



## Advance Contract Award Notice (ACAN)

**Title:** Building and Accelerating Impact

**Solicitation Number:** 1000170000

### 1. The Purpose and Explanation of an ACAN

An Advance Contract Award Notice (ACAN) allows the Public Health Agency of Canada to post a notice for no less than fifteen (15) calendar days, indicating to the supplier community that a goods, services or construction contract will be awarded to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the minimum requirements identified in the ACAN, the Contracting Authority may then proceed to award a contract to the pre-identified contractor.

### 2. Rights of Suppliers

Suppliers who consider themselves fully qualified and available to provide the services or goods described in this ACAN may submit a Statement of Capabilities demonstrating how they meet the advertised requirement. This Statement of Capabilities must be provided via e-mail only to the contact person identified in Section 12 of the Notice on or before the closing date and time of the Notice. If the Bidder can clearly demonstrate they possess the required capabilities, the requirement will be opened to electronic or traditional bidding processes.

### 3. Proposed Contractor

MaRS Discovery District  
101 College Street, Toronto, ON  
M5G 1L7

### 4. Definition of Requirements or Expected Results

Tasks	Deliverables	Level of Effort (Person Days)
Open Data (24 months)		
Environmental scan of best practices and key learnings from similar organizations and other leading groups in open data, data sharing, and data use. The environmental scan will be used to drive the drafting of a data strategy, including consideration of the data mapping project, in order to create proof-of-concept designs for Agency projects.	Environmental scan + 4 strategy exploration workshops	12-16 weeks
Work with the Agency to identify other data sets that sit outside the Agency and assess the value of their		



integration into Agency data holdings.		
<p>Draft data strategy for open data, data sharing, and data community engagement. The strategy will identify priority areas of activity and engagement, priority data assets, internal and structural process, proof-of-concept projects, and metrics for the measurement of impact and success. The strategy will also address opportunities for follow-on activities to grow the reach, impact, and value (social and economic) of data sharing. The strategy will be directly aligned to existing surveillance, digital, and community engagement strategies.</p> <p>Organize a community engagement event on known data sets within the Centre for Chronic Disease Prevention and other relevant data sets within the Agency.</p>	Data strategy + Community engagement event	16-20 weeks
<p>Connection to key community players and high-potential innovators. Data Catalyst will assist with introductions to networks of community, commercial and academic groups that are best suited to develop and scale innovative uses and partnerships based on the Centre's data and other relevant data within the Agency. Data Catalyst will also engage key private sector and community innovators to gain feedback on potential re-use of Agency data assets to help prioritize steps to make data more openly available and with appropriate support tools.</p>	Ongoing	2 years
<p>Ongoing consulting and provision of expert advisory services. Advisory services will help the Agency appropriately address needs and desires in a rapidly-changing political, civic, and technological environment.</p>	Ongoing	Ongoing
Outcomes Finance and Strategies (24 months)		
Refine the program design	Ongoing	Ongoing
Broker connections with potential partners to strengthen the initiative	Ongoing	Ongoing
Support all relevant partners in establishing a robust performance management framework and plan to collect data/evidence of outcomes achievement	Ongoing	Ongoing



Analyze costs and benefits of the program to develop an initial value proposition for a SIB or other social finance model for government and third party investors	Ongoing	Ongoing
Develop the outcome payment metric	Ongoing	Ongoing
Develop a business case for use of a SIB or other social finance model	Business case for SIB development (per concept)	Ongoing
Develop a financial model for the program	Ongoing	Ongoing
Market the business case and opportunity to Provinces and private investors	Ongoing	Ongoing
Share social finance process and methodologies with other stakeholders, including Agency staff	Ongoing	Ongoing
Evaluation of other Agency collaboration proposals with non-established concepts or partnerships	Concept focused workshops	Ongoing
General advisory for the Agency to prepare for internal meetings/decisions around SIBs or other social finance models	Ongoing	Ongoing
Systems' Level Change (24 months)		
Develop a better understanding of the choice architecture and possible interventions on healthy eating for young people at an individual, community and system level in 3 settings: home, school and retail stores/restaurants	Background paper on behavioural insights and interventions. Engage young people to document insights and ideas	8-10 weeks
Identify stakeholders, youth, experts and changemakers and engage with them to get better context-specific understanding of healthy eating behaviors and actions	Longlist of stakeholders and changemakers; Challenge brief that defines healthy eating challenge	8-10 weeks
Convene young people/parents, innovators, stakeholders and experts to design user-centric behavioural interventions to make healthy eating the easy choice for children and youth	3 workshops with system changemakers to co-create 4-6 interventions	14-16 weeks



Broker connections between potential partners to develop, and test high impact prototypes of interventions	Ongoing	Ongoing
Develop 3-6 prototype plans for behavioural interventions with system changemakers (on basis of workshop outcomes)	Prototype plans for 3 interventions	10-12 weeks
Explore methods for measurement of impact and progress for application to prototypes	Interviews with experts on how to measure impact for prototypes	6-12 weeks

### 5. Minimum Essential Requirements

Any interested supplier must demonstrate by way of a Statement of Capabilities that it meets the following minimum requirements:

- a) Demonstration of domestic and International recognition as a leader in the field of social innovation and social finance,
- b) Experience working with various levels of Canadian government, either provincially or federally
- c) Experience working closely with entrepreneurs in life sciences and the health domain
- d) Demonstrated strong working network of organizations, including health-related organizations, across the private, public and not-for-profit sectors.
- e) Experience working with nonprofit organizations to raise private investment
- f) Experience working with impact investors to design and agree on investment terms

### 6. Reason for Non-Competitive Award

MaRS is the only innovation centre globally that provides an integrated model of services across the impact investing, big data analytics and solutions labs spheres. The Public Health Agency requires three specific components which only MaRS can deliver within the Canadian context: open data, social impact bonds and systems level change.

Founded in 2000, MaRS is an independent registered charity that is dedicated to driving economic and social prosperity by harnessing the full potential of innovation. Operating at the intersection of the corporate, small business, government, academic and research sectors, MaRS is uniquely positioned to convene partners and knowledge from each of these sectors, and foster the collaboration and convergence of ideas that truly drive innovation and create impact. Today, MaRS is the largest innovation cluster in Canada and is a global model for driving innovation and entrepreneurship.

MaRS is the only organisation in Canada that can successfully undertake the work required to effectively build and accelerate the Agency's efforts to leverage approaches such as social innovation and social finance to



increase the impact of its work. MaRS is recognized internationally as a leader in these fields, and is widely recognized as a catalyst for innovation and entrepreneurship across many sectors.

## **7. Applicable trade Agreements and Justification for Limited Tendering or the Procurement Strategy for Aboriginal Business**

This procurement is subject to the following:

- Agreement on Internal Trade (AIT),
- World Trade Organization Agreement on Government Procurement (WTO-AGP) North American Free

Applicable Trade Agreement Exemption:

B503: Medical and Health Studies

- Trade Agreement (NAFTA)
- The Canada-Chile Free Trade Agreement (CCFTA)
- Canada - Colombia Free Trade Agreement and the Canada-Peru Free Trade Agreement (CPFTA).

Justification for Limited Tendering:

(d) Where only one person is capable of performing the work

## **8. Ownership of Intellectual Property**

Any intellectual property will rest with the contractor.

## **9. Period of the Proposed Contract**

The contract period shall be from date of contract award for a duration of 24 months.

## **10. Estimated Value of the Proposed Contract is as follows:**

The total estimated value of the proposed contract should not exceed \$400,000.00, including travel and living expenses (if applicable), and all applicable taxes.

## **11. Closing Date and Time**

The Closing Date and Time for accepting Statements of Capabilities is June 26th 2015, at 2 p.m. EST.

## **12. Contact Person**

All enquiries must be addressed by e-mail to:

Joan Anthony  
Senior Procurement and Contracting Officer  
Health Canada / Government of Canada  
613-410-6486  
[Joan.anthony@hc-sc.gc.ca](mailto:Joan.anthony@hc-sc.gc.ca)