



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

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

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

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

Comments - Commentaires

Vendor/Firm Name and Address

Raison sociale et adresse du

fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Title - Sujet Vidéos de recrutement MDN	
Solicitation No. - N° de l'invitation W8B43-160006/A	Date 2016-10-17
Client Reference No. - N° de référence du client W8B43-16-0006	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-71739	
File No. - N° de dossier cx026.W8B43-160006	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2016-11-03	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Andruchow(CX Div.), Cassandra	Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 993-7846 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF NATIONAL DEFENCE DETACHMENT OTTAWA 45 SACRE COEUR BLVD Gatineau Quebec K1A0K2 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

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

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ANNEX B BASIS OF PAYMENT
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PART 1 - GENERAL INFORMATION

1.1 Introduction

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

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

The Annexes include the Statement of Work, the Basis of Payment, the Evaluation Grid, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity – Certification, and the DND 626 Task Authorization Form.

1.2 Summary

The purpose of this Request for Proposal (RFP) is to seek proposals from bidders interested in providing audio visual services related to the production of Canadian Armed Forces recruitment videos, on an “as and when requested” basis for the Department of National Defence.

The resulting contract will be in effect from the date of issuance until March 31, 2017 and will include three (3) option periods of twelve (12) months.

The requirement is subject to the provisions of the Agreement on Internal Trade (AIT).

The requirement is limited to Canadian goods and/or services.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; see Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled [Federal Contractors Program for Employment Equity - Certification](#).

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing will be in writing.

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

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

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2016-04-04) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 120 days

2.1.1 Basis for Canada's Ownership of Intellectual Property

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

2.3 Former Public Servant

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

Definitions

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

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

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

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

Former Public Servant in Receipt of a Pension

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

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

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

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

Work Force Adjustment Directive

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

If so, the Bidder must provide the following information:

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

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

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than **five (5) working days** calendar days before the bid closing date. Enquiries received after that time may not be answered.

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

2.5 Applicable Laws

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

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

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that Bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (five [5] hard copies and one [1] soft copy on USB key)

Section II: Financial Bid (two [2] hard copies and one [1] soft copy on USB key)

Section III: Certifications (one [1] hard copy)

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, Bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

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

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

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Section II: Financial Bid

3.1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately, if applicable.

3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex "D" Electronic Payment Instruments, to identify which ones are accepted.

If Annex "D" Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

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

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

The Mandatory technical evaluation criteria are fully described in Annex "C".

4.1.1.2 Point Rated Technical Criteria

The Point Rated technical evaluation criteria are fully described in Annex "C".

4.1.2 Financial Evaluation

4.1.2.1 Total Price for Evaluation

The total price for **evaluation purposes only**, will be established in accordance with the Annex B Basis of Payment – Financial Proposal Excel spreadsheet.

4.2 Basis of Selection

4.2.1 Basis of Selection – Lowest Price Per Point

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation;
 - b. meet all mandatory technical evaluation criteria; and
 - c. obtain the required minimum of 70 percent of the points for each rated criteria and an overall passing mark of 56 points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 80 points.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.
3. In the event of a tie score, the bidder with the highest technical score will be recommended for award of a contract.

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

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

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

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

5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the [Inteligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide with its bid the required documentation, as applicable, to be given further consideration in the procurement process.

5.2 Certifications Precedent to Contract Award and Additional Information

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

5.2.1 Integrity Provisions – Required Documentation

In accordance with the [Inteligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) website (http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed).

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

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Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex "E" [Federal Contractors Program for Employment Equity - Certification](#), before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

5.2.3.1.1 *SACC Manual* clause [A3050T](#) (2014-11-27) Canadian Content Definition

SIGNATURE

DATE

PART 6 - RESULTING CONTRACT CLAUSES

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

6.1 Statement of Work

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

6.1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

6.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "DND 626, Task Authorization Form" specified in Annex "F".
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis (bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within three (3) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

6.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$25,000.00Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Contracting Authority before issuance.

6.1.2.3 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,
"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means 10% of the Maximum Contract Value.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

6.1.2.4 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Contracting Authority and the Procurement Authority .

The quarterly periods are defined as follows:

- 1st quarter: April 1 to June 30;
- 2nd quarter: July 1 to September 30;
- 3rd quarter: October 1 to December 31; and
- 4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority and the Procurement Authority no later than ten (10) calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:

For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

6.1.2.5 Task Authorization - Department of National Defence

The administration of the Task Authorization process will be carried out by the Marketing Manager. This process includes monitoring, controlling and reporting on expenditures of the contract with task authorizations to the Contracting Authority.

6.2 Standard Clauses and Conditions

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

6.2.1 General Conditions

2035 (2016-04-04), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

6.2.1.1 Supplemental General Conditions

4007 (2010/08/16) Canada to Own Intellectual Property Rights in Foreground Information apply to and form part of the Contract.

6.3 Security Requirements

6.3.1 There is no security requirement applicable to the Contract.

6.4 Term of Contract

6.4.1 Period of the Contract

The period of the contract is from date of award to **March 31, 2017**.

6.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional twelve (12) month periods under the same conditions. The Contractor agrees that, during

the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least thirty (30) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Cassandra Andruchow

Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert St., 12th Floor, #41
Ottawa, ON K1A 0S5

Telephone: 613-993-7846

Facsimile: 613-991-5870

E-mail address: cassandra.andruchow@pwgsc-tpsgc.gc.ca

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

6.5.2 Project Authority

The Project Authority for the Contract is:

The name and contact information is to be provided in the resulting contract.

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

6.5.3 Contractor's Representative

The name and contact information is to be provided in the resulting contract.

6.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

6.7 Payment

6.7.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex "B", to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

6.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$365,000.00. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

6.7.3 Multiple Payments

SACC Manual Clause H1001C (2008-05-12) Multiple Payments

6.7.4 Direct Request by Customer Department

SACC Manual Clause A9117C (2007-11-30) - T1204 - Direct Request by Customer Department

6.7.5 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);
- e. Wire Transfer (International Only);
- f. Large Value Transfer System (LVTS) (Over \$25M)

6.7.6 Discretionary Audit

SACC Manual Clause C0705C (2010-01-11) - Discretionary Audit

6.7.7 Time Verification

SACC Manual Clause C0711C (2008-05-12) - Time Verification

6.8 Invoicing Instructions

6.8.1 The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is complete.

6.8.2 Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
- b. One (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.
- c. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

6.9 Certifications and Additional Information

6.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

6.9.3 Canadian Content Certification

SAAC Manual Clause A3060C (2008-05-12) Canadian Content Certification

6.10 Applicable Laws

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

6.11 Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010/08/16) Canada to Own Intellectual Property;
- (c) the general conditions 2035 (2016-04-04), General Conditions - Higher Complexity - Services;
- (d) Annex "A", Statement of Work;
- (e) Annex "B", Basis of Payment;
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated _____.

6.12 Copyright

Title to all products resulting from the Work and all materials supplied shall be the property of Canada. The Contractor shall ensure that any articles in its possession shall be stored under suitable conditions (of safety, temperature, humidity, etc.) until shipped, properly identified and packaged. Reproduction of any documents or other data shall not be reproduced without the expressed written permission of the Technical Authority.

6.13 Copyright Mention

Incorporation into the end titles of a copyright notice, namely the symbol © followed by the name of the Minister and the appropriate date (year in which the production is completed), in the official languages as follows:

ENGLISH:

© Her Majesty the Queen in Right of Canada, as represented by the Minister of the Department of National Defence, (year *[the Contractor to insert year]*).

FRENCH:

© Sa Majesté la Reine du chef du Canada, représentée par le ministre de la Défense nationale, (year *[the Contractor to insert year]*).

The notice shall be on a line by itself and shall be of such a size and time duration as to be easily read.

6.14 Canada Wordmark

Incorporation in each video program and into the final shot of the production, the Canada Wordmark must appear by itself and be of such a size and time duration as to be easily read.

6.15 Rights

6.15.1 Data Rights:

All documentation delivered by the Contractor shall become the property of Canada. Canada shall have full and complete rights to duplicate, use and disclose in any manner for the Government of Canada purposes, all or any part of the documents/data specified to be delivered by the Contractor in response to a contract.

6.15.2 Underlying Rights Requirements:

The Contractor is required to obtain underlying rights to material written, filmed, photographed, drawn, animated, or designed and acquired including talent, music, effects, as well as authoring software license rights for the following items and provide documented proof thereof (releases) and to exhibit the said production by any medium in existence or to be invented including necessary transfers and duplication, for the following:

Utilizations: Educational /informational use, non-commercial*, non-theatrical rights to be distributed by sale, loan and free give-away of copies in any format of any medium invented or to be invented and not limited to public performance, exhibit and public display;

Format: All digital encoded media including hard disk, floppy disk, compact disk (including CD-ROM, CD-ROM-XA, CDI, DVD, DVD-R, ID-ROM, WEB etc.) Compact devices, and any digital or analog audio visual format analogous to the foregoing;

Territory addressed by underlying rights: Canada; and World

Duration: In perpetuity.

* Non-commercial right to distribute the CD-ROM by sale is defined as the free distribution of the product and/or distribution of the product where the following costs are recovered by the distributor (user of the rights): replication, packaging, mailing and shipping.

6.16 Music Rights and Clearances

The following information will be required:

When stock music and/or effects are used the Contractor must report:

Music Title
Composer
Publisher
Recording number
Duration used
Rights obtained

When original compositions and/or effects are used the Contractor must report:

Music Title
Composer
Duration
Rights obtained

6.17 Technical Standards

In accordance with the Statement of Work as detailed in each solicitation and contract, the finished work shall conform to the highest professional and technical standards of the audio-visual industry in accordance with the state of the art utilized therein, as per attached Techform "A" Technical Specifications. The Minister reserves the right to incorporate and append the Statement of Work, minimum technical and functional specifications as applicable to each contract. Quality control on all finished work shall be done by the Bidder even when the Contract states that the Technical Unit will be reviewing the deliverables.

6.18 Storage

The Contractor shall ensure that all products resulting from the work and all materials supplied which are in its possession are stored, at no cost to the Technical Authority, under suitable atmospheric conditions until properly identified, packaged and shipped.

6.19 Indemnity Against Moral Rights Infringement

The Contractor shall indemnify and save harmless Canada and the Minister from and against all claims, losses, damages, costs and expenses sustained or incurred by Canada unless caused by Canada or the Minister, resulting from any action or legal proceeding on infringement, made, sustained, brought, prosecuted, threatened to be brought or prosecuted, by any person that was under the direction and control of the Contractor during the term of this Contract and which person is claiming or claims a moral right, as set out under the Copyright Act.

The obligation to indemnify under this clause survives termination of this Contract and shall remain in force for the duration of the Copyright in the Work created under this Contract. In the alternate, the Contractor may provide written waivers of moral rights, signed and witnessed, from every single person that contributed to the writing, creating, producing or editing of the delivered work.

6.20 Defence Contract

SACC Manual clause [A9006C](#) (2012-07-16) Defence Contract

6.21 Insurance

SACC Manual clause [G1005C](#) (2008-05-12) Insurance

6.22 Basis for Canada's Ownership of Intellectual Property

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

ANNEX A STATEMENT OF WORK

For the production in High Definition of twenty-six (26) video programs On Canadian Armed Forces trades and professions

A.1 BACKGROUND

Among the tools available for recruiting Canadian Armed Forces (CAF) personnel is a series of short videos used to provide information on military occupations, training and lifestyles. These videos are important tools in our efforts to recruit suitable numbers of personnel into each military occupation. In order to ensure that these videos continue to accurately represent these military occupations, they are updated on a cyclical basis each fiscal year. These videos are produced in both English and French using military spokespersons.

Although the primary use for these videos is for the recruitment website, they can also be used on various other platforms (for example, PowerPoint presentations, and social media). The production process involves the use of military personnel and operations filmed in areas of employment typical for the military occupation, training or lifestyle.

A.2 PRODUCT AND SERVICE REQUIRED

Original High Definition video productions and thirty (30) second teaser versions in both English and French are required for the trades and professions listed in clause A.4.1. Information on careers can be found on the DND Recruiting Website at: www.canada.ca/forces-jobs or www.canada.ca/forces-emplois.

Each occupation requires an English video and a French video between three (3) to five (5) minutes in length, as well as a thirty (30) second teaser video. The English production will not be translated or versioned into French (or vice versa). On-camera interviews will be conducted with English speaking spokespersons for the English videos and French speaking spokespersons for the French videos. Therefore, the Contractor must have the capability of working in both official languages. Filming will take place in Ottawa, Kingston and Petawawa, Ontario, so travel is required accordingly.

In addition to on-camera interviews for each video, the Contractor must be prepared to film up to eighteen (18) on-camera interviews with CAF members lasting approximately thirty (30) minutes each. These interviews are for another project (CAF Stories) and the Contractor will be responsible for the filming only, not the full production.

A.3 PURPOSE

The purpose of the recruiting videos is to present an engaging and succinct overview of potential careers and occupations within the CAF. The videos should put the emphasis on a strong introduction of the trade/occupation, on the specific training required to qualify for the trade/occupation, on what a newly trained individual should expect in the first few years following training, and on the various challenges of the trade/profession. They must be modern, powerful and reflect the reality of the trades and professions in order to contribute to recruiting suitable candidates to fill vacant positions.

A.4 SCOPE OF WORK

The videos must promote military occupations, training and lifestyles listed in clause A.4.1 and must show the working conditions in which CAF members of those trades and professions proudly serve their country's needs at home and abroad. As an inspirational tool, the videos must illustrate the personal and professional rewards in practicing these occupations. The core functions must be presented in an attractive way and bring into focus the training and occupational and operational potential of each trade

and profession. The Contractor must ensure that the production of a typical trade or occupation video follows a modular approach.

Module 1: Generic teaser of the trade/occupation

The opening vignette must have a marketing-type approach, with the objective of attracting and stimulating the interest in a specific trade or occupation. It must be designed in such a way that it introduces the trade/occupation that is shown in the full video.

Module 2: The specific training for the trade/occupation

The vignette must be filmed in educational/training schools/setups and put the emphasis on practical courses and techniques. Basic military training or military college training may be mentioned but not described for these are the subjects of separate videos.

Module 3: The first posting and the various challenges of the trade/occupation

This vignette must describe and show what is expected when one starts working as a trained tradesperson. It must cover the first few years of the career of the individual. It must also include long-term possibilities and the various paths the career may take. For officers' occupations, leadership must be mentioned.

Module 4: Variable content (equipment, workshops, attraction to join the CAF, etc.)

What's cool about the job? This vignette must show the technical aspect of the trade (the equipment, the technology, the deployments, the potential advancement, etc.). It could also include what is out of the ordinary, or talk about the increased value the trade brings to an individual.

Module 5: Remarkable personal and professional testimonial

The last vignette must be directed towards a conclusion with testimonies from the spokespersons used in previous vignettes. This could be the positive aspects of the trade, what tradespersons get out of it; personal and professional experience; why this occupation in the military vice the civilian world, if this is also a civilian occupation; etc.

All five (5) modules combined must have a durations of between three (3) to five (5) minutes. The videos must contain testimonials from each spokesperson that highlights the personal and professional challenges, rewards and satisfaction that service has brought them. Ideally, there should be two (2) spokespersons per linguistic version of the five (5) modules of each video. Each module must also be able to be played as a stand-alone.

The recruitment website (Canada.ca/forces-jobs and Canada.ca/forces-emplois) provides information on military occupations, including videos and monographs.

The Contractor must spend the time it takes at each location to shoot all necessary on-camera interviews, including up to eighteen (18) additional interviews for use in another video project (CAF Stories), and all the stock footage required to ensure that the bulk part of the production is made of original footage. The Contractor must use existing stock footage only when necessary. Research for stock footage must be done by the Contractor and at their own expense.

The Contractor will not have to shoot in missions abroad (outside of Canada). Stock footage on CAF missions is available on HDV. When necessary, HD stock footage of previous recruitment video productions is available. Access to this video is at no cost to the Contractor.

It is anticipated that close liaison will be required between the Contractor and DND project manager, as well as Offices of Primary Interest (OPIs) for the CAF services and/or trade/occupation specific organizations. These organizations will provide on location coordination, escort officers, and potential on-camera 'talent' for casting.

A.4.1 Videos to be produced:

The following military occupations require French and English video productions:

1. Medical Technician
2. Physician Assistant
3. Operating Room Technician
4. Intelligence Officer
5. Intelligence Operator
6. Plumbing and Heating Technician
7. Drafting and Survey Technician
8. Refrigeration and Mechanical Systems Technician
9. Communicator Research Operator

These will be confirmed at the time of Contract award.

A.4.2 Option Years

Upon completion of the initial contract, there are three (3) option years in which we may ask for additional, new video productions similar to the recruitment videos or edits to existing recruitment and occupational video productions. Edits may use existing raw video files or may require filming of a new spokesperson or new footage. Travel may be required within Canada during these option years.

A.5 TARGET AUDIENCE

The primary audience is 18 to 35 year old Canadian citizens interested in joining the CAF.

A.6 OTHER SPECIFICATIONS

A.6.1 Technical Requirements:

- Production format to be used: High Definition;
- Location of Shooting: the Contractor should plan for three (3) different locations within Canada: Kingston, Ottawa, and Petawawa.
- Start-up meeting will take place in Ottawa, Ontario; however, this may change if required. This meeting shall take place within five (5) days after contract award.

A.6.2 Weekly status reports:

The Contractor must submit weekly status reports on or before 5 p.m. (EST) each Friday, unless previously approved in writing by the DND project manager.

A.7 DELIVERABLE MATERIALS

The Contractor must provide the following final deliverables:

1. One (1) Hard Drive Master containing all of the media managed files used in the production of the video and print materials (**see Hard Drive Specifications below**), containing:
 - a. All stock and original footage;

- b. All computer-generated graphics, raw graphic files, and camera-ready artwork; and
- c. All audio components, including camera original sound, music and sound effects;
- d. Final long form recruitment videos and as well as the stand-alone versions for each module, and final thirty (30) second teasers for each video;
- e. All final scripts and/or script outlines
- f. All rights and releases to all production materials;
- g. All pre-production storyboards
- h. Shipping list of deliverable
- i. Electronic version (.txt) file of edit decision list (EDL);
- j. All camera logs and reports using DND-supplied electronic file format; and
- k. Production information sheet.
- l. Shot list file of all footage taken by contractor.

Note: Camera footage may be shot using 1080P23.98 or 1080P24

A.7.1 Specifications for Hard Drive Master:

The master hard drive requires the following elements:

1. One 8-bit uncompressed, flattened Quicktime file, including bars and tone and rendered with no dependencies;
2. Final native project file from editing software. Please specify software make, model, and version number;
3. Consolidated media files (media managed);
4. Text-based EDL/XML file corresponding to original media;
5. Electronic word documents from the production binder; and
6. A 1080P MP4 version close captioned Quicktime and open captioned for web use.

Each master project must be in its own media managed folder. Project files cannot contain more than one master. Consolidated media must only be used for its respective master. Cross-linking media to other masters is not allowed.

File naming for project folders/files should be as descriptive as possible, and needs to include the language version. Full names are preferred, but acronyms and abbreviations are acceptable. Names that are too general, such as "DND English", will be rejected.

A.7.2 Folder and File Layout (for each video master)

1. Master 1 Folder
2. "Master 1" Project File
3. "Master 1" EDL/XML File
4. "Master 1" Flattened QuickTime File 422PRO RES 1080P
5. "Master 1" Media Managed Folder
 - a. All video/audio primary elements (camera originals, stock footage, graphics, narration, music, audio mix, etc);
 - b. All video/audio secondary elements (after effects, motion graphics, etc.)
6. "Master 1" production folder containing electronic files for:
 - a. PSPC original contract and amendments;
 - b. Shipping list;
 - c. Production information sheet;
 - d. Final recorded scripts;
 - e. Any relevant correspondence

This hard drive will become the property of DND.

A.8 SCHEDULE

The project is expected to begin inupon Contract award. All deliverables for the initial period are due by 17 March 2017.

A.9 CATALOGUE NUMBERS

Catalogue numbers will be provided by DND.

A.10 AVAILABLE DEPARTMENTAL SUPPORT AND RESPONSIBILITIES

1. DND project manager and OPIs for the CAF services and trade/occupation specific organizations will support the contractor throughout the production.
2. DND project manager and OPIs are responsible for spokesperson selection and will coordinate on-camera interviews at shooting locations.
3. Limited research assistance for stock footage will be supplied by DND project manager.

A.11 USE OF PROFESSIONAL ACTORS

Military members must be used as spokespersons in all videos. For the purpose of this Contract, actors are not to be considered. The Contractor must be prepared to work with and direct non-actors.

A.12 INSPECTION AND ACCEPTANCE

Departmental inspection and prior approval from the Project Authority are required for the following:

1. Treatment;
2. Scripts (English and French);
3. Shoot;
4. Music and effects;
5. All visual insert material, including computer animation and generated graphics, titles and credits;
6. Rough cut/off-line edit (English and French);
7. Final cut/on-line edit (English and French); and
8. Delivery of all materials.

A.13 SPECIFICATIONS AND STANDARDS

DND respects all Federal policies regarding communications and information technology, which include but are not limited to the following Government of Canada Standards:

- the Policy on Communications and Federal Identity
- the Official Languages Act
- the Privacy Act
- the Standard on Web Accessibility

ANNEX "B"
BASIS OF PAYMENT

BIDDERS ARE RESPONSIBLE TO ENTER THEIR PRICES ON THE MS EXCEL SPREADSHEET SUPPLIED TO THEM AND RETURN IT ON USB KEY, WITH TWO (2) PRINT OUTS OF THE COMPLETED ANNEX B FINANCIAL PROPOSAL WITH THEIR PROPOSAL.

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

INSTRUCTIONS TO BIDDERS:

The Bidder must submit firm, all-inclusive rates, for work performed to provide video production and provision of the final deliverables in accordance with any resulting Task Authorization under the Contract.

Bidders must submit the firm, all-inclusive hourly rates for each of the eleven (11) key categories of services and the two (2) blended hourly rates (see table in Annex B: Basis of Payment Excel spreadsheet).

The firm all-inclusive 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.

B.1 FIRM HOURLY RATES

The firm, all-inclusive 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, equipment, materials, courier and telephone charges, local travel* and the like) are included in the firm rates identified herein, and will not be permitted as direct charges under the Contract.

Local travel is defined as within 100km of the place of business of the Bidder. The firm, all-inclusive hourly rates must not include the cost of travel and other direct costs as specified in B.2 and B.3 of Annex B.

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) extra, if applicable.

BLENDED HOURLY RATE (A):

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

- Lighting technician services
- Sound technician services
- Services of a Camera Assistant

BLENDING HOURLY RATE (B):

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

- Research
- Translation and Adaptation
- Proofreading (English and French)
- Services of a Make-up Artist
- Set Staging / Set Decoration / Production of props
- Teleprompting
- Video Duplication including delivery on digital media including DVD, USB key, external hard drive etc., as specified

B.2 PRODUCTION COSTS

Production costs are costs associated with video production, excluding the services /professional fees billed as hourly rates in B.1.

Production costs applicable under B.2.1 do not include the personnel, equipment operators, equipment (other than camera rental), materials or any applicable charges required for the provision of the services billed as hourly rates in B.1.

Production costs include but are not limited to:

- Camera rental
- Studio rental
- Music (stock music and/or original composition)
- Props not constructed/fabricated/supplied by the Contractor

Production costs will be reimbursed at cost, as subcontracted services or direct expenses.

B.2.1 DIRECT EXPENSES

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers, given the service(s) is/are documented in the approved Task Authorization against the Contract. All such direct expenses must have prior authorization of the Project Authority.

B.3 TRAVEL AND LIVING EXPENSES

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 <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>, 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.

Solicitation No. - N° de l'invitation
W8B43-160006/A
Client Ref. No. - N° de réf. du client
W8B43-160006

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026.W8B43-160006

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

ANNEX "C"
EVALUATION CRITERIA

EVALUATION SUMMARY	
MANDATORY REQUIREMENTS: <input type="checkbox"/> MET <input type="checkbox"/> NOT MET	
Mandatories Checked by:	Date:
RATED REQUIREMENTS	SCORE ACHIEVED
R.1 CREATIVE APPROACH AND TECHNICAL METHODOLOGY	____ / 60 points
R.2 PROJECT MANAGEMENT PLAN	____ / 20 points
OVERALL TOTAL	____ / 80 points
Overall Comments:	

Solicitation No. - N° de l'invitation
W8B43-160006/A
Client Ref. No. - N° de réf. du client
W8B43-160006

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026.W8B43-160006

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

EVALUATION TEAM SIGNATURES:

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

NOTE TO EVALUATORS: This evaluation grid contains the basic criteria. This grid must be used in conjunction with the SARFP document to ensure the evaluation is being conducted strictly in accordance with the published criteria.

4.1 TECHNICAL EVALUATION

4.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
M.1 IDENTIFICATION OF THE FIRM		
The Bidder must identify the owners and management of the firm and the legal incorporated name as well as the organizational structure.		
The Bidder must demonstrate that they have at least five (5) years experience filming and producing professional videos for the web and other media.		
Comments:		

Evaluation Criteria	Met	Not met
M.2 Experience of the Firm – Audio-Visual Production Services Projects		
The Bidder must provide written project descriptions for three (3) audio-visual production services projects for which the Bidder was under contract to provide audio-visual production services similar in scope to the requirement described in Annex "A" Statement of Work.		
The audio-visual production services described must demonstrate the experience of the Bidder. Projects submitted where the work was performed by one (1) or more of the Bidders resources on behalf of another firm will not be accepted.		
For <u>each</u> project description submitted, the project start date must have been after January 1, 2010, and the project location must have been in Canada.		
The total value of one (1) of the projects must have been at least \$25,000.00 (excluding applicable taxes).		
At least one (1) of the projects must demonstrate the Bidder's ability to work in both official languages (English and French). To demonstrate the Bidder's ability to work in both official languages (English and French) the submitted project must be either of the following:		
A. a production where both the English and French are equally and substantively represented in the same production; or		

<p>B. a unilingual production (in its original language) that demonstrates the official language not demonstrated in the other submitted project.</p> <p>Productions that have voice-overs, are fully narrated, are fully animated, are purely text based, or are subtitled/closed captioned are not acceptable to demonstrate the Bidder's ability to work in both official languages.</p> <p><u>All</u> of the following audio-visual production services must have been provided by the Bidder as part of the project: storyboards and scripts; editing of footage, sound track, editing, mixing, animation and graphics design.</p> <p>The Bidder must provide the following information for <u>each</u> of the three (3) audio-visual production project descriptions submitted:</p> <ul style="list-style-type: none"> • Name of the project; • Client contact information; • Description of the project; • Project start date; (Month and Year) • The total value of the project (excluding applicable taxes); • Profile of target audience and communication objectives of the project; and • List of audio-visual production services provided by the Bidder for the project. 		
Comments:		

Evaluation Criteria	Met	Not met
M.3 Financial Proposal		
The Bidder must provide costing information strictly in accordance with the Basis of Payment at Annex B. Any deviation from the pricing schedule will render your proposal non-responsive.		
Comments:		

BIDS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.

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4.1.1.2 POINT RATED TECHNICAL CRITERIA

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum of 70 percent of the points for each rated criterion (R.1.1, R.1.2, and R.2) and an overall passing mark of 56 points. The rating is performed on a scale of 80 points. **Proposals scoring less than 70 percent in any one (1) of these criterion will not be given further consideration.**

NOTE: The number of points will be calculated depending on the total value given for each criterion. For example, if we give 21 points as a score for R.1.1 (21 points out of a total of 30 points), this is equal to 70% of the total value given for that criterion. Evaluators will not deviate from the established scoring grid. For example, for R.1.1 we could not give a score of 23 points. We would have to choose between 0, 15, 21, 25, or 30 points.

R.1 CREATIVE APPROACH AND TECHNICAL METHODOLOGY
(Maximum 60 points - Minimum 42 points)

The Bidder should provide a detailed technical methodology based on the requirements given in this RFP. This should demonstrate an understanding of the nature, scope and purpose of this production, the challenges associated with this project and how they might be overcome and the Bidder's capacity to deliver the required video(s) to fulfill the communications objectives specified in this RFP.

The Bidder should also provide an overall creative approach for the occupational/trade videos. As part of the creative approach the Bidder should provide an outline of a draft treatment for the audio-visual program.

The Bidder's proposed creative approach and technical methodology will be evaluated as follows:

R.1.1: Understanding of the scope and challenges of project and degree to which these are addressed. (Maximum 30 points - Minimum 21 points)

At a minimum, we are looking for: details of how you demonstrate your understanding of the project's scope, identify challenges, and propose solutions

Understanding of the scope and challenges - Up to a maximum of 30 points	
Assessment of Criteria	Points
Criterion for an established minimum acceptable response:	/ 30
<p><u>Not acceptable (0 points):</u> The information provided was unsuitable or insufficient for a project of this nature.</p> <p><u>Limited (15 points):</u> Criterion addressed, but not enough information provided and/or the proposal did not demonstrate an understanding of the scope and challenges and/or most of the information was transcribed from the Statement of Work (SOW) without providing additional information. Less than established minimum.</p> <p><u>Acceptable (21 points):</u> This is the established minimum. Acceptable understanding of the project's scope and challenges. The approach outlines challenges of project. Methodology addresses the objectives.</p> <p><u>Very Good (25 points):</u> Very good understanding of the project's scope and challenges. The approach is good and provides analysis of challenges with solutions. Approach and methodology stands a good chance of achieving the objectives.</p> <p><u>Outstanding (30 points):</u> Outstanding understanding of the project's scope and challenges. The approach is outstanding and provides excellent analysis of challenges with detailed solutions. Approach and methodology will effectively achieve the objectives.</p>	
Comments:	Total Points / 30

**R.1.2: The outline of the proposed production treatment is easy to visualize.
(Maximum 30 points - Minimum 21 points)**

At a minimum, the Bidder should demonstrate the proposed vision by providing mock-ups/illustrated storyboards/sample scripts to ensure clear visualization of both the structure and the creative approach of the production treatment.;

The outline of the proposed production treatment is easy to visualize - Up to a maximum of 30 points	
Assessment of Criteria	Points
Criterion for an established minimum acceptable response:	/ 30
<p><u>Not acceptable (0 points):</u> The information provided was unsuitable or insufficient for a project of this nature.</p> <p><u>Limited (15 points):</u> Criterion addressed, but not enough information provided and/or not appropriate and/or it is unlikely to achieve the goal(s) of the project. Less than established minimum.</p> <p><u>Acceptable (21 points):</u> This is the established minimum. The description/information detailed in the production treatment provides for easy visualization of the structure of the story and the creative approach. The overall structure is fine without being perfect. The story idea is good. Content is accurate or mostly accurate.</p> <p><u>Very Good (25 points):</u> The description/information detailed in the production treatment provides for easy visualization of the structure of the story and the creative approach. The overall structure holds very well from the beginning to the end. The story idea is strong and compelling. Content is accurate or mostly accurate. The look-and-feel of this production is unambiguous and appropriate. A good script may also be provided.</p> <p><u>Outstanding (30 points):</u> Visualization of the structure of the story is clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong and compelling. Content is accurate. Other means are used to help visualize the content/look-and-feel of the video such as mock-ups and/or illustrated storyboards. A strong script may also be provided.</p>	
Comments:	Total Points / 30

Total points allocated for the Rated Criteria R.2: _____ / 60 points

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R.2 PROJECT MANAGEMENT PLAN
(Maximum 20 points - Minimum 14 points)

The Bidder should propose a general project management approach for video production and post-production services that is flexible and considers the needs of the client as detailed in the SOW.

The Bidder should provide a detailed description of the proposed project management approach and the procedures, schedule controls, tools and techniques that will be used to plan, organize, direct and control video production and post-production services as detailed in the SOW.

The Bidder should provide possible risks specific to the project and relevant mitigation strategies.

The description of the project management approach should reflect how the Bidder proposes to work in collaboration with the client for the provision of video production and post-production services as detailed in the SOW, and outlines key areas that require input from clients.

PROJECT MANAGEMENT PLAN - Up to a maximum of 20 points	
Assessment of Criteria	Points
Criterion for an established minimum acceptable response:	/ 20
<p><u>Not acceptable (0 points)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (10 points)</u>: Criterion addressed, but not enough information provided and/missing information. Less than established minimum.</p> <p><u>Acceptable (14 points)</u>: This is the established minimum. Details provided to describe the Bidder's process; schedule controls and planning tools and techniques. Demonstrates good techniques to be put in place and used to plan, organize, direct and control video production and post-production services. Correctly identifies risk areas specific to the project and provides some mitigation strategies. Demonstrates client involvement in the approach.</p> <p><u>Very Good (17 points)</u>: Details provided to describe the Bidder's process; schedule controls and planning tools and techniques are complete. Demonstrates good techniques to be put in place and used to plan, organize, direct and control video production and post-production services. Correctly identifies risk areas specific to the project and provides good mitigation strategies. Demonstrates client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project and Technical Authorities is good.</p> <p><u>Outstanding (20 points)</u>: Details provided to describe the Bidder's process; schedule controls and planning tools and techniques are clear and complete. Demonstrates very efficient techniques to be put in place and used to plan, organize, direct and control video production and post-production services. Correctly identifies risk areas specific to the project and provides very good mitigation strategies. Demonstrates good level of client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project and Technical Authorities is very good and demonstrates flexibility.</p>	
Comments:	Total Points / 20

Total points allocated for the Rated Criteria R.2: _____ / 20 points

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SUMMARY OF POINTS AWARDED TO BIDDER			
Rated Criteria	Maximum Points	Minimum Points	Points Awarded to Bidders
R.1 CREATIVE APPROACH AND TECHNICAL METHODOLOGY	60		
R.1.1 Understanding of the scope and challenges of project and deg to which these are addressed.	30	21	
R.1.2 The outline of the proposed production treatment is easy to visualize	30	21	
TOTAL			000
R.2 PROJECT MANAGEMENT PLAN	20		
	20	14	
TOTAL			000
OVERALL TOTAL	80	56	000

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ANNEX "D" to PART 3 OF THE BID SOLICITATION

ELECTRONIC PAYMENT INSTRUMENTS

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- ☐ () VISA Acquisition Card;
- ☐ () MasterCard Acquisition Card;
- ☐ () Direct Deposit (Domestic and International);
- ☐ () Electronic Data Interchange (EDI);
- ☐ () Wire Transfer (International Only);
- ☐ () Large Value Transfer System (LVTS) (Over \$25M)

ANNEX "E" to PART 5 OF THE BID SOLICITATION

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- ☐ A1. The Bidder certifies having no work force in Canada.
- ☐ A2. The Bidder certifies being a public sector employer.
- ☐ A3. The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- ☐ A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- ☐ A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

OR

- ☐ A5.2. 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.

B. Check only one of the following:

- ☐ B1. The Bidder is not a Joint Venture.

OR

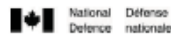
- ☐ B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

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ANNEX "F"
DND 626 TASK AUTHORIZATION FORM



TASK AUTHORIZATION
AUTORISATION DES TÂCHES

All invoices/progress claims must show the reference Contract and Task numbers. Toutes les factures doivent indiquer les numéros du contrat et de la tâche.		Contract no. • N° du contrat
Title of the task, if applicable • Titre de la tâche, s'il y a lieu		Task no. • N° de la tâche
TA revision no. • N° de révision de l'AT		Total estimated cost of task (GST/HST extra) • Coût total estimatif de la tâche (TPS/TVH en sus) \$
Increase/decrease • Augmentation/réduction		Previous value • Valeur précédente
To • À TO THE CONTRACTOR You are requested to supply the following services in accordance with the terms of the above reference contract. Only services included in the contract shall be supplied against this task. À L'ENTREPRENEUR Vous êtes priés de fournir les services suivants en conformité des termes du contrat mentionné ci-dessus. Seuls les services mentionnés dans le contrat doivent être fournis à l'appui de cette demande. Delivery location • Expédiez à Please advise the undersigned if the completion date cannot be met. Invoices/progress claims shall be prepared in accordance with the instructions set out in the contract. Prière d'aviser le signataire si la livraison ne peut se faire dans les délais prescrits. Les factures doivent être établies selon les instructions énoncées dans le contrat.		

Start of the Work for a TA
Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.

Début des travaux pour l'AT
Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

Task description of the work required • Description de tâche des travaux requis	See attached • Ci-joint <input checked="" type="checkbox"/>
Directives	See attached • Ci-joint <input type="checkbox"/>
Deliverables • Produits à livrer	See attached • Ci-joint <input type="checkbox"/>
Completion and submission dates • Dates d'achèvement et dates de livraison	See attached • Ci-joint <input type="checkbox"/>
TA revision description • Description de la révision de l'AT	See attached • Ci-joint <input type="checkbox"/>
Basis and method of payment • Base et méthode de paiement	

Authorization(s)
By signing this TA, the authorized Project Authority and/or the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

Autorisation(s)
En apposant sa signature sur l'AT, le chargé de projet autorisé et/ou l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The Project Authority's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du chargé de projet est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized Project Authority • Nom et titre du chargé de projet autorisé à signer	
Signature	Date
PWGSC Contracting Authority • Autorité contractante de TPSGC	
Signature	Date

Contractor's Signature • Signature de l'entrepreneur


Name and title of individual authorized to sign for the Contractor • Nom et titre de la personne autorisée à signer au nom de l'entrepreneur	
Signature	Date

<input type="checkbox"/> Estimate received from Contractor • Devis reçu de l'entrepreneur		See attached • Ci-joint <input type="checkbox"/>
Date	Initials • Initiales	

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 National Defence Défense nationale	
<input type="checkbox"/> Revised estimate received from Contractor • Devis révisé reçu de l'entrepreneur	
See attached • Ci-joint <input type="checkbox"/>	
Date	Initials • Initiales