

REQUEST FOR PROPOSAL

CMHR 2014-2015 ANNUAL REPORT

Solicitation # 2015-07

The Canadian Museum for Human Rights (CMHR) seeks a vendor to respond to this Request for Proposal (RFP) to create, develop, and produce the 2014-2015 CMHR Annual Report. The successful candidate will be selected based on an assessment of their ability to meet the requirements of the Museum, supplier service and affordability.

How to Respond

Please provide a comprehensive and sufficiently detailed Proposal, including all requested pricing details that will permit a complete evaluation in accordance with the criteria set herein.

Your response must be received no later than 2:00 p.m. Central Daylight Time, February 12, 2015.

Responses received after this deadline will not be accepted. All responses will be treated as confidential, subject to the provision of the Access to Information and Privacy Act. Proposals should reference Solicitation # 2015-07 and be sent to the following address:

Canadian Museum for Human Rights

85 Israel Asper Way

Winnipeg, MB R3C 0L5

Or they can be submitted by e-mail to:

bids@museumforhumanrights.ca

Contact

All correspondence, questions or request for clarification concerning this RFP should be submitted by email to: bids@museumforhumanrights.ca.

Scope of work

OBJECTIVES:

- To create, develop, and produce the 2014-2015 CMHR Annual Report.
- To communicate the goals, accomplishments, highlights of the CMHR strategic plan and direction.
- To communicate the financial, operational, and sustainable overview of the CMHR.

Budget \$20,000 (All inclusive with the exception of taxes and French translation. Potential cost for printing and photo shoots should also be taken into consideration in the same budget.)

Fees (please breakdown fees)

Fees quoted shall be in Canadian dollars exclusive of all sales and commodity taxes (PST, HST, GST). A proposed payment schedule should also be provided .

Printed report (with graphic elements and photos) as well as creative elements including graphics and fonts for the creation of the web version of the report. Supplier is responsible for creating an accessible web PDF of the report for publishing to our site.

To include: account management, project management, production management, concept management, proofreading, layout and design, creative direction, photography art direction and location scouting, electronic file preparation for output, press checks, and printing.

PRINTING REQUIREMENTS:

- Quote for 150 copies (50 in French and 100 in English).
- Approximately 60 – 80 pages.
- 4-color (TBD), quality stock, perfect-bound publication.
- The Report will be produced and presented in a “sustainable” manner and use “recyclable” style paper stock. Ensure appropriate eco-logos (e.g., recycled contact FSC certification) are on paper products.

OTHER REQUIREMENTS

- CMHR will expend all costs for French translation services. The vendor will be required to incorporate translated copy into document production – consistent in visual and editorial quality and comprehension to English version.
- CMHR will provide the written text in cooperation with design firm to ensure that it fits the parameters in terms of style, tone and word count.
- Require: printed document, PDF and HTML formats - bilingual format. Web PDF must meet accessibility standards.
- Deliver final printed copies of the annual report to CMHR, 85 Israel Asper Way, Winnipeg (MB) R3C 0L5 by the end of July 2015, subject to final approval. Exact dates/timelines to be confirmed.
 - *Report is due 3 months after fiscal year end – June*
 - *Committee meets in the middle of June (TBC) to approve report.*
 - ***English draft version (word doc.) required by end of May; English and French final versions (word doc.) due end of June.***
 - *Report cannot go to print before approval - English and French version (word doc.)*

CMHR – 2014-2015 REPORT

(Final parameters for content not yet established. Table of contents subject to change – Text will be supplied by CMHR)

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- Balance sheet
- Statement of Changes in Shareholder's Equity
- Statement of Operations and Comprehensive Income
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DUTIES AND RESPONSIBILITY OF VENDOR:

1. The Vendor is tasked with the creation and production of the Annual Report and will be responsible for some specific duties under the direction of the Director, Communications and External Relations, or designates.

The Vendor and/or subcontracted associates will be required specifically to:

- Deliver **150** final printed copies of the annual report to CMHR, 85 Israel Asper Way, Winnipeg (MB) R3C 0L5 before the end of **August, 2015**.
- Deliver final files/documents of Annual Report to CMHR Web Designer before the end of **August 2015**.
- Compile and coordinate the reproduction of all design elements: photography, graphics, logos.
- Work with CMHR to develop an appropriate theme that will set the tone, look and feel of the document.
- Avoid using stock images, CMHR will work to provide some images but the rest will have to be secured by the supplier (possible need for a photo shoot depending on the proposed concept).
- Supervise, manage, coordinate, and proof the following: graphic design, copy, photography, production and printing of the annual report.
- Coordinate with the CMHR **Communications & External Relations**, the inclusion of financial statements and MD&A, graphics and other pertinent information reflecting the financial overview of the CMHR included in the annual report.
- Subcontract, as required, printers, graphic designers or any other subcontract duties to supply content or production requirements for the annual report.
- CMHR to provide some creative input (if needed) to ensure the museum's objectives are accurately reflected and that the document is accessible.
- CMHR can negotiate the printing once files are finalized.
- Submit photo copies, digital proofs, photographs, graphics or any other content or physical material, created or manufactured that require pre-directed approval by the title of person, department name. This includes not only written and graphic content, but cover concept and design, sample body and cover stock and pre-press digital proof samples of the document prior to press run.

2. The vendor may be required, upon notice by **Angela Cassie, Director, Communications and External relations** or designate, to perform other duties as requested to create the annual report, including, but not limited to:

- Revise production schedules or requirements of the printer or any subcontractors on short notice.
- Increase the printing volume, or order a second editorial print run (costs would be absorbed by the CMHR).

- Assign photography sessions or have photo re-shoots conducted (any additional costs to the CMHR for this would be pre-negotiated between the vendor and CMHR.)
- Make adjustments or corrections to any elements of the annual report prior to printing, as requested or required by **Angela Cassie, Director, Communications and External Relations** or her designates.

The Corporation agrees to make available to the Consultant such documents, records and assistance from employees of the Corporation that may, in the opinion of the Corporation, be reasonably necessary to assist the Consultant in the development of the annual report, provided that, at all times thereafter, the Consultant and any officers, employees or agents of the Consultant:

- a) shall treat as confidential all information, data, reports, documents and materials acquired or to which access has been granted in the course of, or incidental to, the performance of this Agreement;
- b) shall not disclose, or permit to be disclosed, to any person, corporation or organization such information, data, reports, documents or materials without first obtaining written permission from the Corporation; and
- c) shall comply with any rules or directions made or given by the Corporation with respect to safeguarding or ensuring the confidentiality of such information, data, reports, documents or materials.

The Corporation shall provide access to specific areas of CMHR premises as required by the consultant and/or their designates, or subcontractors, to perform their duties.

The Corporation shall provide coordinating services to the vendor through the **Communications and External Relations Department**. The CMHR will provide the vendor with executive approvals, research materials, required audio visual requisitions, and any other documents, photographs, logos, or materials required by the vendor that, in the opinion of the Corporation, be reasonably necessary to assist the Consultant in the development of the annual report.

The Corporation will make every attempt, in the course of the creation of this document, to provide timely and expedient assistance to the vendor, within the parameters of the resources available to the Corporation.

ANNUAL REPORT OBJECTIVES:

- To communicate the goals, accomplishments, highlights of the CMHR strategic plan and direction, as well as Key Performance Indicators.
- To communicate the socially responsible, economic, and community benefits the CMHR provides to the people of Manitoba.
- To communicate the financial, operational, and sustainable overview of the CMHR.

STRATEGIC COMMUNICATIONS OBJECTIVES:

- COMMUNICATE THE VALUE.

Convey the tangible public benefit of having the CMHR in Winnipeg and in Canada.
Build understanding of the CMHR's value to Canadians, both socially and economically.

- MAKE THE MUSEUM REAL.

Deepen public understanding of why the Museum was built and what it does. Heighten interest and curiosity in the Museum's work. Clarify misconceptions about the Museum's mandate and purpose.

- CULTIVATE PUBLIC CONFIDENCE.

Instill a sense of public ownership by giving Canadians clear reasons to take pride in their new museum. Affirm and illustrate the innate "Canadian-ness" of a project that celebrates and embraces Canada's complexity and diversity.

- EXPAND THE CONVERSATION.

Engage Canadians in meaningful, ongoing dialogue. Nourish a sense of genuine connection to the Museum. Reach Canadians where they are with accessible ways to become part of a growing discussion.

ANNUAL REPORT CREATIVE THEME/RATIONALE:

- The Report will present a Corporation that is responsible, sustainable and accountable. It will include financial prepared by the Finance Department.
- The Report's theme should be focused on the Museum's brand promise and reflect the Museum's brand look and feel.
- The Report will have one French version and one English version. In addition, where appropriate, graphic elements/illustrations/photos should be used to explain content.

MINIMUM VENDOR EXPERIENCE REQUIRED:

- Vendor must have a minimum of 5 years' experience with creation and production of Annual Reports (START TO FINISH) – bilingual format. Experience in creating Government reports and/or Crown Corporation Reports is an asset.

THE FOLLOWING INFORMATION SHOULD BE PROVIDED WITH THE PROPOSAL

- Portfolio - Sample works of Annual Reports and any other document vendor feels we should see. (require at least one bilingual document)
- Sample works of photographers/graphic designers they intend to work with. Note these individuals must also have a minimum 5 years' experience. Meeting with person(s) who would manage project – contact person we would be working with.

OTHER:

- Seeing a bilingual document is required – it would be an asset if someone on their team was bilingual (proofing of materials, understanding French copy is longer than English, etc.), therefore, please also provide information about the staff who would be assigned to this project.

SELECTION CRITERIA:

- Selection of the successful vendors will be based on the following criteria:
 - Relevant experience and ability to deliver against CMHR requirements 50 points
 - Affordability / Price 50 points