual health, tobacco, etc.
- To build and sustain engagement with the Youth audience on Facebook.

1.5.2 Expected Results

This content development project is expected to increase the number of Canadians who are aware of and seek the Government of Canada's health and safety information in order to take simple actions to protect their health and safety and that of their families and friends. Health Canada will evaluate this initiative by tracking the size of the Healthy Canadians' and Youth communities as well as the increase in social media engagement, and the increase of traffic to Canada.ca from the social media channels.

Several tools will be used to evaluate the effectiveness of the social media content developed:

- Social media tracking through (followers, engagement, reach, clicks, etc).
- Analytics and metric analysis.
- Media and Internet coverage reviews (unsolicited feature stories).
- Two way conversations.

2.0 Requirements

2.1 Tasks, Activities, Deliverables and Milestones

A Task Authorization shall be necessary for all Work to be done under this contract. Details on the Task Authorization process are provided in section 3.3.

2.1.1 Services Required – valid for both stream 1 & stream 2

Health Canada has determined the following service categories to be requisite for the provision of social media Services in relation to this requirement:

ACCOUNT MANAGEMENT & COORDINATION SERVICES

Account Management Services
Account Administrative Services

CREATIVE AND PRODUCTION MANAGEMENT SERVICES

Creative Direction
Graphic Design
Copy Writing (English and French)
Copy Editing (English and French)
Translation and Adaptation
Proofreading (English and French)
Production Management for:

- Digital and Interactive

Production services for:

- Digital and Interactive

Required Qualifications - Roles and Responsibilities

ACCOUNT MANAGEMENT & COORDINATION SERVICES

Account Manager – Role and Responsibilities:

- Provide ongoing account management services.
- Work with the Account Administrative personnel on the day to day development and execution of account management and coordination services.
- Document all activities (including activities undertaken in all categories of service) and direct costs that include the level of effort (time and resources) it undertook to deliver the services required by the Project Authority (PA). Specifically, the contractor will:
 - Adhere to all procedures and ensure that correct documentation is in place;
 - Manage, on a day to day basis, all resources working on the development of materials;
 - Work as a cohesive team in order to deliver good value for dollar to the GoC on a timely basis;
 - Attend client briefings and meetings; and
 - Supervise and report on any work produced by approved subcontractors.

Account Administrator – Role and Responsibilities:

- Provide project status and contract reports as determined in each approved scope of work (SOW).
- Provide cost reports as determined in each approved SOW.
- Provide administrative support services such as budget reporting and control, timely provision of estimates and monthly accounting.

CREATIVE AND PRODUCTION MANAGEMENT SERVICES

Creative Director – Role and Responsibilities:

- Responsible for the direction, overall quality of all creative elements, concepts and development for social media platforms.

Graphic Designer – Role and Responsibilities:

- Produce and/or adapt existing creative concepts with copy and artwork, as well as manage the production of all social media creative materials needed to satisfy the objectives.
- Apply user-centered experience to conceive, develop, and execute wire frames and graphical mock-ups for web interactive and other digital media
- Advise the client where and when to use existing materials and when original work may be required.
- Apply quality assurance

Copywriter (English and French) – Role and Responsibilities:

- Provide revisions to existing copy, or create new copywriting in both the official languages that is written to inspire and/or engage.
- Ensure messaging is consistent with the target audience(s).

Copy Editor (English and French) – Role and Responsibilities:

- Provide copy editing in either of the two official languages.
- Ensure messaging is consistent with the target audience(s).

Translator (and Adaptation) – Role and Responsibilities:

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- Manage translation and adaptation of materials to ensure the quality of the information in both official languages.
 - Ensure the translations reflect the essence of the message.

Proofreading (English and French) – Role and Responsibilities:

- Provide proofreading of copy to ensure accuracy.
- Provide proofreading of copy to ensure the proper equivalency is maintained between the two official languages.

Production Manager – Role and Responsibilities:

- Ensure production supervision and quality control of materials, including work that is outsourced.
- Take into consideration creative content constraints.
- Provide production management services for materials, such as, but not limited to:
 - Social media development (including social networks);
 - Web Development (Social media components and interactive content)
- Provide production management services, such as but not limited to:
 - Accurately estimating costs;
 - Negotiating with production sub-contractors;
 - Following required tendering processes for sub-contracting;
 - Obtaining legal clearance for intellectual property;
 - Negotiating copyright on behalf of the Crown;
 - Obtaining and documenting talent releases.

Producer – Role and Responsibilities:

- Provide production services, such as but not limited to:
 - Electronic production;
 - Social media development;
 - Web Development (Social media components and such as interactive content,

ADMINISTRATIVE SUPPORT SERVICES

The Contractor will be required to provide administrative support services including:

- Project status updates to be provided to Health Canada via email.
- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the contractor will track time separately for separate components of the project when presenting monthly costing reports.
- Cost estimates as requested by Health Canada.
- The Contractor and Project Authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department.
- Financial reporting on a bi-weekly basis, including short-term estimations on upcoming work, and cost overviews of previous work done during the two week period.

2.1.2 Deliverables from contract award to March 31, 2015

The contractor may be required on an as is and when requested basis, to provide account management services, administrative support services, budget reporting and control, timely provision of estimates and monthly accounting.

The contractor will be required to conceptualize, design and produce materials for digital engagement such as; provide strategic and creative direction for social media content and visuals, produce content and ensure copywriting, editing and translation.

Note: Some elements will be needed imminently after the contract is awarded, thus overtime might be necessary to meet deliverables and timelines.

Refer to section 2.1.1 for specific details of the contractor's responsibilities. All digital material produced must adhere to Government of Canada requirements as stated in the policies outlined in section 2.3.

Creative and Production services

The Contractor may be required to produce, layout (from drafts to final), creative materials for the following social media platforms:

- [Healthy Canadians Facebook](#)
- [Healthy Canadians Twitter](#)
- [Healthy Canadians Pinterest](#)
- [Youth Facebook page](#)
- Other Youth channels (if and when they are launched)

For all creative, the Contractor may be required during the contract to:

- Develop creative concepts for digital engagement approaches; with the option for additional creative concepts until satisfactory to the Project Authority.
- Write and edit text (including scripts and narration) for all drafts through to final creative materials.
- Translate and adapt to the other official language, text for all drafts through to final creative materials.
- Acquire all copyrights (for pictures, artwork and interactive)
- Deliver final materials (including working files) to the Project Authority.
- Where work is performed by sub-contractors, manage and ensure quality control of sub-contractors' work.

All "studio" services including items such as file retrieval, burning CDs, upload to extranet, mounting and mock-ups, etc. to support the development of digital engagement materials are to be included within the production services category as identified above.

Deliverables include: working proofs, final hi-res proofs, and final hi-res files, final text, pdf, pictures, and all other relevant final files.

All material may be subjected to multiple validity turn, until approval from the project authority.

2.2 Specifications and Standards

2.2.1 Material Supplied

The Contractor is to allow time for verifying the files on the supplied media. The Contractor must contact the Project Authority if the supplied media varies from the description of the material supplied as stated in the specifications. The Contractor must also contact the Project Authority immediately if there are problems accessing the files from the supplied media.

2.2.2 Final Material

All final images must be delivered in the following formats as required: .psd / .ai / .eps / .pmg / .jpeg

2.2.3 Quality Assurance by Contractor

The Contractor will perform all necessary quality assurance procedures to ensure that the final artwork and illustrations are error free. The Contractor must spell-check and proof-read all their work.

2.3 Technical, Operational and Organizational Environment

Work and Contract Constraints

Suppliers should be aware of the following constraints that will affect how the work must be done:

Policies and Acts

To ensure the integrity and efficacy of Government of Canada marketing, the Contractor must provide services and produce materials in compliance with the administrative policies of the Government of Canada issued by the Treasury Board, including, but not exclusive to the following:

- Communications Policy of the Government of Canada available for reference at http://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 Federal Identity Program Policy (Section 5(6) and Appendix A, subs-section 3.2, 3.3) available for review at: http://www.tbs-sct.gc.ca/pubs_pol/sipubs/tb_fip/fip-pcim2_e.asp to ensure that marketing design and presentation conform to the requirements.
- The Contracting Policy available at: http://www.tbs-sct.gc.ca/pubs_pol/dcgpubs/contpolnotices/siglist_e.asp to ensure the quality and value of the work they contract out.
- The Official Languages Act (Sections 11 and 30) available at: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/offlang/dolr1_e.asp to ensure compliance in all marketing. Moreover, institutions must respect the Government of Canada's commitment stated in Part VII of the Act, to enhance the vitality of official language minority communities.
- To ensure proper privacy practices are incorporated and respected in the handling of personal information in accordance with The Privacy Act available at: http://www.priv.gc.ca/legislation/02_07_01_01_e.cfm.
- The Web Standards for the Government of Canada available at: <http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>. The Web Standards ensure that websites and applications are accessible, usable, interoperable and optimized for mobile devices. Standards include Standard on Web Accessibility, Standard on Web Interoperability, Standard on Web Usability, and Standard on Optimizing Websites and Applications for Mobile Devices.

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- Standard on Social Media Account Management available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27033§ion=text>. The Standard enables a strategic and coherent approach for the management of Government of Canada official social media accounts

2.4 Method and Source of Acceptance

Approval Process

The project authority (PA) will be a representative from Health Canada's Marketing and Communications Services Directorate (MCSO). The Project Authority will be responsible for written approvals of all work, receiving all final deliverable material and verifying that value for money has been obtained. Health Canada will apply an approval process to draft and final versions of the deliverables. Final approval cannot be obtained until Health Canada's MCSO signs off. Once this occurs, the Project Authority will communicate approval to the Contractor.

It is the Project Authority's responsibility to seek approvals from Government of Canada central organizations as well as from relevant groups and senior management within Health Canada. The Contractor may be asked to provide presentation materials and / or to make presentations for this purpose.

Health Canada's MCSO staff will be the initial contact with the Contractor. MCSO staff along with the project authority will work with the Contractor prior to getting approval of creative material from program colleagues and senior management.

Please note that development of materials requires significant internal communications within the department. The approval process can take time due to the various levels of approval and therefore, affect schedules. The team assigned to the social media creative production project includes, but not limited to, the Chief of Marketing, Senior Marketing Advisors, Marketing Advisors and Senior Communications Advisors.

2.5 Reporting Requirements

In addition to the timely submission of all deliverables and fulfilment of all obligations, it is the responsibility of the contractor to facilitate and maintain regular communication with the Project Authority. Communication is defined as all reasonable efforts to inform all parties of plans, decisions, proposed approaches, implementation, and results of work, to ensure that the project is progressing in accordance with expectations.

Communication may include: phone calls, email, mailings and meetings. Also, the contractor is to immediately notify the Project Authority of any issues, problems, or areas of concern.

The Contractor may have to prepare weekly (or as needed) project status reports and provide details of the work done during the previous month. All status reports may include details of the overall budget and how the project is tracking against it.

The work may include:

- Project status updates to be provided to Health Canada via email.
- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the contractor will track time separately for separate components of the project when presenting monthly costing reports.
- Cost estimates as requested by Health Canada.
- Financial reporting on a bi-weekly basis, including short-term estimations of upcoming work, and cost overviews of previous work done during the two week period.

Also, the Contractor and project authority will develop a process for documenting activities and direct costs. In particular, the contractor must provide the level of effort (time and resources) for the services required by the department under the Task Authorisation Contract.

2.6 Project Management Control Procedures

The MCSD at Health Canada will assign dedicated project managers to the Health Canada social media creative production project and will:

- Provide access to the Project Authority or the dedicated project manager(s), who will be responsible for co-ordinating the overall project, providing as-required direction and guidance to the Contractor, and accepting and approving the Contractor deliverables on behalf of Health Canada.
- Screen and review material and work with the Contractor to revise and enhance the material according to the agreed upon processes and timelines.
- Monitor progress, give required direction and provide timely feedback.
- Obtain approvals from Health Canada management, internal clients and the Government of Canada central agencies (Privy Council Office, Public Works and Government Services Canada, and Treasury Board Secretariat), as required.
- Provide access to relevant materials (as needed)
 - Research results;
 - Electronic and print products as applicable;
 - Existing content, in both official languages; and
 - Other background material as deemed relevant by the Project Authority.

2.7 Change Management Procedures

Any changes to scope identified by the Contractor will be presented in writing for the consideration and agreement by the Project Authority. In identifying a suggested change in the scope or any element of the SOW, the Contractor will identify why it is recommending the change, the estimated cost of the change and the impact on the time line of the deliverables. The Project Authority will identify within 5 working days if he/she wishes to approve the change. At that point a formal proposal will be submitted by the Contractor for review and acceptance by the Health Canada Departmental Representative. Any changes to the contract may only be exercised by the Health Canada Departmental Representative, and will be evidenced through a Contract Amendment document. These changes will not be considered accepted unless a formal Task Authorisation amendment has been issued.

2.8 Ownership of Intellectual Property

Health Canada has determined that any Intellectual Property arising from the performance of the work under this contract will vest with the Crown, invoking the exception 6.4.1 of the Treasury Board Policy on IP for reasons of public dissemination.

3.0 Other Terms and Conditions of the SOW

3.1 Authorities

Departmental Representative/Contracting Authority: (will be identified at contract award)
The Departmental Representative (or delegated representative) is the Health Canada officer or employee of the Crown who is authorized by the Minister to perform any of the Departmental Representative`s functions under the Contract.

Project Authority: (will be identified at contract award)
The Project Authority (or delegated representative) is responsible for all matters concerning the technical content of the work under the contract. Any proposed changes to the scope of the work are to be discussed with the Project Authority, but any resulting changes can only be confirmed by a contract amendment issued by the Departmental Representative.

3.2 Health Canada Obligations

Health Canada's Marketing Division will:

- Provide assistance, required direction and all relevant documentation needed to support the contractor and this project.
- Coordinate the overall project and seek needed approvals for deliverables on behalf of Health Canada.

3.3 Contractor's Obligations

The management by the contractor for service delivery to Health Canada in relation to the Task Authorisation Contract shall be undertaken in accordance with all applicable Acts, Codes, Departmental and/or Federal government regulations, policies and procedures.

The Contractor must provide the services of the resource(s) named in the proposal to perform the work, unless the contractor is unable to do so for reasons beyond his/her control. If the services of a resource named in the proposal is not available, the contractor must propose a replacement resource that meets or exceed the minimum requirement for the position. Health Canada will review and approve the replacement resource or notify the contractor that the replacement resource has not been accepted based on his/her qualification and experience.

The contractor shall ensure that all deployed personnel are properly trained to fulfil their responsibilities. In addition, the contractor is required to ensure that if applicable, all of its assigned personnel are security cleared and that they are operating at all times in accordance with all applicable legislation, regulations, codes and policies.

Under the Task Authorisation Contract, Specific Tasks, Activities, Deliverables and Project Time lines or Milestones will be determined by the Project Authority at the time of each requirement. Under the terms and conditions of the resulting TA contract, the contractor may expect to engage in a combination of activities as outlined in this document.

Hourly rates submitted in the financial proposal for each period of the contract will be used as reference for individual projects under the TA. Hourly rates submitted on an individual project under a TA cannot exceed the hourly rates submitted in the contractor's proposal.

3.4 Location of Work, Work site and Delivery Point

All work related to this project will be done at the Contractor's offices. The Contractor will be expected to attend any meetings as requested by the Project Authority (either in person or by teleconference call).

3.5 Language of Work

The contractor shall be capable of correspondence with HC in relation to the contract in either or both Official Languages (English/French) of Canada. However, all deliverables shall be produced and delivered in both English and French

3.6 Special Requirements

N/A

3.7 Security Requirements

N/A

3.8 Insurance Requirements

It is the sole responsibility of the Contractor to decide whether or not any insurance coverage is necessary for its own protection or to fulfill its obligations under the contract and to ensure compliance with required federal, provincial or municipal law. Any such insurance shall be provided and maintained by the Contractor at its own expense.

Any insurance secured is to the benefit and protection of the Contractor and will not be deemed to release or diminish its liability in any manner including as may be referenced elsewhere by the provisions of this contract.

3.9 Travel and Living

The contractor may be required to travel to the NCR.

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

4.0 Project Schedule

4.1 Expected Start and Completion Dates

The services of the Contractor will be required from contract award date to March 31st, 2014.

4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)

N/A - The contract is based on Task Authorisations (work as and when requested)

5.0 Required Resources or Types of Roles to be Performed

Refer to section 2.1.1 for specific details of the contractor's responsibilities

6.0 Applicable Documents and Glossary

6.1 Applicable Documents

N/A

6.2 Relevant Terms, Acronyms and Glossaries

N/A

SECTION “III” – EVALUATION CRITERIA

BID SELECTION PROCESS

11.0 Introduction

Request for Proposal [1000167366](#)

There is a need to have separate mandatory and point-rated criteria against which the bidder must demonstrate that they met the requirements.

12.0 Mandatory Requirements

12.1 Method of Evaluation

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by bidders to meet any of the mandatory requirements will render the bidders proposal **non-responsive**. The treatment of mandatory requirements in any procurement process is absolute.

Proposers must meet **all** the mandatory requirements described below. This will be evaluated as either **Yes** or **No**. Proposals not receiving **Yes** for any mandatory requirement will **not** be considered further.

12.2

Mandatory Requirements Stream 1 – Content development for Canadian parents of kids 0-16

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal that addresses the requirement identified in the criteria.			
Criteria	Page #	Yes	No

<p>The Bidder must clearly identify the proposed key personnel for the following roles:</p> <ul style="list-style-type: none"> • Account Manager Minimum Required Qualifications: <ul style="list-style-type: none"> • Five (5) years experience in Account Management and a post-secondary degree or diploma in a related field; or • Ten (10) years experience in Account Management. • Creative Director Minimum Required Qualifications: <ul style="list-style-type: none"> • Five (5) years experience in Creative Direction for social media, and a post-secondary degree or diploma in a related field; or • Ten (10) years experience in Creative Direction • Production Manager Minimum Required Qualifications: <ul style="list-style-type: none"> • Two (2) years experience in Production Management, preferably for social media, and post-secondary degree or diploma in a related field; or • Five (5) years experience in Production Management. <p>Each of the key personnel must meet the minimum required qualifications, as specified for each of the identified roles. The Bidder may propose the same individual for more than one role, provided that the individual meets the minimum required qualification for each role.</p> <p>The Bidder must provide résumés for all identified key personnel proposed to provide the services as described in the Statement of Work at Annex “A”. The following information must be included: their education/training, their work history and their relevant experience.</p> <table border="0"> <tr> <td style="vertical-align: top;">Name of proposed Personnel:</td> <td style="text-align: center;"><u>Resume</u></td> <td style="text-align: center;"><u>Minimum criteria met</u></td> </tr> <tr> <td></td> <td style="text-align: center;">Yes No</td> <td style="text-align: center;">Yes No</td> </tr> <tr> <td>Account Manager _____</td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> </tr> <tr> <td>Creative Director _____</td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> </tr> <tr> <td>Production Manager _____</td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></td> </tr> </table>	Name of proposed Personnel:	<u>Resume</u>	<u>Minimum criteria met</u>		Yes No	Yes No	Account Manager _____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Creative Director _____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Production Manager _____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>			
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Production Manager _____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>																

Mandatory Requirements Stream 2 – Content development for Youth aged 13-17

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal that addresses the requirement identified in the criteria.

Criteria	Page #	Yes	No																									
<p>The Bidder must clearly identify the proposed key personnel for the following roles:</p> <ul style="list-style-type: none"> • Account Manager Minimum Required Qualifications: <ul style="list-style-type: none"> • Five (5) years experience in Account Management and a post-secondary degree or diploma in a related field; or • Ten (10) years experience in Account Management. • Creative Director Minimum Required Qualifications: <ul style="list-style-type: none"> • Five (5) years experience in Creative Direction for social media, and a post-secondary degree or diploma in a related field; or • Ten (10) years experience in Creative Direction • Production Manager Minimum Required Qualifications: <ul style="list-style-type: none"> • Two (2) years experience in Production Management, preferably for social media, and post-secondary degree or diploma in a related field; or • Five (5) years experience in Production Management. <p>Each of the key personnel must meet the minimum required qualifications, as specified for each of the identified roles. The Bidder may propose the same individual for more than one role, provided that the individual meets the minimum required qualification for each role.</p> <p>The Bidder must provide résumés for all identified key personnel proposed to provide the services as described in the Statement of Work at Annex “A”. The following information must be included: their education/training, their work history and their relevant experience.</p> <p>Name of proposed Personnel:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;"></th> <th colspan="2" style="text-align: center; border-bottom: 1px solid black;"><u>Resume</u></th> <th colspan="2" style="text-align: center; border-bottom: 1px solid black;"><u>Minimum criteria met</u></th> </tr> <tr> <th></th> <th style="text-align: center; border-bottom: 1px solid black;">Yes</th> <th style="text-align: center; border-bottom: 1px solid black;">No</th> <th style="text-align: center; border-bottom: 1px solid black;">Yes</th> <th style="text-align: center; border-bottom: 1px solid black;">No</th> </tr> </thead> <tbody> <tr> <td>Account Manager _____</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Creative Director _____</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Production Manager _____</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		<u>Resume</u>		<u>Minimum criteria met</u>			Yes	No	Yes	No	Account Manager _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Creative Director _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Production Manager _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
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Production Manager _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																								

13.0 Point Rated Requirements

13.1 Method of Evaluation

State that a proposal with a score less than 75% for technical compliance in each section and/or as a whole will be considered **non responsive**, and eliminated from the competition.

13.2 Point Rated Requirements Stream 1 – Content development for Canadian parents of kids 0-16

13.2.1 FIRM EXPERIENCE

The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects to provide social media content development services as described in the Annex A Statement of Work (SOW).

The two (2) projects must have been completed since January 1, 2012.

A minimum of one (1) of the two (2) described projects must have had an assigned budget of \$100,000.00 or higher.

A minimum of one (1) of the two (2) described projects must have had parents as a target audience and/or must have developed social media content on health & safety.

One (1) project must have been delivered in English and one (1) project must have been delivered in French or bilingually (in English and in French). If a bilingual project is submitted, it can only count as one project: the Bidder cannot submit the French and English versions of one project as their two (2) project samples for evaluation.

During the evaluation no corporate experience gained through internal clients will be accepted or reviewed.

Each of the two (2) projects must have included content development for social media engagement that includes:

- Images for Facebook and/or Twitter and/or Pinterest
- Facebook wall posts and/or tweets

The Bidder MUST provide all the following information for each of the two (2) digital engagement project samples submitted:

- Title and summary description of the project;
- A description of the target audience;
- Description of the services provided for the project;
- Overall creative approach to meet client objectives;
- List of deliverables of the project;
- Project results and explanation of how the results met the project's objectives and resonate with the target audience;
- Dollar value of the assigned budget;
- Completion date;
- Client name;
- Sample of content developed in the form of five (5) content examples such as, but not limited to, tweets, Facebook posts, blog post, pins.

The following factors will be evaluated:

Strategy

The degree to which:

- The creative approach effectively addressed the objectives of the project, resonated with the target audience and integrated the key messages;
- The digital engagement components were used effectively;
- The selection of digital engagement components is explained (what, where, how, why);
- The web and/or social media strategy and approach is innovative, original and leverages the latest trends and technologies;
- The concept including creative and marketing tactics together is appropriate to reach the stated target audience;
- The use of both official languages is effective.

Creativity

The degree to which the creative approach:

- Is appropriate for the target audience and is clearly aligned with the stated objectives;
- Is innovative and has impact; and
- Creates synergy across all creative components.

0	Unsatisfactory	<ul style="list-style-type: none">· Information required was not provided· Not all elements are described or are poorly described· Not enough details are provided to assess how the bidder's social media content was developed to meet the objectives of the project, resonated with the target audience and integrated the key messages. OR· Samples of content did not effectively address the objectives of the project, resonated with the target audience and integrated the key messages. OR· Samples of content were not innovative, did not have impact. There was no synergy across all creative components.
6	Good	<ul style="list-style-type: none">· Most elements present· Most elements are well described· Details provide evaluators with an understanding of how the bidder's social media content was developed to meet the objectives of the project, resonated with the target audience and integrated the key messages.· Samples of content addressed the objectives of the project, resonated with the target audience and integrated the key messages.· Samples of content were innovative, had impact. There was synergy across most creative components.
8	Very Good	<ul style="list-style-type: none">· All elements present· Most elements are well described· Substantial details provide evaluators with an understanding of how the bidder's social media content was developed to meet the objectives of the project, resonated with the target audience and integrated the key messages.· Samples of content effectively addressed the objectives of the project, resonated with the target audience and integrated the key messages.· Samples of content were very innovative, had impact. There was synergy across all creative components.
10	Excellent	<ul style="list-style-type: none">· All elements present· All elements are well described· Substantial details provide evaluators with an understanding of how the bidder's social media content was developed to meet the objectives of the project, resonated with the target audience and integrated the key messages.· Samples of content effectively addressed the objectives of the project, resonated with the target audience and integrated the key messages.

		<ul style="list-style-type: none"> · Samples of content were very innovative, had outstanding impact. There was clear synergy across all creative components.
--	--	--

13.2.2 PROJECT MANAGEMENT APPROACH

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs as described in this RFP. It should reflect how the Bidder proposes to work in collaboration with the Project Manager and Project Team and outline the key areas that require input from the Client. It should illustrate how the Bidder will ensure that performance, quality, and scheduled goals are achieved.

The Bidder should provide a detailed description of the proposed project management approach and procedures, schedule controls, risk mitigation, as well as the tools and techniques that will be used to plan, organize, direct and control the Project. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to insure sufficient time for review and Government approval process.

0	Unsatisfactory	<ul style="list-style-type: none"> · Information required was not provided · Few elements present · Not all elements are described or are poorly described · Does not provide details to assess how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. <p>OR</p> <ul style="list-style-type: none"> · Does not provide details to describe the tools and techniques that will be used to plan, organize, direct, and control the project. <p>OR</p> <ul style="list-style-type: none"> · Does not identify any interaction between the Bidder and the Health Canada Project Authority.
6	Good	<ul style="list-style-type: none"> · Most elements present · Most elements are well described · Details provided lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. · Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. · Details lead to an understanding of the interaction between the Bidder and the Health Canada Project Authority.
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10	Excellent	<ul style="list-style-type: none"> · All elements present · All elements are well described · Substantial details lead to a complete and thorough understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. · Clear details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. · Substantial details lead to a complete and thorough understanding of the interaction between the Bidder and the Health Canada project Authority and how the Bidder proposes to work in collaboration with the Project Authority to ensure sufficient time for government of Canada approval processes.

Criteria	Page #	Points allocated for the criteria	Score
Firm Experience			
Project Management Approach			
Total points			

13.3 Point Rated Requirements Stream 2 – Content development for Youth aged 13-17

13.3.1 FIRM EXPERIENCE

The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects to provide social media content development services as described in the Annex A Statement of Work (SOW).

The two (2) projects must have been completed since January 1, 2012.

A minimum of one (1) of the two (2) described projects must have had an assigned budget of \$100,000.00 or higher.

A minimum of one (1) of the two (2) described projects must have had youth as a target audience.

One (1) project must have been delivered in English and one (1) project must have been delivered in French or bilingually (in English and in French). If a bilingual project is submitted, it can only count as one project: the Bidder cannot submit the French and English versions of one project as their two (2) project samples for evaluation.

During the evaluation no corporate experience gained through internal clients will be accepted or reviewed.

Each of the two (2) projects must have included content development for social media engagement that includes:

- Images for Facebook and/or Twitter and/or Pinterest
- Facebook wall posts and/or tweets

The Bidder MUST provide all the following information for each of the two (2) digital engagement project samples submitted:

- Title and summary description of the project;
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- Overall creative approach to meet client objectives;
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- Dollar value of the assigned budget;
- Completion date;
- Client name;
- Sample of content developed in the form of five (5) content examples such as, but not limited to, tweets, Facebook posts, blog post, pins.

The following factors will be evaluated:

Strategy

The degree to which:

- The creative approach effectively addressed the objectives of the project, resonated with the target audience and integrated the key messages;
- The digital engagement components were used effectively;
- The selection of digital engagement components is explained (what, where, how, why);
- The web and/or social media strategy and approach is innovative, original and leverages the latest trends and technologies;
- The concept including creative and marketing tactics together is appropriate to reach the stated target audience;
- The use of both official languages is effective.

Creativity

The degree to which the creative approach:

- Is appropriate for the target audience and is clearly aligned with the stated objectives;
- Is innovative and has impact; and
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13.2.2 PROJECT MANAGEMENT APPROACH

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs as described in this RFP. It should reflect how the Bidder proposes to work in collaboration with the Project Manager and Project Team and outline the key areas that require input from the Client. It should illustrate how the Bidder will ensure that performance, quality, and scheduled goals are achieved.

The Bidder should provide a detailed description of the proposed project management approach and procedures, schedule controls, risk mitigation, as well as the tools and techniques that will be used to plan, organize, direct and control the Project. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to insure sufficient time for review and Government approval process.

0	Unsatisfactory	<ul style="list-style-type: none"> · Information required was not provided · Few elements present · Not all elements are described or are poorly described · Does not provide details to assess how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. OR · Does not provide details to describe the tools and techniques that will be used to plan, organize, direct, and control the project. OR · Does not identify any interaction between the Bidder and the Health Canada Project Authority.
6	Good	<ul style="list-style-type: none"> · Most elements present · Most elements are well described · Details provided lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. · Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. · Details lead to an understanding of the interaction between the Bidder and the Health Canada Project Authority.
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Criteria	Page #	Points allocated for the criteria	Score
Firm Experience			
Project Management Approach			
Total points			

14.0 BASIS OF AWARDING CONTRACT

Dependent on the evaluation method used.

Highest Compliant Combined Rating of Technical Merit and Price:

It is understood by the parties submitting proposals that, to qualify, bidders **must** meet all mandatory requirements as well as the minimum score identified for the point-rated criteria. The contract will be awarded based on a determination of best value taking into account both the technical merit of the proposals and the price evaluations. To arrive at an overall score achieved by a firm, a weighting has been established whereby technical merit will be valued at 75% of the bid and price at 25%.

Contractor Ranking

For the purpose of ranking all technically acceptable proposals, the following ratio will factor the technical and the price component to establish a total percentage score:

Technical: 75%

Price: 25%

$$\text{Technical Score} = \frac{\text{Bidder's Points}}{\text{Maximum Points}} \times 75\% \quad \text{Cost Score} = \frac{\text{Lowest Bid}}{\text{Bidder's Cost}} \times 25\%$$

$$\text{Total Score} = \text{Technical Score} + \text{Cost Score}$$

The proposal will be awarded to **the highest total technical and price score.**

Section IV Costs Proposal

B.1 FIRM HOURLY RATES

The Bidder must submit firm, all-inclusive hourly rates as follows, for work performed to provide the service described in the Annex A – Statement of Work, in accordance with any resulting Task Authorization under the Contract.

The firm, all-inclusive hourly rates include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space (including Contractor's hardware and software), word processing, work estimates, photocopying, courier and telephone charges, local travel* and the like) are included in the firm hourly rates identified herein, and will not be permitted as direct charges under the Contract.

The Contractor is not permitted to charge hourly rates to prepare work estimates for Task Authorizations.

The rates must be in Canadian currency, Customs duties are included and Goods and Services Tax or Harmonized Sales Tax (GST/HST) is extra, if applicable.

Bidders must submit the firm, all-inclusive hourly rates for each of the six (6) categories of services and the blended hourly rate (see table below).

BLENDING HOURLY RATE:

The firm all-inclusive blended hourly rate includes provision of all of the following services as required to complete the work:

- Copy Writing (English and French)
- Copy Editing (English and French)
- Translation and Adaptation
- Proofreading (English and French)

The firm all-inclusive hourly rates will be used in the evaluation. If pricing is not provided for a component, a price of zero will be assigned for the component and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However if the Bidder disagrees then the proposal will be found non-compliant and no further evaluation will be done.

Stream 1

Category of Service	(A) HOURLY RATE CONTRACT PERIOD	(B) Multiplying factor for evaluation purposes	Total for financial evaluation (A) x (B)
ACCOUNT MANAGEMENT AND COORDINATION SERVICES			
Account Management Services	\$ _____	9	
Account administrative Services	\$ _____	4	
CREATIVE AND PRODUCTION MANAGEMENT SERVICES			
Creative Direction	\$ _____	11	
Graphic Design	\$ _____	20	

Production Manager	\$ _____	10	
Production Services	\$ _____	20	
Blended Hourly Rate (A)	\$ _____	3	

Stream 2

Category of Service	(A) HOURLY RATE CONTRACT PERIOD	(B) Multiplying factor for evaluation purposes	Total for financial evaluation (A) x (B)
ACCOUNT MANAGEMENT AND COORDINATION SERVICES			
Account Management Services	\$ _____	9	
Account administrative Services	\$ _____	4	
CREATIVE AND PRODUCTION MANAGEMENT SERVICES			
Creative Direction	\$ _____	11	
Graphic Design	\$ _____	20	
Production Manager	\$ _____	10	
Production Services	\$ _____	20	
Blended Hourly Rate (A)	\$ _____	3	

Annex A:

CERTIFICATIONS

1.0 In order to confirm the authority of the person or persons signing the certifications or to establish the legal capacity under which the Bidder proposes to enter into Contract, any Bidder who carries on business in other than its own personal name shall, if requested by Canada, provide satisfactory proof of:

- (a) such signing authority; and
- (b) the legal capacity under which it carries on business;

prior to contract award. Proof of signing authority may be in the form of a certified copy of a resolution naming the signatory(ies) that is (are) authorized to sign this tender on behalf of the corporation or partnership. Proof of legal capacity may be in the form of a copy of the articles of incorporation or the registration of the business name of a sole proprietor or partnership.

Note to Bidders: The following certification requirements apply to this RFP. Bidders complete these certifications by filling in the appropriate spaces below and include them with their proposal.

Legal name and bidder's information (print clearly)

Bidder's Legal Name _____

Bidder's Complete Address _____

Bidder's Phone number (_____) _____

Bidder's Authorized Representative _____

Bidder's Authorized Representative Phone number (_____) _____

Bidder's Authorized Representative e-mail _____

Bidder's GST/HST Number _____

Bidder's province in which he is incorporated. _____

1.1. Bidder Certification

We hereby offer to sell to Her Majesty, in accordance with the Health Canada terms and conditions referred to herein or attached hereto, the goods and/or services listed herein and on any attached sheets at the prices set out therein.

We certify that all information provided herein is accurate. Furthermore we have satisfied ourselves that the personnel proposed by us for this requirement are capable of satisfactorily performing the requirements described herein. In addition, we certify that individuals proposed will be available until completion of the project. Also, that the work specified herein can be met in a timely manner, and will be achieved with the time frame allocated.

Signature of the Authorized Representative of the Bidder

Date

1.2. Bid Validity Certification

We certify that all pricing identified in the bid/ proposal will be valid for a period of one hundred twenty (120) days from the closing date of the RFP.

Signature of Authorized Representative of the bidder

Date

1.3. Federal Contractors Program for Employment Equity

All bidders must check the applicable box(es) below.

- () The Bidder certifies having no work force in Canada.
- () The Bidder certifies being a public sector employer.
- () The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- () The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).
- () The Bidder has a combined workforce in Canada of 100 or more employees; and
- () The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

or

- () The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the

form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

NOTE: *The Federal Contractors Program for Employment Equity applies to Canadian-based bidders only. The Certificate of Commitment criteria and other information about the Federal Contractors Program for Employment Equity are available in the PWGSC Standard Acquisition Clauses and Conditions (SACC) Manual, Section 2, and on the Government Electronic Tendering Service.*

Signature of Authorized Representative of the bidder

Date

1.4. Status of Resources

If we have proposed any person in fulfillment of this requirement who is not an employee (of the Bidder), then we hereby certify that we have the written permission from the person to propose his/her services in relation to the Work to be performed in fulfillment of this requirement.

Signature of the Authorized Representative of the Bidder

Date

1.5. Price Certification

We certify that the price quoted in this Proposal is not in excess of the lowest price charged anyone else, including its most favoured customer, for like quality and quantity of the products/services, does not include an element of profit on the sale in excess of that normally obtained on the sale of products/services of like quality and quantity, and does not include any provision for discounts to selling agents. **Furthermore, we certify that our total bid price is not in excess of any funding limitations set out herein.**

Signature of the Authorized Representative of the Bidder

Date

1.6. Joint Venture Information (if applicable)

A joint venture is an association of two or more parties who temporarily combine their money, property, knowledge, or other resources in a joint business enterprise. There are two primary types of joint ventures, the incorporated joint venture and the contractual joint venture, i.e. formed through a contractual agreement between the parties.

If a contract is awarded to a contractual joint venture, all members of the joint venture shall be jointly and severally or solitarily liable for the performance of the Contract.

If the Bidder is submitting a type of joint venture, the Bidder must provide the following information in the proposal:

(a) indicate the type of joint venture:

- incorporated joint venture
- limited partnership joint venture
- partnership joint venture
- contractual joint venture
- other (explain)

(b) provide the legal names and addresses of all of the members of the joint venture (i.e. the legal name of the firm associated with the Business Number (BN) or Social Insurance Number (SIN) for sole proprietorships), as well as the legal name and address of the joint venture business entity.

SECTION "V" - GENERAL INSTRUCTIONS

- GI1 INTERPRETATION**
In this RFP:
- 1.1 Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid to perform a contract for goods, services or both.
- 1.2 "Her Majesty", the "Minister" or "Canada" means Her Majesty the Queen in right of Canada, as represented by the Minister of Health, acting through Health Canada (referred to herein as the "Minister").
- GI2 RESPONSIVENESS**
- 2.1 For a bid to be considered responsive, it must comply with all of the requirements of this RFP identified as mandatory. "Mandatory Requirements" are also expressed by using imperative verbs such as "shall", "will" and "must".
- GI3 ENQUIRIES – BID SOLICITATION STAGE**
- 3.1 All enquiries or issues concerning this RFP must be submitted in writing to the RFP Authority identified in A2 as early as possible within the bid solicitation period. Enquiries and issues must be received within the timeframe described in A10 to allow sufficient time to provide a response. Enquiries received after that time may not be answered prior to the closing date.
- 3.2 To ensure consistency and quality of information provided to Bidders, the RFP Authority will give notice, in the same manner as this RFP, of any additional information in response to significant enquiries received without revealing the sources of the enquiries.
- 3.3 All enquiries and other communications with government officials throughout the solicitation period shall be directed ONLY to the RFP Authority named herein. Non-compliance with this condition during the bid solicitation period will (for that reason alone) result in bid disqualification.
- GI4 BIDDER'S SUGGESTED IMPROVEMENTS DURING BID SOLICITATION PERIOD**
- 4.1 Should any Bidder consider that the specifications or Statement of Work contained in this RFP can be improved technically or technologically, the Bidder is invited to make suggestions, in writing, to the RFP Authority named herein. The Bidder must clearly outline the suggested improvements as well as the reason for the suggestion. Suggestions which do not restrict the level of competition nor favour a particular Bidder will be given consideration provided they are received by the RFP Authority within the timeframe described in article A10 to allow sufficient time to provide a response. Canada reserves the right to accept or reject any or all suggestions.
- GI5 BID PREPARATION COSTS**
- 5.1 The costs, including travel incurred by the Bidder in the preparation of its bid, of any resulting contract will be the sole responsibility of the Bidder and will not be reimbursed by Canada.
- GI6 BID DELIVERY**
- 6.1 Bids or amendments thereto, will only be accepted by the RFP Authority if they are received at the address indicated in A1, on or before the closing date and time specified in A7.
- 6.2 Responsibility for bid delivery: the Bidder has the sole responsibility for the timely receipt of a bid by Canada and cannot transfer this responsibility to Canada. Canada will not assume responsibility for bids that are directed to an address other than the one stipulated in A1.
- 6.3. Late bids: Bids received after the closing date and Time specified in A7 will be deemed non-responsive and will not be considered for contract award.
- GI7 RIGHTS OF CANADA**
Canada reserves the right:
- 7.1 during bid evaluation, to submit questions to or conduct interviews with Bidders, at Bidders' cost, upon forty eight (48) hours' notice, to seek clarification or to verify any or all information provided by the Bidder with respect to this RFP;
- 7.2 to reject all bids received in response to this RFP;
- 7.3 to accept any bid in whole or in part without prior negotiation;
- 7.4 to cancel and/or re-issue this RFP at any time;
- 7.5 to award one or more contracts, if applicable;
- 7.6 to not accept any deviations from the stated terms and conditions;
- 7.7 to incorporate all, or any portion of the Statement of Work, Request for Proposals and the successful bid in any resulting contract; and
- 7.8 to not contract at all.
- GI8 INCAPACITY TO CONTRACT WITH GOVERNMENT**
- 8.1 By submitting a bid, the Bidder declares that the Bidder has not been convicted of an offence under the following provisions of the *Criminal Code*:
- Section 121, Frauds upon the Government;
 - Section 124, Selling or Purchasing Office; or
 - Section 418, Selling Defective Stores to Her Majesty,
- Other than an offence for which a pardon has been granted.
- 8.2 Canada may reject a bid where the Bidder, including the Bidder's officers, agents and employees, has been convicted of an offence referred to in clause 8.1. Where Canada intends to reject a proposal pursuant to this provision, the RFP Authority will so inform the Bidder and provide the Bidder ten (10) calendar days within which to make representations, prior to making a final decision on the bid rejection.
- GI9 INCURRING OF COSTS**
- 9.1 No costs incurred before receipt of a signed contract or specified written authorization from the RFP Authority can be charged to any resulting contract. In addition, the Contractor is not to perform Work in excess of or outside the scope of any resulting contract based on verbal or written requests or instructions from any government personnel other than the Contracting Authority. The Bidder's attention is drawn to the fact that the Contracting Authority is the only authority which can commit Canada to the expenditure of the funds for this requirement.
- GI10 BIDDERS NOT TO PROMOTE THEIR INTEREST IN THE PROJECT**
- 10.1 Bidders must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this project.
- GI11 PROPERTY OF CANADA**
- 11.1 Bids received on or before the stipulated RFP closing date and time will become the property of Canada and may not be returned. All bids will be treated as confidential, subject to the provisions of the *Access to Information Act* (R.S. 1985, c. A-1) and the *Access to Information Act* (R.S. 1985, c. A-1) and *Privacy Act* (R.S., 1985, c. P-21).
- GI12 PRICE JUSTIFICATION**
- In the event that the Bidder's bid is the sole responsive bid received, the Bidder must provide, on the RFP Authority's request, one or more of the following price justifications:
- 12.1 a current published price list indicating the percentage discount available to Canada; or
- 12.2 copies of paid invoices for like quality and quantity of the goods, services or both sold to other customers; or

- 12.3 a price breakdown showing the cost of direct labour, direct materials, purchased items, engineering and plant overheads, general and administrative overhead, transportation, profit, etc.; or
- 12.4 price or rate certification; or
- 12.5 any other supporting documentation as requested by the RFP Authority Canada.

GI13 ANNOUNCEMENT OF SUCCESSFUL BIDDER

- 13.1 If this RFP was advertised on the “Buyandsell.gc.ca” tendering service, the name of the successful Bidder will be announced on Buyandsell.gc.ca upon contract award and sign off.
- 13.2 If this RFP was not advertised on “Buyandsell.gc.ca,” Canada will communicate to all Bidders the name and address of the successful Bidder as well as the total dollar value and award date for the contract only after contract sign-off.

GI14 PS ONLINE - TRADING PARTNERS AGREEMENT

- 14.1 If this RFP invite suppliers from the PS Online, the General Conditions, Supplemental General Conditions applicable to this requirement and Clauses of General application set-out in the Trading Partner Agreement shall form part of this RFP.

GI15 APPLICABLE LAWS

- 15.1 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 is acknowledged that the applicable laws specified in this RFP are acceptable to the Bidders.

GI16 CONTINGENCY FEE

- 16.1 The Bidder declares that the Bidder has not, directly or indirectly, paid or agreed to pay, and will not, directly or indirectly pay, a Contingency Fee to any individual for the solicitation, negotiation or obtaining of the contract if the payment of the fee would require the individual to file a return under section 5 of the *Lobbying Act*, R.S.C., 1985, c. 44 (4th Supp.). In this section, “Contingency Fee” means any payment or other compensation that is contingent upon or is calculated upon the basis of a degree of success in soliciting or obtaining a government contract or negotiating the whole or part of its terms.

GI17 CONFLICT OF INTEREST – UNFAIR ADVANTAGE

- 17.1 In order to protect the integrity of the procurement process, Bidders are advised that Canada may reject a bid in the following circumstances:
 - (a) if the Bidder, any of its subcontractors, any of their respective employees or former employees was involved in any manner in the preparation of the bid solicitation or in any situation of conflict of interest or appearance of conflict of interest; or
 - (b) if the Bidder, any of its subcontractors, any of their respective employees or former employees had access to available to other Bidders and that would, in Canada's opinion, give or appear to give the Bidder an unfair advantage.

- 17.2 The experience acquired by a Bidder who is providing or has provided the goods and services described in the RFP (or similar goods or services) will not, in itself, be considered by Canada as conferring an unfair advantage or creating a conflict of interest. This Bidder remains however subject to the criteria established above.

- 17.3 Where Canada intends to reject a bid under this section, the RFP Authority will inform the Bidder and provide the Bidder an opportunity to make representations before making a final decision. Bidders who are in doubt about a particular situation should contact the Contracting Authority before the bid Closing Date.

- 17.4 By submitting a bid, the Bidder represents that it does not consider itself to be in conflict of interest nor to have an unfair advantage. The Bidder acknowledges that it is within Canada's sole discretion to determine whether a conflict of interest, unfair advantage or an appearance of conflict of interest or unfair advantage exists.

GI18 CONDUCT OF EVALUATION

- 18.1 In conducting its evaluation of the bids, Canada may, but will have no obligation to, do the following:

- (a) seek clarification or verification from Bidders regarding any or all information provided by them with respect to the bid solicitation;
- (b) contact any or all references supplied by Bidders to verify and validate any information submitted by them;
- (c) request, before award of any contract, specific information with respect to Bidders' legal status;
- (d) conduct a survey of Bidders' facilities and examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the bid solicitation;
- (e) correct any error in the extended pricing of bids by using unit pricing and any error in quantities in bids to reflect the quantities stated in the bid solicitation; in the case of error in the extension of prices, the unit price will govern;
- (f) verify any information provided by Bidders through independent research, use of any government resources or by contacting third parties; and
- (g) interview, at the sole costs of Bidders, any Bidder and any or all of the resources proposed by Bidders to fulfil the requirement of the bid solicitation.

- 18.2 Bidders will have the number of days specified in the request by the RFP Authority to comply with any request related to any of the above items. Failure to comply with the request may result in the bid being declared non-responsive.

GI19 BIDDER DEBRIEFINGS

- 19.1 Should you require additional information or a debriefing regarding your bid, please contact the RFP authority identified in A2 to schedule a meeting either by phone or in person. Debriefings provide bidders an opportunity to understand where their bids may need to be improved in response to future solicitations. After the debriefing, and if needed, you will be provided with information on other dispute resolution options available to you such as the Office of the Procurement Ombudsman (OPO) or other appropriate recourses.

Liste de vérification des exigences relative à la sécurité. (LVERS)



Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000167366
Security Classification / Classification de sécurité Unclassified

**SECURITY REQUIREMENTS CHECK LIST (SRCL)
LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)**

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine Health Canada	2. Branch or Directorate / Direction générale ou Direction CPAB - PAD - Web Communications	
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail Health Canada requires the service of a contractor with strong experience and an innovative approach to developing content for digital engagement. The services of this contractor will result in the development of digital content that will deliver targeted messaging on multiple topics and generate online conversation.		
5. a) Will the supplier require access to Controlled Goods? / Le fournisseur aura-t-il accès à des marchandises contrôlées?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? / Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
3. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? / Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. / Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. c) Is this a commercial courier or delivery requirement with no overnight storage? / S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable / À ne pas diffuser <input type="checkbox"/>		
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information		
PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A <input type="checkbox"/>
PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B <input type="checkbox"/>
PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	NATO SECRET / NATO SECRET <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>
SECRET <input type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET <input type="checkbox"/>
TOP SECRET / TRÈS SECRET <input type="checkbox"/>		TOP SECRET / TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité
Unclassified





Government of Canada / Gouvernement du Canada

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**SECURITY REQUIREMENTS CHECK LIST (SRCL)
LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)**

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine Health Canada	2. Branch or Directorate / Direction générale ou Direction CPAB - PAD - Web Communications	
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail Health Canada requires the service of a contractor with strong experience and an innovative approach to developing content for digital engagement. The services of this contractor will result in the development of digital content that will deliver targeted messaging on multiple topics and generate online conversation.		
5. a) Will the supplier require access to Controlled Goods? Le fournisseur aura-t-il accès à des marchandises contrôlées?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
3. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. c) Is this a commercial courier or delivery requirement with no overnight storage? S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable / À ne pas diffuser <input type="checkbox"/>		
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information		
PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A <input type="checkbox"/>
PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B <input type="checkbox"/>
PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	NATO SECRET / NATO SECRET <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>
SECRET / SECRET <input type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET / SECRET <input type="checkbox"/>
TOP SECRET / TRÈS SECRET <input type="checkbox"/>		TOP SECRET / TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité
Unclassified





Contract Number / Numéro du contrat 1000167366
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PART C - (continued) / PARTIE C - (suite)

For users completing the form manually use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
Les utilisateurs qui remplissent le formulaire manuellement doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form online (via the Internet), the summary chart is automatically populated by your responses to previous questions.
Dans le cas des utilisateurs qui remplissent le formulaire en ligne (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED / NATO DIFFUSION RESTREINTE	NATO CONFIDENTIAL / NATO CONFIDENTIEL	NATO SECRET	COSMIC TOP SECRET / COSMIC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET / TRÈS SECRET
											A	B	C			
Information / Assets / Renseignements / Biens																
Production																
IT Media / Support TI																
IT Link / Lien électronique																

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).



Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000167366
Security Classification / Classification de sécurité unclassified

PART D - AUTHORIZATION / PARTIE D - AUTORISATION			
13. Organization Project Authority / Chargé de projet de l'organisme			
Name (print) - Nom (en lettres moulées) Alison Seay		Title - Titre Contracting and Financial Advisor	Signature <i>Alison K. Seay</i>
Telephone No. - N° de téléphone 613-884-2386	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel alison.seay@hc-sc.gc.ca	Date 2014-12-08
14. Organization Security Authority / Responsable de la sécurité de l'organisme			
Name (print) - Nom (en lettres moulées) Curtis Blair		Title - Titre SO	Signature
Telephone No. - N° de téléphone 613 946-9661	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel curtis.blair@hc-sc.gc.ca	Date
15. Are there additional instructions (e.g. Security Guide, Security Classification Guide) attached? Des instructions supplémentaires (p. ex. Guide de sécurité, Guide de classification de la sécurité) sont-elles jointes?			<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
16. Procurement Officer / Agent d'approvisionnement			
Name (print) - Nom (en lettres moulées)		Title - Titre	Signature
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date
17. Contracting Security Authority / Autorité contractante en matière de sécurité			
Name (print) - Nom (en lettres moulées)		Title - Titre	Signature
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité unclassified
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