



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

**Bid Receiving /**

**Réception des soumissions**

Canada School of Public Service/  
École de la fonction publique du Canada  
Bid Receiving Unit (Mailroom) /  
Réception des soumissions (salle de  
courrier)

De La Salle Campus / Campus de La Salle  
373 Sussex Drive  
Ottawa, Ontario (Canada) K1N 6Z2

**REQUEST FOR PROPOSAL  
DEMANDE DE SOUMISSION**

Proposal to: Canada School of Public  
Service

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 à : École de la fonction publique  
du 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 - Commentaries**

**THIS DOCUMENT DOES CONTAINS A  
SECURITY REQUIREMENT / CE  
DOCUMENT NCONTIENT DES  
EXIGENCES RELATIVES À LA  
SÉCURITÉ**

**Vendor/Firm Name and Address  
Raison sociale et adresse du  
fournisseur/de l'entrepreneur**

|   |  |
|---|--|
| <b>Title-Sujet</b>  |  |
| <b>Marketing Strategy and Brand Definition (2018-2021)</b>                                    |  |
| <b>Solicitation No. – No. de l'invitation</b>   | <b>Date</b>                                  |
| <b>CSPS-RFP-17TB-2410</b>   | <b>April 10, 2018</b>                        |
| <b>Client Reference No. - No. De Référence du Client</b>                                      |  |
| <b>Solicitation Closes - L'invitation prend fin</b>   |  |
| <b>at - à 02:00 PM / 14h00</b>  |  |
| <b>on – le May 23, 2018, 2018 / 23 mai, 2018</b>  |  |
| <b>Address inquiries to: - Adresser toute demande de renseignements à :</b>                   |  |
| Tania Boyer   |  |
| <b>Email Address: - Adresse courriel :</b>  |  |
| <a href="mailto:tania.boyer@canada.ca">tania.boyer@canada.ca</a>                              |  |
| <b>Telephone No. - No de téléphone</b>  | <b>Fax No. – No de Fax:</b>                  |
| 819-953-3443  | N/A  |
| <b>Destination of Goods and Services: Destinations des biens et services:</b>                 |  |
| Canada School of Public Service<br>373 Sussex Drive<br>Ottawa, ON K1N 6Z2                     |  |
| <b>Instructions : See Herein</b>  |  |
| <b>Instructions : Voir aux présentes</b>  |  |
| <b>Delivery Required – Livraison exigée</b>   | <b>Delivery Offered – Livraison proposée</b> |
| N/A   | N/A  |
| <b>Name and title of person authorized to sign on behalf of Vendor/Firm</b>                   |  |
| <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur</b> |  |



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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 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work (Annex A), the Basis of Payment (Annex B), the Security Requirements Checklist (Annex C), and any other annexes.

### 1.2 Summary

- 1.2.1 The Canada School of Public Service (the School) is looking for a full service marketing agency (Contractor) that has strong change management acumen, expertise in strategic marketing and innovative design capabilities for the development of a three-year marketing strategy and engaging brand that is flexible, recognizable and easy to implement in a wide variety of marketing and communications activities.
- 1.2.2 The services will be required within a period of one hundred and eighty (180) days of contract award.
- 1.2.3 There are security requirements associated with this requirement. For additional information, consult Part 6 - Security, Financial and Other Requirements, and Part 7 - Resulting Contract Clauses. For more information on personnel and organization security screening or security clauses, Bidders should refer to the [Contract Security Program](http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html) of Public Works and Government Services Canada (<http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html>) website”.
- 1.2.4 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA), the North American Free Trade Agreement (NAFTA), the Canada-Columbia Free Trade Agreement, the Canada-Chili Free Trade Agreement, Canada-Panama Free Trade Agreement and Canada-Honduras Free Trade Agreement, the Canada-Peru Free Trade Agreement, the Canada-Korea Free Trade Agreement.

### 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 may 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) (<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](#) (2017-04-27) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation with the following changes:

- a) Wherever Public Works and Government Services Canada (PWGSC) revise to read “Canada School of Public Service (the School)”.
- b) At Article 05, Submission of Bids, subparagraph 4, delete “Bids will remain open for acceptance for a period of not less than sixty (60) days from the closing date of the bid solicitation. Insert “Bids will remain open for acceptance for a period of not less than 120 days from the closing date of the bid solicitation.”
- c) At Article 08, Transmission by Facsimile is deleted in its entirety.
- d) At Article 20, Further Information, delete the second paragraph in its entirety.

### 2.2 Submission of Bids

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

Bidders must indicate the RFP number CSPS-RFP-17TB-2410 on the packaging when submitting their bids.

Due to the nature of the bid solicitation, bids transmitted by facsimile and electronic mail to the School will not be accepted.

### 2.3 Former Public Servant

SACC manual clause [A3025T](#) (2014-06-26)

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:

- name of former public servant;
- 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:

- name of former public servant;
- conditions of the lump sum payment incentive;
- date of termination of employment;
- amount of lump sum payment;
- rate of pay on which lump sum payment is based;
- period of lump sum payment including start date, end date and number of weeks;
- 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) business 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 \_\_\_\_\_ (*insert the name of the province or territory at contract award*).

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.

## 2.6 Improvement of Requirement During Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least ten (10) days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

## 2.7 Basis for Canada's Ownership of Intellectual Property

The Canada School of public Service has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): the main purpose of the Contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination and the Intellectual Property in Foreground Information consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

# 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 4 hard copies and 1 soft copies on a USB key in a PDF format.

Section II: Financial Bid 1 hard copies.

Section III: Certifications 1 hard copies.

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>). 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 and describe their approach in a thorough, concise and clear manner for carrying out the work.

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

### **Section II: Financial Bid**

Bidders must submit their financial bid in accordance with the Pricing Schedule detailed in the Attachment 1 to Part 3.

### **Section III: Certifications**

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

### **Section IV: Additional Information**

In Section IV of their bid, Bidders should provide:

1. their legal name;
2. their Procurement Business Number (PBN);
3. the name of the contact person (provide also this person's mailing address, phone number and email address) authorized by the Bidder to enter into communications with Canada with regards to their bid, and any contract that may result from their bid;
4. for Part 2, article 2.3, Former Public Servant, of the bid solicitation: the required answer to each question; and, if the answer is yes, the required information;
5. for Part 6, article 6.1, Security Requirement, of the bid solicitation: for each individual who will require access to classified or protected information, assets or sensitive work sites:
  - a) the name of the individual;
  - b) the date of birth of the individual; and
  - c) if available, information confirming the individual meets the security requirement as indicated in Part 7 - Resulting Contract Clauses;





### ATTACHMENT 1 TO PART 3 PRICING SCHEDULE

The bidder must complete this pricing schedule and include it in its Financial Bid (in Cdn \$).

Any estimated level of services specified in this pricing schedule is provided for bid evaluation price determination purposes only. Levels of efforts are provided as estimates only, and must not be construed as a commitment by CSPS to respect those estimates in any resulting contract.

The Contractor will be paid in accordance with the following milestones/deliverables:

**Table 1: Milestones**

| Milestone No. | Description or Deliverables  | Due Date                  | % of total Contract | Total Firm Price (Customs duties are included and Applicable Taxes are Extra) |
|---------------|--|---------------------------|---------------------|---|
| 1             | Deliverable 1 in accordance with the Statement of Work at Annex A.       | Signature Date + 30 days  | 10%                 |   |
| 2             | Deliverable 2 and 3 in accordance with the Statement of Work at Annex A. | Signature Date + 90 days  | 30%                 |   |
| 3             | Deliverable 4 to 10 in accordance with the Statement of Work at Annex A. | Signature Date + 180 days | 60%                 |   |



## 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, 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

Refer to Attachment 1 to Part 4.

##### 4.1.1.2 Point Rated Technical Criteria

Refer to Attachment 1 to part 4. Point rated technical criteria not addressed will be given a score of zero.

#### 4.1.2 Financial Evaluation

SACC Manual Clause [A0222T](#) (2014-06-26), Evaluation of Price - Canadian / Foreign Bidders

1. The price of the bid will be evaluated as follows:
  - a. Canadian-based bidders must submit firm prices, Canadian customs duties and excise taxes included, and Applicable Taxes excluded.
  - b. Foreign-based bidders must submit firm prices, Canadian customs duties, excise taxes and Applicable Taxes excluded. Canadian customs duties and excise taxes payable by Canada will be added, for evaluation purposes only, to the prices submitted by foreign-based bidders.
2. Unless the bid solicitation specifically requires bids to be submitted in Canadian currency, bids submitted in foreign currency will be converted to Canadian currency for evaluation purposes. The rate given by the Bank of Canada in effect on the bid solicitation closing date, or on another date specified in the bid solicitation, will be applied as a conversion factor to the bids submitted in foreign currency.
3. Although Canada reserves the right to award the Contract either on an FOB plant or FOB destination, Canada requests that bidders provide prices FOB their plant or shipping point and FOB destination. Bids will be assessed on an FOB destination basis.
4. For the purpose of the bid solicitation, bidders with an address in Canada are considered Canadian-based bidders and bidders with an address outside of Canada are considered foreign-based bidders.

##### 4.1.2.2 Point Rated Financial Criteria

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B" and it is provided for bid evaluation price determination only. They are not to be considered as a contract guarantee.

SACC Manual Clause [A0222T](#) (2014-06-26), Evaluation of Price - Canadian / Foreign Bidders

1. The price of the bid will be evaluated as follows:



- a. Canadian-based bidders must submit firm prices, Canadian customs duties and excise taxes included, and Applicable Taxes excluded.
  - b. Foreign-based bidders must submit firm prices, Canadian customs duties, excise taxes and Applicable Taxes excluded. Canadian customs duties and excise taxes payable by Canada will be added, for evaluation purposes only, to the prices submitted by foreign-based bidders.
5. Unless the bid solicitation specifically requires bids to be submitted in Canadian currency, bids submitted in foreign currency will be converted to Canadian currency for evaluation purposes. The rate given by the Bank of Canada in effect on the bid solicitation closing date, or on another date specified in the bid solicitation, will be applied as a conversion factor to the bids submitted in foreign currency.
  6. Although Canada reserves the right to award the Contract either on an FOB plant or FOB destination, Canada requests that bidders provide prices FOB their plant or shipping point and FOB destination. Bids will be assessed on an FOB destination basis.
  7. For the purpose of the bid solicitation, bidders with an address in Canada are considered Canadian-based bidders and bidders with an address outside of Canada are considered foreign-based bidders.

## 4.2 Basis of Selection

### 4.2.1 SACC manual clause [A0027T](#), Highest Combined Rating of Technical Merit (60%) and Price (40%)

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation; and
  - b. meet all mandatory criteria; and
  - c. obtain the required minimum points of **46 points** overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of **66 points**.

Bids not meeting (choose "(a) or (b) or (c) will be declared non-responsive.

3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be seventy **60%** for the technical merit and thirty **40%** for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of seventy **60%**.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of thirty **40%**.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.



The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

|                         |                       | Bidder 1                    | Bidder 2                   | Bidder3                    |
|-------------------------|-----------------------|-----------------------------|----------------------------|----------------------------|
| Overall Technical Score |                       | 115/135                     | 89/135                     | 92/135                     |
| Bid Evaluated Price     |                       | \$55,000                    | \$50,000                   | \$45,000                   |
| Calculations            | Technical Merit Score | $115/135 \times 60 = 51.11$ | $89/135 \times 60 = 39.55$ | $92/135 \times 60 = 40.89$ |
|                         | Pricing Score         | $45/55 \times 40 = 32.73$   | $45/50 \times 40 = 36$     | $45/45 \times 40 = 40.00$  |
| Combined Rating         |                       | 83.84                       | 75.55                      | 80.89                      |
| Overall Rating          |                       | 1 <sup>st</sup>             | 2 <sup>nd</sup>            | 3 <sup>rd</sup>            |

#### 4.2.2 Maximum Funding

The maximum funding available for the Contract resulting from the bid solicitation is \$175,000.00 (Applicable Taxes extra). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.



## ATTACHMENT 1 TO PART 4

### TECHNICAL EVALUATION

#### TECHNICAL CRITERIA

##### 1. Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement. Bids which fail to meet the mandatory technical criteria will be declared non-responsive. Each mandatory technical criterion must be addressed separately.

| Item No. | MANDATORY TECHNICAL CRITERIA   | Proposal Reference page number | MET / NOT MET |
|----------|--|--------------------------------|---------------|
| M1       | <p><b>The Bidder must provide three (3) references of successful projects related to the scope of work within the past three (3) years at time of bid closing.</b></p> <p>Only the first three (3) references submitted will be evaluated.</p> <p>For each of the projects, the following information must be provided:</p> <ol style="list-style-type: none"> <li>a. The name, address, telephone number and email of the referenced client organization;</li> <li>b. A description of the project's scope of work;</li> <li>c. The start and end date of the referenced project.</li> </ol> <p>The Project References will be evaluated based on the similarity of scope as described in the SOW. For the purpose of this requirement, similarity of scope is defined as:</p> <ul style="list-style-type: none"> <li>• Development of multi-year marketing strategy;</li> <li>• Development of marketing tools and methodologies;</li> <li>• Provision of brand reposition services;</li> <li>• Production of brand identity material.</li> </ul> <p>The School reserves the right to contact the named client reference for the purpose of validating the information provided.</p> |                                |               |
|          | <p><b>The Bidder must provide evidence of qualifications and professional experience for proposed resources assigned to the project. This must include a detailed, chronological curriculum vitae (CV) for:</b></p>  |                                |               |



|           |   |  |  |
|-----------|---|--|--|
|           | <p>a) A Project Manager with a minimum of 5 years' experience working as a project lead in the development of marketing and brand strategies;</p> <p>b) One (1) Senior level Marketing/Branding Specialist;</p> <p>c) One (1) Senior level Graphic Designer.</p>  |  |  |
| <b>M3</b> | <p><b>The Bidder must provide samples of tools developed and methodologies used within the past three (3) years at time of bid closing.</b></p> <ul style="list-style-type: none"> <li>• Three (3) samples of marketing tools</li> <li>• One (1) sample tool must include sub-branding elements.</li> <li>• Three (3) examples of methodologies</li> </ul> <p>The samples provided will be evaluated in Rated Criterion R3.</p> |  |  |
| <b>M4</b> | <p><b>Maximum Funding</b></p> <p>The bidder must not exceed the budget amount of \$175,000.00 (excluding taxes) established by the School for the project in its entirety.</p>  |  |  |



## 2. Point Rated Technical Criteria

Proposals obtaining a total minimum score of **46 points (70%)** out of **66 points** for the technical component will be considered as technically admissible. Bids which fail to meet the minimum point of **46 points (70%)** out of **66 points** for the technical component will be declared non-responsive. The selected proposal will be the one that presents the highest overall value between the technical component and the price. The overall value will be based on a weighted factor of **60%** for the technical component and **40%** for the price.

| Item No. | POINT RATED CRITERIA  | Maximum Number of Points |
|----------|---|--------------------------|
| R1       | <p><b>Understanding of the Requirement</b></p> <p>The Bidder should demonstrate in the proposal an understanding of the scope and objectives of the work by outlining the following:</p> <ul style="list-style-type: none"> <li>a. Strategic approach to fulfill all of the requirements outlined in the SOW; (5 points)</li> <li>b. Sound and complete methodology to meet the School's key project objectives; (5 points)</li> <li>c. Resources to satisfy official language requirements;(2 points)</li> <li>d. Availability of resources to meet in-person bi-weekly during core work hours and location identified in SOW. (5 points)</li> </ul> | 17                       |
| R2       | <p><b>Detailed Work Plan</b></p> <p>The Bidder should submit a detailed work plan including:</p> <ul style="list-style-type: none"> <li>a) Outline of tasks to align with the milestones identified in the SOW; (5 points)</li> <li>b) Resources required per task; (2 points)</li> <li>c) Budget allocated to tasks and deliverables for duration of project; (2 points)</li> <li>d) Risk management for the duration of the project addressing potential human resources and financial constraints; (2 points)</li> <li>e) Detailed breakdown of delivery dates for completion of tasks and deliverables. (2 points)</li> </ul>                     | 13                       |
| R3       | <p><b>Tools and Methodologies</b></p> <p>Each tools and methodologies provided in M3 will be evaluated based on the similarity of scope as described in the SOW. For the purpose of this requirement, similarity of scope is defined as :</p> <ul style="list-style-type: none"> <li>• Similar topic - Professional development, learning, education, training, coaching, employee engagement; (2 points for each sample/methodology up to 12 points)</li> </ul>  | 36                       |





| Item No.  | POINT RATED CRITERIA   | Maximum Number of Points |
|---|--|--------------------------|
|   | <ul style="list-style-type: none"> <li>• Similar target audience – public servants, professionals, teachers, coaches, professors, instructors, students, employees; (2 points for each sample/methodology up to 12 points)</li> <li>• Similar objectives – to increase engagement with audience, and increase visibility of products and services. (2 points for each sample/methodology up to 12 points)</li> </ul> |                          |
| <b>Total of points technical threshold of 46 points (70%) out of 66 points:</b> |  | <b>66</b>                |

**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 Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the Integrity declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), 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 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](https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#) website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).



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.

### 5.2.2 Integrity Provisions – Required Documentation

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](https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#) website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

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.

### 5.2.3 Integrity Provisions – List of Names for Integrity Verification Form

Section 17 of the [Ineligibility and Suspension Policy](#) requires suppliers, regardless of their status under the policy, to submit a list of names with their bid or offer. The list differs depending on the bidder or offeror's organizational structure: (see Attachment 1 to Part 5 *List of Names for Integrity Verification Form*).

- Bidders including those bidding as joint ventures, whether incorporated or not, must provide a complete list of the names of all current directors;
- Privately owned corporations must provide a list of the owners' names;
- Bidders bidding as sole proprietorship, including sole proprietors bidding as joint ventures, must provide the name of the owner(s).

Bidders bidding as partnerships do not need to provide lists of names.

### 5.2.4 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

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

### 5.2.5 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that



every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.



## ATTACHMENT 1 to PART 5

### CERTIFICATIONS PRECEDENT TO CONTRACT AWARD

#### List of Names for Integrity Verification Form

Complete the on-screen form: [List of names for integrity verification form \(http://www.tpsgc-pwgsc.gc.ca/ci-if/ln-form-eng.html\)](http://www.tpsgc-pwgsc.gc.ca/ci-if/ln-form-eng.html)

Or complete the form below:

| Supplier Information / Renseignements sur le fournisseur  |  |
|---|--|
| * Supplier's Legal Name (required) / * Dénomination sociale du fournisseur (obligatoire)  |  |
| * Supplier's Address (required) / * Adresse du fournisseur (obligatoire)  |  |
| Supplier's Procurement Business No. (PBN) (optional) / N° d'entreprise-approvisionnement (NEA) du fournisseur (optionnel)   |  |
| * Solicitation No. (required) / * N° de l'invitation à soumissionner (obligatoire)  |  |
| * Date of Bid, or Closing Date of Invitation to Offer (yyyy/mm/dd) (required) / * Date de la soumission, ou de la date de clôture de l'invitation à soumissionner (aaaa/mm/jj) (obligatoire)  |  |
| List of Names / Liste de noms   |  |
| * Name 1 (required) / * Nom 1 (obligatoire)   | * Title 1 (required) / * Titre 1 (obligatoire) |
| * Name 2 (required) / * Nom 2 (obligatoire)   | * Title 2 (required) / * Titre 2 (obligatoire) |
| * Name 3 (required) / * Nom 3 (obligatoire)   | * Title 3 (required) / * Titre 3 (obligatoire) |
| * Name 4 (required) / * Nom 4 (obligatoire)   | * Title 4 (required) / * Titre 4 (obligatoire) |
| * Name 5 (required) / * Nom 5 (obligatoire)   | * Title 5 (required) / * Titre 5 (obligatoire) |
| * Name 6 (required) / * Nom 6 (obligatoire)   | * Title 6 (required) / * Titre 6 (obligatoire) |
| * Name 7 (required) / * Nom 7 (obligatoire)   | * Title 7 (required) / * Titre 7 (obligatoire) |
| Declaration / Déclaration   |  |
| * I, (name) (required) / Je, * (nom) (obligatoire) :  |  |
| * (position) (required) / * (poste) (obligatoire) :   |  |
| * of (supplier's name) (required) / * à (nom de la société de l'entrepreneur) (obligatoire) :   |  |
| <p>declare that the information provided in this form is, to the best of my knowledge and belief, true, accurate and complete. I am aware that failing to provide the list of names will render a bid or offer non-responsive, or I will be otherwise disqualified for award of a contract or real property agreement. I am aware that during the bid or offer evaluation stage, I must, within 10 working days, inform the contracting authority in writing of any changes affecting the list of names submitted. I am also aware that after contract award I must inform the Registrar of Ineligibility and Suspension within 10 working days of any changes to the list of names submitted. /</p> <p>déclare que les renseignements inscrits dans ce formulaire sont, au meilleur de mes connaissances, véridiques, exactes et complètes. Je suis conscient que le défaut de fournir la liste des noms dans le délai prescrit rendra ma soumission ou mon offre irrecevable, ou autrement entraînera mon exclusion du processus d'attribution de l'accord immobilier ou du contrat. Je suis conscient que pendant l'évaluation des soumissions ou des offres, je dois, dans les 10 jours ouvrables, informer par écrit l'autorité contractante de toute modification de la liste des noms. Je suis également conscient qu'après l'attribution du contrat, je dois informer le Registraire d'inadmissibilité et de suspension dans les 10 jours ouvrables suivant tout changement à la liste de noms présentée.</p> |  |
| Signature / signature   | Date (yyyy/mm/dd) / date (aaaa/mm/jj)          |



## PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

### 6.1 Security Requirements

1. At the date of bid closing, the following conditions must be met:
  - (a) the Bidder must hold a valid organization security clearance as indicated in Part 7 - Resulting Contract Clauses;
  - (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work sites must meet the security requirements as indicated in Part 7 - Resulting Contract Clauses;
  - (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites;
2. For additional information on security requirements, Bidders should refer to the [Contract Security Program](http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html) of Public Works and Government Services Canada (<http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html>) website.

## PART 7 - RESULTING CONTRACT CLAUSES

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

### 7.1 Statement of Work

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

### 7.2 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.

### 7.3 General Conditions

SACC Manual clause [2035](#) (2016-04-04), General Conditions - Higher Complexity - Services, apply to and form part of the Contract with the following changes:

- Wherever Public Works and Government Services Canada (PWGSC) revise to read “Canada School of Public Service (the School)” with the exception of article 41 Integrity Provisions – Contract where any reference to PWGSC remains.

### 7.4 Security Requirements

The following security requirements (SRCL and related clauses provided by the Contract Security Program) apply and form part of the Contract.

### 7.5 Term of Contract

#### 7.5.1 Period of the Contract

The period of the Contract is from date of the contract plus 180 days.



## 7.6 Termination on Thirty Days Notice

### A0072C (2008-12-12) Termination on Thirty Days Notice

1. Canada reserves the right to terminate the Contract at any time in whole or in part by giving thirty (30) calendar days written notice to the Contractor.
2. In the event of such termination, Canada will only pay for costs incurred for services rendered and accepted by Canada up to the date of the termination. Despite any other provision of the Contract, there will be no other costs that will be paid to the Contractor as a result of the termination.

## 7.7 Authorities

### 7.7.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Tania Boyer  
 Title: Procurement Specialist  
 Department: Canada School of Public Service  
 Address: Campus Asticou, 241, Boulevard de la Cité-des-Jeunes, Gatineau, Québec, J8Y 6L2

Telephone: 819-953-3443  
 E-mail address: [tania.boyer@canada.ca](mailto:tania.boyer@canada.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.

### 7.7.2 Project Authority

The Project Authority for the Contract is:  
(to be included at contract award)

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_

Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_  
 Facsimile: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_  
 E-mail address: \_\_\_\_\_

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



### 7.7.3 Contractor's Representative

The Contractor's Representative for the Contract is: (to be included at contract award)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
  
Telephone: \_\_\_\_-\_\_\_\_-\_\_\_\_\_  
Facsimile: \_\_\_\_-\_\_\_\_-\_\_\_\_\_  
E-mail address: \_\_\_\_\_

### 7.8 Proactive Disclosure of Contracts with Former Public Servants

SACC Manual clause [A3025C](#) (2013-03-21) – 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.

SACC Manual clause [A3025T](#) (2014-06-26) Former Public Servant – This clause is to identify any bidder who may be a former public servant for:

- a. approval purposes when the successful bidder is a former public servant in receipt of a pension paid under the [Public Service Superannuation Act](#);
- b. the application of the \$5,000 contract fee limit, including Applicable Taxes, when the successful bidder is a former public servant, including former members of the Canadian Forces and the Royal Canadian Mounted Police, in receipt of a lump sum payment pursuant to a work force adjustment program; and
- c. to advise the successful bidder that the published proactive disclosure reports will include information to indicate if the successful bidder is a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension.

Providing this information is a condition precedent to contract award as opposed to a mandatory requirement for evaluation purposes.

For more information, consult sections [3.90 Former Public Servants](#) and [7.65 Proactive Disclosure](#) of the [Supply Manual](#).

Contract 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.

## 7.9 Basis of Payment

[C0207C](#) (2013-04-25) Basis of Payment - Firm Price

For the Work described in the statement of work in Annex A :

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price, as specified in accordance with the Basis of payment at annex B for a cost of \$ \_\_\_\_\_ insert the amount at contract award). Customs duties are included and Applicable Taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.



## 7.10 Limitation of Price

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

SACC Manual clause [C6000C](#) (2017-08-17) Limitation of Price

## 7.11 Method of Payment

### 7.11.1 Milestone Payments

SACC Manual clause [H4012C](#) (2010-01-11) Schedule of Milestones

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

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

- a. an accurate and complete claim for payment and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.

### 7.11.2 Schedule of Milestones

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

Payments for proposals invited to proceed will normally be scheduled as follows:

1. Upon completion of Deliverable 1 in accordance with the Statement of Work at **Annex A**.
2. Upon completion of Deliverable 2 and 3 in accordance with the Statement of Work at **Annex A**.
3. Upon completion of Deliverable 4 to 10 in accordance with the Statement of Work at **Annex A**.

Payments will be based on the deliverables as described in the **Annex B – Basis of payments**. Payment will be made within 30 days after receipt of an invoice and upon acceptance of each deliverable by the Project Authority.

## 7.12 Invoicing Instructions

SACC Manual clauses [H3020C](#) (2015-02-25)

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 has been completed and that all maintenance service call reports related to the Work identified in the invoice have been received by the Project Authority.

2. The Contractor must distribute the invoices and reports as follows:

One (1) copy of the invoice must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.



## 7.13 Certifications and Additional Information

### 7.13.1 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.

## 7.14 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of \_\_\_\_\_.

## 7.15 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)
- (c) the general conditions [2035](#) Higher Complexity - Service (2016-04-04);
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) Annex C, Security Requirements Check List ;
- (h) the Contractor's bid dated \_\_\_\_\_, (*insert date of bid*) (*If the bid was clarified or amended, insert at the time of contract award:*"), as clarified on \_\_\_\_\_ " *or* ",as amended on \_\_\_\_\_ " *and insert date(s) of clarification(s) or amendment(s)*).

## 7.16 Foreign Nationals (Canadian Contractor *OR* Foreign Contractor)

SACC Manual clause [A2000C](#) (2006-06-16) Foreign Nationals (Canadian Contractor)

**OR**

SACC Manual clause [A2001C](#) (2006-06-16) Foreign Nationals (Foreign Contractor)

## 7.17 Insurance

SACC Manual clause [G1005C](#) (2016-01-26) Insurance - The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.



## ANNEX "A"

### STATEMENT OF WORK

#### 1. Title

Marketing Strategy and Brand Definition (for 2018 to 2021)

#### 2. Objective

The Canada School of Public Service (the School) is looking for a full-service marketing agency (Contractor/Agency) that has strong change management acumen, expertise in strategic marketing and innovative design capabilities for the development of a three-year marketing strategy and engaging brand that is flexible, recognizable and easy to implement in a wide variety of marketing and communications activities.

The School's objectives are:

- to optimize the opportunities for increased visibility of the School's offerings to all clients and public servants in all regions of the country by means of a distinctive, fresh and contemporary visual brand
- to motivate public servants across the country to learn more about the School and to foster enthusiasm towards active participation in the School's offerings

#### 3. Background

The School is the common learning provider for Government of Canada public servants across the country. Its mission is to provide learning opportunities and tools to support deputy heads' accountability towards learning within their departments and public servants' professional development. In short, the School equips public servants to serve Canadians better. The School is situated in 14 locations across Canada.

This is a pivotal time for Canada's public service. The world in which the public service operates is continuing to change in fundamental ways. The School must keep pace to better serve Canada and Canadians now and into the future, in accordance with the Government's vision "to create the Public Service of tomorrow by leveraging new technologies, seeking innovative whole-of-government opportunities for improved efficiency and effectiveness, and that will be agile and able to anticipate and respond to the evolving needs of Canadians and the Government."

In support of this vision, the School recently completed a three-year transformation, which included updating and refining the School's delivery and management of learning, its programming and underlying business model, and the supporting strategies required for implementation. The successful implementation of this transformation included the launch in April 2016 of GCcampus, the School's online learning platform.

The School has implemented a Departmental Results Framework to keep focused on the impact of its achievements for Canadians. It has also undertaken a Departmental Review to ensure alignment with Government priorities, improve the delivery of results and increase efficiency. These initiatives will help solidify the School's future vision and build on what has been achieved so far. The School will also have an important role in fostering lifelong learning for all public servants, a significant culture change.

The School is also conducting Client-perspective research that will build the foundation to:

- successfully reposition the School's brand



- increase service excellence
- develop actionable recommendations for a learner-centric marketing strategy, one that accurately addresses the needs of target audiences, while also accounting for the School's strategic objectives

By identifying existing hot buttons and pain points, the Client-perspective research will guide the School to define its unique value proposition so as to increase the quality of its services and establish a benchmark and gap analysis.

The objectives of the Client-perspective research are to:

- a) measure the School's brand equity and brand perception, and establish a benchmark against which the School can compare the reach and success of future marketing campaigns
- b) gather behavioural insights from the School's client base, allowing the School to segment its clients into behaviorally similar groups and adapt messaging to each demographic, resulting in improved engagement and targeted campaigns
- c) gather insights on service excellence and learner expectations, allowing the School to better its offering (customer service expectations, course content expectations, technological expectations, follow-up expectations, etc.)
- d) find out which marketing tools being used work best, what new and innovative opportunities can be explored, what communication mix is successful, how often people want to hear from us, and what key messages resonate the most with each demographic

The School also produces business intelligence (BI) data on its offerings, uptake patterns, etc.

The School is looking for a Contractor/Agency that will analyze and transform this Client-perspective research and BI data into a multi-year marketing strategy, branding intelligence and products.

#### 4. Scope

The School expects a repositioning of the brand based on the analysis of several sources of information and data such as, but not limited to, quantitative and qualitative data from the Client-perspective research, web analytics, learner profile data, Level 1 evaluations, and reports on user organizations, to increase the probability that learner-centric marketing strategies will reflect the environment and address highlighted concerns appropriately. Developing a multi-year strategy, complete with objectives, strategies, tactics, timelines and expected outcomes will steer marketing activities and allow the School to measure a successful implementation.

Understanding our learners' behaviours and the repositioning of the School's brand will be essential to the development of an appropriate marketing strategy and products.

More precisely, the Contractor/Agency must:

- analyze the School's brand equity and brand perception to develop a successful marketing and brand repositioning strategy
- develop strategies and tactics for behaviorally similar groups of learners and adapt messaging to each demographic, resulting in improved engagement and targeted campaigns
- optimize the marketing and communication mix currently used by the School with new and innovative opportunities for successful engagement with each demographic segment



- produce strategy and revised brand material that adheres to all elements contained in the Government of Canada Policy on Communications and Federal Identity
- produce revised brand identity material for implementation on a priority basis to ensure the most critical tools are ready for the deployment of the strategy and tactics

This revised brand identity will be developed with input from School designers in a think tank style approach. New brand material to be identified during the exercise includes, but is not limited to, e-marketing products; social media kit; print and promotional products; course material; decks; internet, intranet and GCcampus content; videos, banners, digital backdrops, and displays. A selection of brand identity material will be produced by the Contractor/Agency, while some can be developed in-house, depending on expertise of service, timeliness, urgency, cost-effectiveness, and availability of internal resources.

#### 5. Ressource documents (if applicable)

- School website: <http://www.cspcs-efpc.gc.ca/index-eng.aspx>
- GCcampus Online Learning Platform:
- <https://idp.cspcs-efpc.gc.ca/idp/Authn/UserPassword>
  - The chosen Contractor/Agency will be provided with a courtesy account. A viewing meeting can be arranged if needed.
- Departmental Plan 2017-2018:
- [http://www.cspcs-efpc.gc.ca/About\\_Us/currentreport/dp2017-18/index-eng.aspx](http://www.cspcs-efpc.gc.ca/About_Us/currentreport/dp2017-18/index-eng.aspx)
- Government of Canada Policy on Communications and Federal Identity:
- <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>
- Official Languages Act:
- [http://officiallanguages.gc.ca/en/language\\_rights/act](http://officiallanguages.gc.ca/en/language_rights/act)

#### 6. Tasks

- a) Review and analyze several sources of information and data such as, but not limited to, quantitative and qualitative data from the Client-perspective research study, web and GCcampus analytics, learner profile data, Level 1 evaluations, and reports on user organizations so as to base recommendations on sound data.
- b) Interview School executives, BI specialists, GCcampus specialists, marketing specialists, and other select stakeholders to fully understand the vision and mission of the School.
- c) Develop a multi-year marketing strategy that will reposition the brand and address the issues and findings identified during the analysis phase.
- d) Develop supporting marketing collateral in plain language and in both official languages for products including, but not limited to, social media, website and blog testimonials, success stories, course descriptions, etc.
- e) Develop a minimum of three (3) options with sub-brands for the repositioned brand's visual identity, with the input of the School designers.
- f) Provide detailed designs of a single preferred design direction incorporating feedback from School executives and project team.





- g) Develop a full graphics standards package with style guide for chosen brand option, including guidelines for brand application for a variety of tools.
- h) Develop a calendar of marketing activities for fiscal years from 2018-2019 to 2020-2021, proposing new and innovative marketing and communication opportunities to complement existing tools and methods used by the School to ensure successful engagement with target audiences and each demographic segment.
- i) Develop a yearly evaluation strategy to measure the success of marketing activities in repositioning the brand.
- j) Develop an internal communications and engagement strategy to ensure that School employees implement repositioned brand.

## 7. Deliverables

The Contractor/Agency must provide the following deliverables:

- **Milestone 1 - Within 30 days of contract award:**
  1. A report on the analysis of data sources, interviews with School employees and stakeholders: in English only
- **Milestone 2 - Within 90 days of contract award:**
  2. A 2018-2019 to 2020-2021 marketing strategy: two drafts in English only and a final draft of the strategy in both official languages and in Government of Canada accessible formats (MS Word, etc.)
  3. Repositioned brand visual identity: a minimum of three options applied in black and white and colour, from very small to medium to very large treatment options, two drafts and a final look in both official languages
- **Milestone 3 - Within 180 days of contract award:**
  4. Full development of the chosen visual identity option: in both official languages
  5. Full graphic standards manual and style guide for brand application: electronic version, in both official languages, two drafts and a final in Government of Canada accessible formats and PDF for print; Brand application will include, but is not limited to, e-marketing products, social media, some print and promotional products, course material, decks, internet, intranet and GCcampus, videos, banners and displays
  6. Calendar of marketing activities for fiscal years from 2018-2019 to 2020-2021: two drafts and a final calendar in English only
  7. Marketing tools, to be delivered as per the schedule agreed upon in the marketing strategy to ensure optimum roll-out: two drafts in English only and final versions in both official languages in Government of Canada accessible formats (MS Word, etc.), as well as one set of author alterations. This includes, but is not limited to, the following tools:
    - elevator pitches
    - backgrounders
    - Qs and As
    - decks





- key messages
  - speaking notes
  - blogs (for internal collaborative tools and use at Senior Executive level)
  - newsletter articles
  - course description samples
  - video scripts
  - content for social media (Twitter, LinkedIn, Instagram) and internal collaborative platforms
  - success stories
  - testimonials
  - letters to key stakeholders
  - web, GCcampus and intranet content and templates
  - user-generated content
8. Yearly evaluation plan: two drafts in English only and a final plan in both official languages
9. Internal communications and engagement strategy: two drafts in English only and a final strategy in both official languages
10. All graphic source files for all products including, but not limited to, the following:
- decks
  - web banners and buttons
  - social media avatars
  - posters of varying sizes
  - digital displays and backdrops
  - pop-up banners, backdrops and exhibit visuals

## 8. Reporting requirements

On a weekly basis, the Contractor/Agency must submit one (1) electronic progress/status report to the School's main contacts by 5 pm EDT on Fridays (excluding statutory holidays) during the full period of the contract.

## 9. Client support

- Main contacts at the School will be Monique Martin and Rachella Clarot
- A temporary work area will be made available at the School's 373 Sussex Drive location on an as-needed basis. No laptop or phone will be provided
- A temporary GCcampus account will be created for the Contractor/Agency

## 10. Meetings

The Contractor/Agency's project managers must be available to attend regular project status meetings. Meeting frequency, location and format can be adjusted as agreed upon by the School's and the Contractor/Agency's project managers. Attendance at other progress meetings and/or interview meetings with School employees and stakeholders may be required. The Contractor/Agency will be expected lead a series of face-to-face meetings, workshops, and presentations at the School's 373 Sussex Drive, Ottawa, ON location. The Contractor/Agency may determine the number and type of meetings required to deliver the scope of work described herein. However, a minimum of six (6) meetings should be planned for. There is no travel required outside of the National Capital Region (NCR). The School will not pay for any travel to or from the Contractor/Agency's place of business and the NCR.

Note: Meetings may be held in both official languages.



## 11. Location of work, work site and delivery point

### 11.1 Delivery address:

- Loading Dock, Académie De-La-Salle, 373 Sussex Drive, Ottawa, ON K1N 6Z2

### 11.2 Location of work:

- work will be conducted at the work address of the Contractor/Agency or the School's Ottawa location: Académie De-La-Salle, 373 Sussex Drive, Ottawa, Ontario
- work will be conducted between the hours of 8 am and 5 pm (EDT)
- in-person meetings will take place at 373 Sussex Drive, or at a location agreed upon by the School's and the Contractor/Agency's project managers

## 12. Language of work

The Contractor/Agency must have the ability to work and conduct interviews in both official languages. The Contractor/Agency must satisfy all of the language requirements identified in the Statement of Work. All proposed designs must adhere to the requirements of the *Official Languages Act* with respect to bilingualism, and must meet universal accessibility standards.



### ANNEX “B”

#### BASIS OF PAYMENT

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

Payments for proposals invited to proceed will normally be schedules as follows:

1. Upon completion of Deliverable 1 in accordance with the Statement of Work at Annex A.
2. Upon completion of Deliverable 2 and 3 in accordance with the Statement of Work at Annex A.
3. Upon completion of Deliverable 4 to 10 in accordance with the Statement of Work at Annex A.

Payments will be based on the deliverables. Payment will be made within 30 days after receipt of an invoice and upon acceptance of each delineable by the Project Authority.

| Milestone No.  | Description or Deliverables  | Due Date                  | % of total Contract | Total Firm Price (Customs duties are included and Applicable Taxes are Extra) |
|--|--|---------------------------|---------------------|---|
| 1  | Deliverable 1 in accordance with the Statement of Work at Annex A.       | Signature Date + 30 days  | 10%                 |   |
| 2  | Deliverable 2 and 3 in accordance with the Statement of Work at Annex A. | Signature Date + 90 days  | 30%                 |   |
| 3  | Deliverable 4 to 10 in accordance with the Statement of Work at Annex A. | Signature Date + 180 days | 60%                 |   |
| <b>Total</b>   |  |                           |                     |   |
| (Customs duties are included and Applicable Taxes are extra) |  |                           |                     |   |



ANNEX "C"

SECURITY REQUIREMENTS CHECK LIST



|   |
|---|
| Contract Number / Numéro du contrat   |
| Security Classification / Classification de sécurité<br><i>Unclassified</i> |

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

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

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|   |
|---|
| Security Classification / Classification de sécurité<br><i>Unclassified</i> |
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Government of Canada / Gouvernement du Canada

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|---|
| Contract Number / Numéro du contrat   |
| Security Classification / Classification de sécurité<br><i>unclassified</i> |

**PART A (continued) / PARTIE A (suite)**

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?  
Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui  
If Yes, indicate the level of sensitivity: / Dans l'affirmative, indiquer le niveau de sensibilité :

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?  
Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate?  No / Non  Yes / Oui  
Short Title(s) of material / Titre(s) abrégé(s) du matériel :  
Document Number / Numéro du document :

**PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)**

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

|  |  |  |   |
|--|--|--|---|
| <input checked="" type="checkbox"/> RELIABILITY STATUS / COTE DE FIABILITÉ | <input type="checkbox"/> CONFIDENTIAL / CONFIDENTIEL           | <input type="checkbox"/> SECRET / SECRET           | <input type="checkbox"/> TOP SECRET / TRÈS SECRET               |
| <input type="checkbox"/> TOP SECRET - SIGINT / TRÈS SECRET - SIGINT        | <input type="checkbox"/> NATO CONFIDENTIAL / NATO CONFIDENTIEL | <input type="checkbox"/> NATO SECRET / NATO SECRET | <input type="checkbox"/> COSMIC TOP SECRET / COSMIC TRÈS SECRET |
| <input type="checkbox"/> SITE ACCESS / ACCÈS AUX EMPLACEMENTS              |  |  |   |

Special comments: / Commentaires spéciaux: Contractor will be escorted at all times by a CSPS employee when attending on-site meetings

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.  
REMARQUE: Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?  
Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail?  No / Non  Yes / Oui  
If Yes, will unscreened personnel be escorted?  
Dans l'affirmative, le personnel en question sera-t-il escorté?  No / Non  Yes / Oui

**PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)**

**INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS**

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?  
Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?  
Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC?  No / Non  Yes / Oui

**PRODUCTION**

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?  
Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ?  No / Non  Yes / Oui

**INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)**

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?  
Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?  
Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale?  No / Non  Yes / Oui

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|   |
|---|
| Security Classification / Classification de sécurité<br><i>unclassified</i> |
|---|







|   |
|---|
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| Security Classification / Classification de sécurité<br><i>Unclassified</i> |

**PART C - (continued) / PARTIE C - (suite)**

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

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

**SUMMARY CHART / TABLEAU RÉCAPITULATIF**

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

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?  
 La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE?  No / Non  Yes / Oui
- If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".  
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.
12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?  
 La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE?  No / Non  Yes / Oui
- If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).  
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

|   |
|---|
| Security Classification / Classification de sécurité<br><i>Unclassified</i> |
|---|



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|   |
|---|
| Contract Number / Numéro du contrat   |
| Security Classification / Classification de sécurité<br><i>Unclassified</i> |

| PART D - AUTHORIZATION / PARTIE D - AUTORISATION  |   |  |   |
|---|---|--|---|
| 13. Organization Project Authority / Chargé de projet de l'organisme  |   |  |   |
| Name (print) - Nom (en lettres moulées)<br>Nicole Carrière  | Title - Titre<br>Branch Coordinator                     | Signature  |   |
| Telephone No. - N° de téléphone<br>613-355-2840   | Facsimile No. - N° de télécopieur<br>613-947-3706       | E-mail address - Adresse courriel<br>nicole.carriere@canada.ca | Date  |
| 14. Organization Security Authority / Responsable de la sécurité de l'organisme   |   |  |   |
| Name (print) - Nom (en lettres moulées)<br>Pierre Leduc   | Title - Titre<br>DSO /<br>Director Workplace Management | Signature  |   |
| Telephone No. - N° de téléphone<br>819-934-8318   | Facsimile No. - N° de télécopieur<br>—                  | E-mail address - Adresse courriel<br>pierre.leduc2@canada.ca   | Date<br>2018.03.09  |
| 15. Are there additional instructions (e.g. Security Guide, Security Classification Guide) attached?<br>Des instructions supplémentaires (p. ex. Guide de sécurité, Guide de classification de la sécurité) sont-elles jointes? |   |  | <input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui |
| 16. Procurement Officer / Agent d'approvisionnement   |   |  |   |
| Name (print) - Nom (en lettres moulées)<br>TANIA BOYER  | Title - Titre<br>Procurement Specialist                 | Signature  |   |
| Telephone No. - N° de téléphone<br>819-953-3443   | Facsimile No. - N° de télécopieur<br>—                  | E-mail address - Adresse courriel<br>tania.boyer@canada.ca     | Date<br>March 27, 2018  |
| 17. Contracting Security Authority / Autorité contractante en matière de sécurité   |   |  |   |
| Name (print) - Nom (en lettres moulées)<br>Sophie Gentet  | Title - Titre<br>Security Officer                       | Signature  |   |
| Telephone No. - N° de téléphone<br>819-994-9588   | Facsimile No. - N° de télécopieur<br>—                  | E-mail address - Adresse courriel<br>Sophie.gentet@canada.ca   | Date<br>2018.03.09  |

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|   |
|---|
| Security Classification / Classification de sécurité<br><i>Unclassified</i> |
|---|

Canada