



Public Health
Agency of Canada

Agence de la santé
publique du Canada

A.1 ELECTRONIC BID SUBMISSION

Attention: Erin Massey
Materiel and Assets
Management Division
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**Request for Proposals (RFP)
for**

The Performance of the Work described in
Appendix I, Annex A – Statement of Work

A.2. RFP AUTHORITY

The Authority for this RFP is:

Erin Massey
Senior Procurement and Contracting Officer
Materiel and Assets Management Division
Chief Financial Officer Branch
Ottawa, Ontario

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**THIS CONTRACT DOES NOT CONTAIN
A SECURITY REQUIREMENT**

A3. TITLE Health Risks of Vaping Products Public Awareness Marketing Campaign National Experiential Marketing Events Program and Influencer Marketing Program	
A4. BID CLOSING DATE July 24, 2018	
A5. SOLICITATION NUMBER 1000201807	A6. ISSUE DATE June 13, 2018
A7. ENQUIRIES All enquiries must be submitted in writing to the designated RFP Authority identified in A2 by no later than seven (7) calendar days prior to the Closing Date in order to allow sufficient time to provide a response.	
A8. APPLICABLE LAWS Any resulting contract must be interpreted and governed, and the relations between the Parties determined, by the laws in force in the Province of Ontario, Canada.	
A9. BID SOLICITATION DOCUMENTS The RFP is divided into seven (7) parts as follows: <ol style="list-style-type: none"> 1. Section I – General Information 2. Section II – Bidder Instructions 3. Section III – Bid Preparation Instructions 4. Section IV – Evaluation Procedures and Basis of Selection 5. Section V – Certifications and Additional Information 6. Section VI - Security Requirements 7. Section VII - Resulting Contract Clauses <ul style="list-style-type: none"> Annex A – Statement of Work Annex B – Basis of Payment 	
A10. BID DELIVERY Bids must be received by no later than 14:00 (2 p.m) on July 24, 2018 (Eastern Standard time) at the bid receiving address indicated in A1. Bids received after the closing date and time (referred to as the “Closing Date”) will be considered non-responsive.	
A11. BID VALIDITY Bids will remain valid for a period of ninety (90) calendar days following the Closing Date.	
A12. BID CONTENT Bids must be structured in the following manner: <ul style="list-style-type: none"> • One (1) electronic copy of a Covering Letter, signed by an authorized representative of the Bidder; • One (1) electronic copy of the Technical Bid; • One (1) electronic copy of the Certifications – Section V and, • One (1) electronic copy of Financial Bid – Section III contained in separate attachment <p>Please refer to Part 2 – Bidder Instructions, for further instructions.</p>	
A13. INTELLECTUAL PROPERTY Contractor Will Own Intellectual Property Rights.	

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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, the Basis of Payment, and the Security Requirements Checklist.

1.2 Summary

- 1.2.1 Health Canada (HC) requires the services of a contractor to develop, implement, manage and report on a national experiential marketing events program and an influencer marketing program in support of the Health Risks of Vaping Products Public Awareness Marketing Campaign that aims to increase awareness of the harms and risks associated with vaping product use among Canadian youth aged 15-18 and non-smoking young adults aged 19-24.

The period of the contract will be from the date of contract award to March 31, 2019, with an additional one-year option period from April 1, 2019 to March 31, 2020

- 1.2.2 The requirement is subject to the provisions of the World Trade Organization Agreement on Government Procurement (WTO-AGP), the North American Free Trade Agreement (NAFTA), the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), and the Canadian Free Trade Agreement (CFTA).
- 1.2.3 The Federal Contractors Program (FCP) for employment equity applies to this procurement; refer to Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled Federal Contractors Program for Employment Equity - Certification.

1.3 Debriefings

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

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.

Subsection 3.a) of Section 01, Integrity Provisions - Bid of Standard Instructions ([2003](#)) incorporated by reference above is deleted in its entirety and replaced with the following:

- a. at the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the [Ineligibility and Suspension Policy](#). During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of names “.

Subsection 5.4 of [2003](#), Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 90 days

2.2 Submission of Bids

Bids must be submitted only to the Contracting Authority by the date, time and place indicated on page 1 of the bid solicitation.

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

2.3 Former Public Servant

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

Definitions

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

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or

- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

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

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

Former Public Servant in Receipt of a Pension

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

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

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

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

Work Force Adjustment Directive

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

If so, the Bidder must provide the following information:

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

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

2.4 Enquiries - Bid Solicitation

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

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must

be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

2.5 Applicable Laws

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

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

2.6 Basis for Canada's Ownership of Intellectual Property

Health Canada 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 Crown Procurement Contract, or the deliverables contracted for, is to generate knowledge and information for public dissemination.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

- If the Bidder chooses to submit its bid electronically, Canada requests that the Bidder submits its bid in accordance with section 08 of the 2003 standard instructions. Bidders must provide their bid in a single transmission.

The bid must be gathered per section and separated as follows:

Section I: Technical Bid
Section II: Financial Bid
Section III: Certifications

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

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

Section I: Technical Bid: One PDF copy.
Section II: Financial Bid: One PDF copy.
Section III: Certifications: One PDF 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 hard copy of their bid:

- (a) use a numbering system that corresponds to the bid solicitation.

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

3.1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B".

Section III: Certifications

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

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

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

4.1.1 Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Annex 1 to Part 4.

4.2 Basis of Selection

4.2.1 SACC Manual Clause [A0027T](#), Basis of Selection – Highest Combined Rating of Technical Merit (70%) and Price (30)

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria.
2. Bids not meeting (a) or (b) 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 70% for the technical merit and 30% 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 70%.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30%.

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 70/30 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating Technical Merit (70%) and Price (30%)				
		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	Pricing Score	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27$	$45/45 \times 30 = 30.00$
Combined Rating		84.18	73.15	77.70
Overall Rating		1st	3rd	2nd

ANNEX 1 TO PART 4 – EVALUATION CRITERIA

Mandatory Requirements

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

Proposers must meet all the mandatory requirements described below. This will be evaluated as either “yes” or “no”. Proposals not receiving “yes” for any mandatory requirement will not be considered further.

#	Description	Reference in the bidder’s proposal	Met (yes / no)
M1	<p>The Bidder must propose the following resources and provide resumes for each proposed resource that identify their education and/or professional designations.</p> <p>1 x Account Executive; 1 x Lead Event Facilitator; and 1 x Communications Strategist.</p> <p>Copies of diplomas/degrees and professional designations, if applicable, must be provided at time of bid closing.</p>		
M2	<p>The Bidder must demonstrate, by providing detailed project summaries, that they have delivered at least three (3) national experiential marketing events campaigns and two (2) influencer marketing campaigns within the last five (5) years.</p> <p>Two (2) out of the three (3) events campaigns must have been implemented on-site in a minimum of 40 venues. “On-site” is defined as one or more of the firm’s resources having been at the event location(s).</p> <p>Each proposed campaign must have included:</p> <ol style="list-style-type: none"> 1) National reach (defined as including a minimum of three (3) provinces and/or territories, one of which must be Quebec); 2) Experiential marketing events (defined as a marketing tactic that directly engages and encourages participation in a social initiative); 3) Influencer marketing (defined as a marketing tactic that promotes a social initiative through people (influencers) who have the ability to reach target audience through their established networks); and 4) Development of supporting communication products in both English and French. <p>Project summaries must include:</p> <ol style="list-style-type: none"> a) Name and contact information (email/phone number) of the external client; b) Start and end dates; c) Number of experiential events and location of venues, including: 		

	<ul style="list-style-type: none"> a. Venue locations (address including province or territory); and b. The number of events implemented on-site (if applicable). d) Number of influencers and overall reach, including: <ul style="list-style-type: none"> a. Number of social media followers on each platform; b. Demographic of followers; and c. Age of the target audience. e) Nature and scope of the services provided, including: <ul style="list-style-type: none"> a. Title of project; b. Summary description of the experiential marketing events campaign and influencer campaign; c. List of deliverables of the project; d. Description of promotional material developed for the campaign, including sample images of creative material; and e. Key performance indicators to meet objectives (minimum of 2) and the results. f) Post-event surveys conducted, including: <ul style="list-style-type: none"> a. Number of surveys completed; b. Report of findings; and c. Sample of survey. <p>Canada may contact references to validate experience.</p>		
<p>M3</p>	<p>The Bidder must demonstrate, by providing detailed project summaries, that the resource proposed as Account Executive has a minimum of three (3) years of experience overseeing (supervision) of planning, implementing, monitoring and reporting services within the last five (5) years.</p> <p>Project summaries must include:</p> <ul style="list-style-type: none"> a) Name and contact information (email/phone number) of the external client; b) Start and end dates; c) Title and description of each project; d) Location(s) (provinces and/or regions) of each experiential event; e) Role of the proposed resource. The duties of the proposed resource must have included supervision of planning, financials, implementing, monitoring and reporting. <p>Canada may contact references to validate experience.</p>		
<p>M4</p>	<p>The Bidder must demonstrate, by providing detailed project summaries, that the resource proposed as Account Executive has managed a minimum of five (5) national experiential marketing events campaigns within the last five (5) years.</p> <p>Project summaries must include:</p> <ul style="list-style-type: none"> a) Name and contact information (email/phone number)of 		

	<p>the external client;</p> <p>b) Start and end dates;</p> <p>c) Title and description of each project;</p> <p>d) Location(s) (provinces and/or regions) of each experiential event; and</p> <p>e) Role of the proposed resource. The duties of the proposed resource must have included supervision of planning, financials, implementing, monitoring and reporting.</p> <p>Canada may contact references to validate experience.</p>		
M5	<p>The Bidder must demonstrate, by providing detailed project summaries, that the resource proposed as Lead Event Facilitator* has a minimum of two (2) years of experience in the last three (3) years in overseeing and managing national experiential marketing events campaigns.</p> <p><i>*The Lead Event Facilitator is defined as the person overseeing and managing the event(s).</i></p> <p>Project summaries must include:</p> <p>a) Name and contact information (email/phone number) of the external client;</p> <p>b) Start and end dates;</p> <p>c) Title and description of each campaign;</p> <p>d) Location(s) (provinces and/or regions) of each event; and</p> <p>e) Role of the proposed resource. The duties of the proposed resource must have included overseeing and managing experiential marketing events.</p> <p>Canada may contact references to validate experience.</p>		
M6	<p>The Bidder must demonstrate, by providing detailed project summaries, that the resource proposed as Lead Event Facilitator* has led event facilitation for three (3) national experiential marketing event campaigns in the last three (3) years.</p> <p><i>*The Lead Event Facilitator is defined as the person overseeing and managing the event(s).</i></p> <p>Project summaries must include:</p> <p>a) Name and contact information (email/phone number) of the external client;</p> <p>b) Start and end dates;</p> <p>c) Title and description of each campaign;</p> <p>d) Location(s) (provinces and/or regions) of each event; and</p> <p>e) Role of the proposed resource. The duties of the proposed resource must have included leading event facilitation for experiential marketing events.</p> <p>Canada may contact references to validate experience.</p>		

M7	<p>The Bidder must demonstrate, by providing detailed project summaries, that the resource proposed as Communications Strategist has a minimum of three (3) years of experience within the last five (5) years in strategic planning, monitoring and reporting on national experiential marketing events campaigns and influencer marketing campaigns.</p> <p>Project summaries must include:</p> <ul style="list-style-type: none"> a) Name and contact information (email/phone number) of the external client; b) Start and end dates; c) Title and description of each campaign; d) Location(s) (provinces and/or regions) of each event; e) Number of social media followers for each influencer; and f) Role of the proposed resource. The duties of the proposed resource must have included strategic planning, monitoring and reporting. <p>Canada may contact references to validate experience.</p>		
M8	<p>The Bidder must provide client reference letters for EACH proposed resource stating that the proposed resources are able to provide services in both English and French.</p> <p>Reference letters must be provided with the bid.</p>		

Mandatory Financial Criteria

#	Description	Instructions to Bidders
MF1	The bid must not exceed \$2 million inclusive of the option period and all applicable taxes.	Prices are to appear ONLY in Section II, Financial Bid

1.1.2 Point rated requirements

In addition to meeting the Mandatory Criteria, the Bidder must also address the Point-Rated Criteria identified below.

#	Criteria	Scoring Maximum points available	Actual Score	Notes
R1	<p>The Bidder should propose a work plan/methodology for delivering the project. The work plan/methodology MUST address the following:</p> <ol style="list-style-type: none"> 1) The bidder's proposed methodology for working in collaboration with HC; (2 points) 2) The bidder's proposed work plan for meeting the objectives of the Statement of Work in Appendix A. The schedule must describe the activities and timelines for each of the three proposed resources (5 points per resource). 3) The bidder's proposed methodology for measuring and evaluating the results of the event and influencer programs; (3 points) 4) The bidder's proposed methods for ensuring quality control and on-time delivery; (4 points) 5) The bidder's proposed risk identification and mitigation strategy. (2 points) 	/26	/26	
R2	<p>The bidder should demonstrate, by providing a detailed project summary, that they have developed and managed one (1) national or provincial campaign within the last three (3) years, targeting youth and/or young adults that created awareness for a social topic(s)/issue(s)*. The bidder must identify how the project experience is relevant to the work required as described in the Statement of Work in Appendix A.</p> <p><i>*Social topic/issue is defined as any topic with non-commercial ends (such as campaigns against smoking, impaired driving, safety and/or health issues, etc.).</i></p>	/10	/10	

	<p>The project summary must include:</p> <ol style="list-style-type: none"> 1) Name of the external client; 2) Start and end dates; 3) Location and number of venues; 4) Target audience(s); 5) Social topic/issue(s) of the campaign; 6) Description of the services provided; 7) Nature and scope of the services provided, including: <ol style="list-style-type: none"> a) Title of project; b) Summary description of the experiential marketing event campaign; c) List of deliverables of the project; d) Description of promotional material developed for the campaign; and e) Key performance indicators to meet objectives (minimum of 2) and the results. 8) Innovative tactics used and why; and 9) Results achieved. <p>POINTS ALLOCATION</p> <ul style="list-style-type: none"> • The project summary is not related to a social topic/issue and /or does not identify how it is relevant to the Statement of Work in Appendix A. (0 points) • The project summary is somewhat related to a social topic/issue and/or somewhat identifies how it is relevant to the Statement of Work in Appendix A. (5 points) • The project summary is clearly a social topic/issue and fully identifies how it is relevant to the Statement of Work in Appendix A. (10 points) 			
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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 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real procurement agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](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.

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

The Bidder must provide the Contracting Authority with a completed annex titled Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.2 Status and Availability of Resources

5.2.3.2.1 SACC Manual clause [A3005T](#) (2010-08-16) Status and Availability of Resources

5.2.3.4 Education and Experience

5.2.3.4.1 SACC Manual clause [A3010T](#) (2010-08-16) Education and Experience

PART 6 - SECURITY REQUIREMENTS

6.1 Security Requirements

There are no security requirements applicable to this contract.

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" and the Contractor's technical bid entitled _____, dated _____.

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.

7.2.1 General Conditions

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

7.3 Security Requirements

7.3.1 There is no security requirement applicable to the Contract.

7.4 Term of Contract

7.4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2019 inclusive.

7.4.3 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one additional one- year period under the same conditions. The Contractor agrees that, during the extended

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

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

7.4.4 Authorities

7.4.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Erin Massey
Title: Senior Procurement and Contracting Officer
Health Canada
Chief Financial Officer Branch
Directorate: Materiel and Assets Management
Address: 200 Eglantine Driveway, Ottawa, ON K1A 0K9
Telephone: 613-941-2094
E-mail address: erin.massey@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.

7.4.2 Project Authority (to be identified at contract award)

The Project Authority for the Contract is:

Name: _____
Title: _____
Organization: _____
Address: _____

Telephone: ____-____-_____
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.

7.4.3 Contractor's Representative

Name: _____
Title: _____
Organization: _____
Address: _____

Telephone: ____-____-_____
E-mail address: _____

7.5 Proactive Disclosure of Contracts with Former Public Servants

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

7.7 Payment

7.7.1 Basis of Payment

Refer to Annex B – Basis of Payment.

7.7.2 Limitation of Price

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

7.7.3 Electronic Payment of Invoices – Contract

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

- a. Direct Deposit (Domestic and International);

7.7.4 Discretionary Audit

SACC *Manual* Clause [C0101C](#) (2010-01-11) Discretionary Audit

7.5 Invoicing Instructions

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

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
 - b. a copy of the release document and any other documents as specified in the Contract;
 - c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
 - d. a copy of the monthly progress report.
2. Invoices must be distributed as follows:
 - a. The original must be forwarded to hc.p2p.east.invoices-factures.est.sc@canada.ca for certification and payment.

7.9 Certifications and Additional Information

7.9.1 Compliance

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

7.9.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

7.10 Applicable Laws

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

7.11 Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the general conditions [2035](#) (2016-04-04) General Conditions – Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) the Contractor's bid dated _____.

7.12 Insurance

SACC *Manual* clause [G1005C](#) (2016-01-28) Insurance

ANNEX “A” STATEMENT OF WORK

Health Risks of Vaping Products Public Awareness Marketing Campaign **National Experiential Marketing Events Program and Influencer Marketing Program**

1. SCOPE

1.1 Introduction

Health Canada (HC) requires the services of a contractor to develop, implement, manage and report on a national experiential marketing events program and an influencer marketing program in support of the *Health Risks of Vaping Products Public Awareness Marketing Campaign* that aims to increase awareness of the harms and risks associated with vaping product use among Canadian youth aged 15-18 and non-smoking young adults aged 19-24.

1.2 Objectives

- Increase awareness and engage audiences in a conversation about the harms and risks associated with vaping product use.
- Help prevent uptake of vaping products among youth and non-smoking young adults.

1.3 Background Information

On November 22, 2016, the Government of Canada introduced new legislation, [Bill S-5](#), that would amend the *Tobacco Act*, among other Acts, to establish the *Tobacco and Vaping Products Act*. The Government’s proposed legislation on vaping products tries to balance four public health goals: **protecting youth from nicotine addiction and from inducement to tobacco use and vaping**; allowing adults, particularly adult smokers, legal access to vaping products as a less harmful alternative to tobacco; preserving a path to market for vaping products marketed for a therapeutic purpose; and protecting the health and safety of Canadians.

Vaping refers to the use of an electronic device (ex. an e-cigarette) to convert vaping liquid into an aerosol for inhalation into the user’s mouth and lungs. Vaping liquids generally contain a carrier solvent (usually propylene glycol and/or glycerol), flavours, and many contain nicotine that is derived from tobacco. Other substances can be inhaled through vaping devices as well (ex. cannabis); however, the focus of this national experiential events program will be on vaping products that deliver nicotine to users.

Available for less than a decade, the use of vaping products has grown significantly worldwide, including among youth. In 2015, 26% of 15-19 year olds had tried an e-cigarette (a 6% increase from 2013); and 30% of 20-24 year olds had tried an e-cigarette (an increase of 10% from 2013). Adolescence is a critical window for brain development which can be negatively impacted by nicotine; exposure to nicotine through vaping products could lead to a new generation of youth with life-long addictions to nicotine. Evidence is still emerging on the risks of vaping products as the Government of Canada continues to invest in scientific research to better understand the health impacts of vaping and gather data on how Canadians are using these products.

HC continues to raise public awareness on the harms of tobacco use and will soon be moving forward on educating the public on vaping (pre/post-Royal Assent of Bill S-5). This involves revamping the “[Smoking and Tobacco](#)” section of Canada.ca to include updated information about tobacco and vaping; developing dynamic content including images, fact sheets, infographics and videos; and launching a national experiential events program.*

**Note: Other activities, such as partnerships, advertising and social media promotion, will also take place to reach youth aged 15-18 and young adults aged 19-24, as well as the parents of youth aged 13-18.*

1.4 Target Audiences

> Primary:

- Youth aged 15-18
 - Canadian youth are an at-risk population.
 - They can be reached through events in their high schools (ex. through gym class) and through influencers.
- Non-smoking young adults aged 19-24
 - Canadian young adults are an at-risk population.
 - They can be reached through events at their colleges and universities, and through influencers.

> Secondary:

- Parents of youth aged 15-18
 - Parents are a main and credible source of information to their children.
 - They should be equipped with tools and resources to support conversations with their children.
 - They can be reached through school newsletters/emails and other parent-centric groups as well as through influencers.
- Teachers of youth aged 15-18
 - Teachers are a credible source of information to their students.
 - They should be equipped with tools and resources to support classroom lessons and discussions.
 - They can be reached through events at the high schools they work at.

2. TASKS

2.1 Development of a National Experiential Marketing Events Program

The Contractor must perform the following:

- a) Develop a strategy and action plan for a national experiential marketing events program in order to connect with youth aged 15-18 and non-smoking young adults aged 19-24 across Canada and to achieve maximum engagement; and to equip parents and teachers of youth aged 15-18 with the tools and resources they need to support conversations and discussions. The strategy and action plan must:
 - i. Be informed by lessons learned and recommendations from similar experiential marketing events programs (ex. Health Canada's tobacco cessation campaign: *Break It Off*); and recent and relevant public opinion research (ex. Health Canada's 2018 peer crowd analysis and segmentation for vaping and tobacco targeting Canadians aged 13-24 which included a literature review, focus groups, and an online survey).
 - ii. Incorporate two waves of events, each taking place over an eight week period and aligning with high school, cégep, college and university schedules (fall/winter and winter/spring).
 - iii. Utilize new and innovative means/technology that will appeal to youth and young adults, and will resonate with parents and teachers, in order to disseminate information on the harms and risks associated with vaping product use.
 - iv. Include recommended tactics that are trending among youth and young adults, and that include content integration in order to engage with these audiences. Tactics could include a game, a contest or other activities to encourage event attendance and participation in the program.

- v. Include recommended tactics to equip parents and teachers with tools and resources to support their conversations/lessons with youth aged 15-18.
- vi. Include methods to develop awareness of the events and programming details among the target audiences by:
 - Utilizing innovative and interesting communication channels/activities, including social media, to reach the target audiences and encourage them to attend an event and/or participate in the programming.
 - Collaborating with high school, cégep, college and university officials and partners to increase event awareness and participation through digital and traditional tactics.
- vii. Include an implementation plan with a detailed production schedule.
- viii. Include a mitigation strategy.
- ix. Include key performance indicators and activity reports.
- b) Engage relevant influencers (ex. social media “celebrities”) to help encourage youth and young adults to attend the events and to disseminate information on the harms and risks associated with vaping product use.
- c) Develop an alternative program for those who cannot attend in-person events;
- d) Design, develop and produce all communication material for the events in both English and French*;
- e) Acquire all copyrights for communication products (for pictures and artwork) and negotiate talent fees following appropriate Canadian unions (ex. Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Union des Artistes (UDA)), if required.

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

- The *Policy on Communications and Federal Identity of the Government of Canada* to ensure that communications across the GoC are well coordinated, effectively managed and responsive to the diverse information needs of the public (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>);
- The *Federal Identity Program Manual* to ensure that public-facing products conform to the requirements (<http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/fip-pcim/man/mantb-eng.asp>);
- The *Standard on Web Accessibility* (<http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>) to ensure conformance with *Web Content Accessibility Guidelines (WCAG) 2.0* (www.w3.org/TR/WCAG20)

2.2 Development of a Complementary Program(s)

The Contractor must, upon request from the Project Authority (PA), develop and integrate a complementary program (contest and/or other innovative content) that uses multiple communication channels to reach the target audiences and to build and sustain the awareness of the *Health Risks of Vaping Products* campaign.

- f) Develop an influencer marketing program for those who are unable to attend the in-person events. The program should:
 - Be informed by lessons learned and recommendations from similar influencer programs (ex. Health Canada’s tobacco cessation campaign: *Break It Off*); and recent and relevant public opinion research (ex. Health Canada’s 2018 peer crowd analysis and

segmentation for vaping and tobacco targeting Canadians aged 13-24 which included a literature review, focus groups, and an online survey).

- Utilize new and innovative means/technology that will appeal to youth and young adults in order to disseminate information on the harms and risks associated with vaping product use.

2.3 Development of an Awareness Campaign for the National Experiential Marketing Events Program

The Contractor must develop awareness of the events, programming and complementary program(s) among the target audiences by:

- Utilizing innovative and interesting communication channels/activities*, including social media, to reach the target audiences and encourage them to attend an event and/or participate in the programming.
- Collaborating with high school, cégep, college and university officials and partners to increase event awareness and participation through digital and traditional tactics.
- Determining and developing promotional items** (ex. postcards, posters, etc.)

**The channels and activities are to be approved by the PA prior to any event taking place.*

*** The promotional items are to be approved by the PA prior to any event taking place.*

2.4 Implementation and Management of the National Experiential Marketing Events Program

The Contractor must implement and manage each event by performing the following:

- a) Book the venue for each event*;
- b) Obtain proper authorization(s)/permit(s) from the venue authority (municipal or other)*;
- c) Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising;
- d) Transport all required material and the Contractor's staff to each individual venue location;
- e) Set up venues (i.e. setting up booths, platforms, audio-visual equipment, etc.) as required and test equipment to ensure proper functioning;
- f) Provide trained event ambassadors** (a minimum of two (2) per event) to share knowledge of the topic, based on training provided by the contractor, to effectively engage with the audiences face-to-face, deliver messaging about the harms and risks associated with vaping product use, and encourage program update and participation. The ambassadors should be skilled at communicating with the target audiences;
- g) The event facilitator and/or ambassadors must be able to resolve any technical issues that might occur at an event;
- h) The event facilitator and ambassadors must speak in the prevalent language of the event participants for each event.
- i) Provide a minimum of one (1) bilingual Lead Event Facilitator to oversee/manage the event(s) and the ambassadors;
- j) If required by the PA, execute the complementary program(s);
- k) Collect signed waivers from participants, if needed;
- l) Produce and send out a survey to event participants, if needed;
- m) At the end of the event, dismantle and remove all event material;
- n) Create the Activity Reports as defined in the Deliverables section;

- o) Advise the PA in writing as soon as the Contractor is aware of any issue that may prevent the Contractor from performing the work outlined in the Statement of Work and provide recommended solutions; and

**All event-related fees must be approved by the Project Authority. The event-related fees are part of the Cost Reimbursable Elements which are defined in Annex B – Basis of Payment.*

***Should any personnel be found unsuitable to perform the services, and upon written notice from the PA, the Contractor must implement suitable corrective action within two (2) business days of the notice receipt. Any cost associated with such replacement will be the Contractor's own account.*

2.5 Work In One Option Year

As the Government of Canada continues to invest in scientific research to better understand the health impacts of vaping and gather data on how/which Canadians are using these products, the focus for future years may expand to include messaging on new harms and risks and the effects of second-hand exposure; and new audience segmentations.

2.5.1 The following services may be required in an option year:

- a) Developing, implementing and evaluating a regional and/or national experiential marketing events program that will generate awareness and engage various audiences across Canada in a conversation about the harms and risks associated with vaping product use and second-hand exposure. Target audiences may vary.
- b) Working with school boards, cégeps, colleges, universities and other academic organizations/centers across Canada.
- c) Working with retail and other organizations/companies across Canada.

2.5.2 Tasks could include, but are not limited to:

- a) Developing strategies and action plans for an events program in order to connect with various target audiences and to achieve maximum engagement.
- b) Developing alternative participation programs for those who are unable to attend in-person events (such as an influencer marketing program).
- c) Designing, developing and producing communication material for events in both English and French.
- d) Acquiring copyrights for communication products and negotiating talent fees following appropriate Canadian unions, if required.
- e) Developing and integrating complementary programs (contest and/or other innovative content) to reach target audiences and build/sustain awareness.
- f) Developing awareness of events, programming and complementary program(s) among target audiences.
- g) Developing implementation plans that include detailed production schedules, key performance indicators and results evaluation.
- h) Implementing and managing events.
- i) Feeding into existing social media platforms to increase reach of messaging.

3. SERVICES REQUIRED

3.1 Account Executive

The Contractor must provide the services of an Account Executive, whose tasks include the following:

- a) Working with the Project Authority (PA) in regards to the development and execution of the experiential marketing events program;

- b) Ensuring that all Government of Canada procedures are followed and that correct documentation is in place;
- c) Managing, on a day-to-day basis, all resources working on the development of event materials;
- d) Attending client briefings and meetings;
- e) Supervising and reporting on any work produced by approved subcontractors;
- f) Creating and submitting to the PA the Weekly Status Reports, Activity Reports, and Final Events Program Reports (see Deliverables section); and
- g) Providing monthly interim reports by email to the PA detailing the time and resources used to provide the services required by Health Canada.

3.2 Communications Strategist

The Contractor must provide the services of a Communication Strategist, whose tasks include the following:

- a) Develop the events campaign strategy and action plans, including all elements outline in section 2.1;
- b) Develop an awareness strategy of the events campaign to effectively reach and engage with youth aged 15-18, non-smoking young adults aged 19-24 and parents of youth aged 13-18;
- c) Monitor performance of event campaigns and optimize accordingly when applicable; and
- d) Report on the tactics and events performance and assess contribution to the overall objectives.

4. DELIVERABLES

The Contractor must submit the following:

- a) Strategy and action plan for the events program provided 10 working days after kick-off meeting.
- b) Prior to any event taking place:
 - i. a complete list of all locations, dates and language of events;
 - ii. draft samples of all communication material in English and French; and
 - iii. final versions of all communication material in English and French.
- c) Weekly Status Reports including, but not limited to, the following:
 - i. Weekly project status updates that include accomplishments, issues and upcoming milestones;
 - ii. Costs broken down by personnel, travel and rates; the Contractor must track time and budget separately for each event activity; and
 - iii. Cost estimates as requested by the PA.
- d) Activity Reports provided within one week after each event or within an acceptable timeframe as approved by the PA. Reports to include results of each event, alternative participation program, and complementary program(s) with an assessment of how the event contributed to the overall goal of encouraging the discussions around the harms and risks associated with vaping product use. The metrics to include, but not limited to:
 - i. Number of impressions and interactions by event and location;
 - ii. Highlights from interactions (questions, comments, etc.);
 - iii. Uptake of communication products;
 - iv. Participation levels for the alternative participation program;
 - v. Complementary program(s) metrics;
 - vi. Social media metrics, if event-specific platforms are developed (impressions, comments, likes, shares, clicks); and
 - vii. Survey responses.
- e) Final Events Program Report providing a compilation of the results from each experiential marketing event with an analysis, including highlights, lessons learned, and recommendations for the future.

- f) A master copy (USB key or external hard drive) of all final deliverables (working files and all final source files in electronic format). All original material supplied or created during production of any creative requirements is deemed to be the property of Canada and must be returned to the PA (artwork, electronic media, photographs, source files, links and fonts).

All deliverables must be approved by the PA.

5. ADDITIONAL INFORMATION

5.1 Contractor's Obligations

Unless otherwise specified, the Contractor must use its own equipment and software for the performance of this Statement of Work.

5.2 Location of Work

- a) The Contractor must perform the work at the Contractor's place(s) of business and at the events' locations. The Contractor will be expected to attend any meetings as requested by the Project Authority by teleconference.
- b) Travel
- The staff hired to facilitate the events will have to travel across the country to the locations where the events will take place.
 - Payment for travel and living expenses must be made in accordance to the terms of payment and the National Joint Council Travel Directive.

Due to existing workload and deadlines, all personnel assigned to any contract resulting from this RFP must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

5.3 Language of Work

The Contractor must perform all work in both English and French.

6. ESTIMATED PROJECT SCHEDULE

TASKS	ESTIMATED SCHEDULE
Kick-off meeting and transfer of project background documents	3 business days after contract award
Presentation of draft strategy and action plan	10 business days after kick-off meeting
Launch of awareness campaign	Wave I: fall/winter, 2018 Wave II: winter/spring, 2019
Launch of national experiential marketing events program	Wave I: fall/winter, 2018 (4-8 weeks) Wave II: winter/spring, 2019 (4-8 weeks)
Launch of influencer marketing program	Winter/spring, 2019
Delivery of final events program report	Wave I: winter, 2018 Wave II: winter/spring, 2019
Delivery of final influencer program report	Winter/spring, 2019
Delivery of master copy (USB key or external hard drive) of all final deliverables	Winter, 2019

7. APPLICABLE DOCUMENTS

The Project Authority will provide all relevant documents to the Contractor.

ANNEX “B” BASIS OF PAYMENT

1. Basis of Payment

1.1 Professional Fees

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price of \$ _____. Customs duties are included and Applicable Taxes are extra.

Price Breakdown:

Tasks/Fee Description	Firm All-Inclusive Rates for the Initial Contract Period	Firm All-Inclusive Rates for Option Period 1
Development of a national experiential marketing events program	\$ _____	\$ _____
Implementation and management for each event	\$ _____	\$ _____
Development, implementation and management of an influencer marketing program	\$250,000*	\$250,000*
Development of an awareness campaign for the national experiential marketing events program and the influencer marketing program	\$ _____	\$ _____
Administrative fees (hourly)	\$ _____/hour	\$ _____/hour

*Not included in the total price evaluation.

Travel and Living Expenses

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

All travel must have the prior authorization of the Project Authority. All payments are subject to government audit.

Estimated Cost: \$ _____

Other Direct Expenses

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers.

- a) Hardware and equipment for events tour (e.g. vehicle wrap, pop-up display, interactive screens, etc.);

- b) Promotional items used (e.g. posters, bookmarks, mints, etc.) as part of the Development of an Awareness campaign for the national experiential marketing events program;
- c) Per Event: Event related fees (booking fees for the venue, obtaining the necessary permits, parking fees specific to an event implementation, etc.); and
- d) Incentive(s).

Estimated cost: \$ _____

Total Estimated Contract Price: _____, Applicable Taxes extra.

ANNEX "1" to PART 5 OF THE BID SOLICITATION

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

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

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

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

Complete both A and B.

A. Check only one of the following:

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

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

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

OR

- A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

OR

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