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**Department of Foreign Affairs, Trade and
Development (DFATD)**

Ministère des Affaires étrangères, commerce et
développement (MAECD)

**Request for Proposal
Demande de proposition**

proposal to: Department of Foreign Affairs Trade
and Development.

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 here to, the goods, services, and
construction listed herein and on any attached
sheets at the price(s) set out therefor.

Proposition à: Ministère des Affaires Étrangères,
commerce et développement

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 appendices ci-jointes,
les biens, services et construction énumérés ici
sur toute feuille ci-annexée, au(x) prix
indiqué(s).

Comments — Commentaires:

**THIS DOCUMENT CONTAINS A SECURITY
REQUIREMENT — LE PRÉSENT DOCUMENT
COMPORTE UNE EXIGENCE EN MATIÈRE DE
SÉCURITÉ**

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Foreign Affairs, Trade and Development / Affaires
étrangères, commerce et développement
It Contracting Services Unit / Unité des services de
contrats TI
200 Promenade du Portage,
Gatineau, QC

Title — Sujet: State of Trade Report Design and Update for Global Affairs Canada (GAC)/ Conception et mise à jour de rapports sur l'état du commerce Affaires Canada (AMC)	
Solicitation No. - N° de l'invitation 19-148612 AMD001	Date: January 30 Janvier, 2019
Solicitation Closes - L'invitation prend fin	Time Zone — Fuseau horaire
At / à: 2:00 PM On / le March 4 mars, 2019	EDT (Eastern Daylight Saving Time)
F.O.B. — F.A.B.	
Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other — Autre: <input type="checkbox"/>	
Address Enquiries to — Addresser toutes questions à: Name : Justin Hirsch E-Mail : justin.hirsch@international.gc.ca	
Telephone No. – No de téléphone: (343) 203-6382	FAX No. – No de télécopieur :
Destination of Goods and or Services/Destination – des biens et ou services: Department of Foreign Affairs, Trade and Development (DFATD)/ Ministère des Affaires étrangères, commerce et développement (MAECD)	
Vendor/Firm Name and Address — Raison sociale et adresse du fournisseur/de l'entrepreneur:	
Telephone No. – No de téléphone:	FAX No. – No de télécopieur:
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) — Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
_____ Signature	_____ Date

This amendment 001 to the RFP is raised to:

- I) Answer questions regarding the RFP; and
 - II) Amend the RFP.
-

Questions and Responses

Bidder: Following a thorough reading of your call for tenders and analysis of the online PDF of the publication for which the call for tenders is made (SoT_report_Fra_11-08-18.pdf); I would like to see the possibility with you to relax some mandatory criteria and sides. Both the PDF version and the HTML version online (https://www.international.gc.ca/gac-amc/publications/economist-economiste/state_of_trade-commerce_international-2018.aspx?lang=eng) display a report containing the majority of more charts and tables than infographics. In most cases, the graphics have been embellished with some icons and illustrations (eg, pages 14; 15; 32; 58); but remain mainly graphics. Usually an infographic consists of a sheet where several statistics are illustrated and there is a visual path to follow between each component of the infographic ... Some of the mandatory criteria and sides target several features at once that must contain a single sample. This greatly reduces the possibility of qualifying the publication samples that we can present to you in response to this call for tenders. For example: have 5 samples of more than 100 pages; having at least 5 pages of infographic content and combining multiple documents - is restrictive. I fear that very few suppliers, if at all, have as many samples under this criterion ...

DFATD: It seems difficult for DFATD to respond since this does not seem to be a question but rather an affirmation. Please refer to the questions and answers below.

#	Bidder's Question	DFATD Answer
1	Since the visual presentation of statistics and data within tables and graphs consists of either a data visualization exercise; could you consider infographic content, graphics and tables? And for each of the criteria in question?	No, classical statistical representation is understood and expected. The requirement remains as stated in the RFP.
2	Would you be able to revise the criteria so that each of the desired expertise can be demonstrated to you with a few samples; under the same criterion?	There is nothing limiting a Bidder to use the same sample for more than one criteria.

#	Bidder's Question	DFATD Answer
3	<p>Under criterion M.1:</p> <p>a) Could we give you a sample of a large report with several charts and tables?</p> <p>b) Can the total number of total pages required combine the English and French languages of the same publication?</p> <p>c) Or could we submit a series of products under the same contract?</p> <p>d) A series of sectoral publications accompanied by individual infographic sheets of one page each – with family image between publications and infographic sheets?</p> <p>e) Can the total number of total pages required combine all sector publications and infographic sheets from the same series?</p>	<p>a) Yes as long as it meets all mandatory criteria including minimum length and number of included infographics.</p> <p>b) The total length of the submitted publication/sample must be of a minimum of 40 pages per language. If a report contains two languages, it must be at least 80 pages. The RFP has been amended accordingly, see section II) of this amendment for further details.</p> <p>c) The submitted sample must be a standalone report and a series of products cannot be combined to meet a criteria.</p> <p>d) Refer to answer c).</p> <p>e) Refer to answer c).</p>
4	<p>Under criterion M.2 :</p> <p>a) Can you eliminate the fact that the report must contain at least 5 pages of infographic content? Or consider my question # 1?</p> <p>b) Could we only submit two government reports that had to meet the identification requirements or guidelines of a government entity?</p>	<p>a) No, The requirement remains as stated in the RFP.</p> <p>b) There is no restriction as per the number of projects/samples submitted for M2.</p>

#	Bidder's Question	DFATD Answer
5	<p>Under criterion M.3</p> <p>a) Can you eliminate the fact that the report must contain at least 5 pages of infographic content? Or consider my question # 1</p> <p>b) Could we only present two accessible WCAG 2.0 compliant PDFs as long as they clearly demonstrate a graphic design exercise, without having 5 pages of infographic content? It could also be tables and graphs without being infographic?</p>	<p>a) No, The requirement remains as stated in the RFP.</p> <p>b) The samples submitted for this criterion do not need to contain infographics. The criteria has been amended accordingly. See section II) of this amendment for further details.</p>
6	<p>Under criterion R1 :</p> <p>a) Can you eliminate from this criterion that it must be accompanied by at least one interactive element on the web? Interactivity on the web is only very recent, it will be difficult for suppliers to have a sample of at least 100 pages with this feature...</p> <p>b) Could we submit a report with animated and interactive statistical data without having 5 pages of infographic content and at least 100 pages?</p>	<p>a) The requirement for the sample to be accompanied by at least one interactive web element remains the same as stated in the RFP. The required length of the sample has been altered as per Question 3 b).</p> <p>b) .The requirement for the sample to be accompanied by at least one interactive web element remains the same as stated in the RFP. The required length of the sample has been altered as per Question 3 b).</p>
7	<p>"[...]On the buyandsell.gc.ca web page; it is indicated that the required level of security is a SECRET level organization (company) security clearance (see screenshot attached). [...] However, in your tender document, on page 16 (point 7.3.1) and page 32; it seems that there is no security requirement. Can you confirm that only firms with a SECRET rating can qualify for this market? Therefore, the call for tenders should also be updated to this effect."</p>	<p>There is no security associated with this requirement. The Notice of Proposed Procurement on buyandsell.gc.ca has been amended accordingly.</p>
8	<p>Do bidders need to submit proposals based on all the FTAs listed or do they choose which specific ones they want? We are interested in the Peru, Chile and Colombia FTAs but am not sure if the bid comes as a "package".</p>	<p>The requirement is to create and design a State of Trade report for GAC as per the Statement of Work. The requirement is not divided by Free Trade Agreement. The Agreements listed in the notice of proposed procurement is a list of trade agreements that apply to this procurement.</p>

Amendment 001 to the Request for Proposal (RFP)

DELETE Attachment 1 to Part 4, Bid Evaluation Criteria in its entirety; and **REPLACE** with:

Attachment 1 to Part 4, Bid Evaluation Criteria

1.0 TECHNICAL CRITERIA

- a) It is recommended that the Bidder include a grid in their proposals, cross-referencing statements of compliance with the supporting data in their proposals. Note: the compliance grid, by and of itself does not constitute demonstrated evidence. The Bidder must submit a detailed CV for each of the proposed resources.
- b) Education must have been obtained from a recognized* Canadian university, college or high school, or the equivalent as established by a recognized* Canadian academic credentials assessment service, if obtained outside Canada.

*The list of recognized Canadian academic credentials assessment service providers can be found under the Canadian Information Centre for International Credentials website, at the following Internet link: <http://www.cicic.ca/indexe.stm>.

In order to obtain points for education and professional accreditations, the Bidder should also include photocopies of certificates. If not provided with the bid, Bidders must provide them upon request and in the timeframe stated by the Contracting Authority.

- c) The Bidder is advised that only listing experience without providing any supporting data to describe where and how such experience was obtained will not constitute “demonstrated” for the purpose of the evaluation.

Each project summary should include the name, phone number or e-mail of client reference. Canada reserves the right to request and contact Client references to validate information in the proposal.

The Bidder should provide complete details as to where, when (month and year) and how (through which activities/responsibilities) the stated qualifications/experience were obtained. Experience gained during formal education shall not be considered work experience. All requirements for work experience shall be obtained in a legitimate work environment as opposed to an educational setting. Co-op terms are considered work experience as they are related to the required services.

Bidders are also advised that the month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001; Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two projects references is seven (7) months. Bidders are asked to indicate on the resumes how many months/years are to be counted for each project.

For each criterion, details should be provided regarding the qualifications, relevant experience and expertise of the proposed personnel. For mandatory and point rated requirements, the experience of the proposed resource(s) must be clearly identified by providing a summary/description of the previous projects worked on and indicating when the work was carried out, and the client. The evaluation criteria matrix must be used to answer the mandatory and point rated criteria. Therefore, the answers are to be entered directly into the matrix, explaining how each criterion has been met, while referencing both the page and project numbers as indicated in the resume.

- d) It is recommended that the Bidder also include in the CV, the current level of personnel security held by the proposed resource and their corresponding Canadian Industrial Security Directorate (CISD) file number.

- e) Reference Checks and Interviews may be sought: If reference checks are conducted by Canada, they will be conducted in writing by e-mail (unless the contact at the reference is only available by telephone). Canada will send all e-mail reference check requests to contacts supplied by all the Bidders on the same day. Canada will not award any points unless the response is received within 5 working days. Wherever information provided by a reference differs from the information supplied by the Bidder, the information supplied by the reference will be the information evaluated. Points will not be allocated if the reference customer is not a customer of the Bidder itself (for example, the customer cannot be the customer of an affiliate of the Bidder). Nor will points be allocated if the customer is itself an affiliate or other entity that does not deal at arm's length with the Bidder. Crown references will be accepted.

1.1 Mandatory Criteria

1.1.1 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 should be addressed separately.

#	Mandatory Criteria	Met/Not Met	Demonstrated Experience and Cross Reference to Proposal
M1	<p>The Bidder must demonstrate experience in graphic design of large and complex reports with significant infographic content by providing examples and detailed project descriptions.</p> <p>The Bidder must provide a list (and web links to final products) of at least five examples of reports of similar length and complexity as the one described in Annex A, Statement of Work that it has produced.</p> <p>Two of the examples submitted for this criterion must include the name, title, telephone number, and email address of the client reference.</p> <p>The detailed project descriptions must include:</p> <ul style="list-style-type: none">• Description of services provided under the project,• Amount of full-page infographic content in the project,• Name of the client,• Duration of the project, and• Size of project. <p>GAC reserves the right to conduct a reference check to validate the information provided. It is the bidder's responsibility to acquire permission from the references provided to divulge any information on the projects and/or the references.</p> <p>For the purposes of this criterion, "large" shall mean "over 40 pages per language", "complex reports" shall mean "multi-part reports that combine multiple documents and styles", and "significant infographic content" shall mean "a minimum of 5 full-page infographic designs".</p>		

#	Mandatory Criteria	Met/Not Met	Demonstrated Experience and Cross Reference to Proposal
M2	<p>The Bidder must demonstrate experience designing and doing page-setting for a governmental report by providing detailed project descriptions and examples.</p> <p>The Bidder must provide two (2) examples of governmental reports where the branding requirements (in either French or English) and/or guidelines of a governmental entity had to be implemented. The examples must include the weblink or hard copy of both the report itself and branding requirements.</p> <p>For the purposes of this criterion, “governmental reports” shall mean “a report of at least 25 pages with a minimum of 5 full-page infographics”.</p>		
M3	<p>The Bidder must demonstrate experience, within the last 2 years, working with the Web Content Accessibility Guidelines 2.0 (WCAG 2.0) by providing examples including the hard copy or weblink.</p> <p>The Bidder must demonstrate by providing examples experience developing accessible web PDFs that comply with the WCAG 2.0 and have layout and design elements.</p> <p>The Bidder must provide two (2) examples of an accessible web PDFs (in English and/or French) that maintain the same layout and design elements as the print version and comply with the WCAG 2.0.</p> <p>For the purposes of this criterion, “governmental reports” shall mean “a report of at least 25 pages .”</p>		

#	Mandatory Criteria	Met/Not Met	Demonstrated Experience and Cross Reference to Proposal
M4	<p>The Bidder must demonstrate using detailed project descriptions its ability to make its project personnel available during nights and weekends for work/consultation/meetings throughout the contract, and demonstrate flexibility during the peak period in maximizing the turnover of the information between the Project Team and the Bidder. This is essential to produce the larger part of the deliverables between the signature of the Contract and June 1, 2019.</p> <p>The Bidder must provide at least one project description of a project with tight deadlines and an explanation of how it had personnel available during evenings and weekends for work/consultation/meetings to meet deadlines. The Bidder must provide the following information for the project:</p> <ul style="list-style-type: none"> • Name of the project and description of services provided under the project, • Name of the client, • Personnel availability provided to work evenings and weekends, • Start and end dates of project • Project reference with name and telephone number. <p>GAC reserves the right to conduct a reference check to validate the information provided. It is the bidder's responsibility to acquire permission from the references provided to divulge any information on the projects and/or the references.</p>		
M5	<p>The Bidder must demonstrate experience in working with large volumes of statistics in various forms and turning those into effective data visualizations, including both large infographics and interactive representation by providing detailed project descriptions.</p> <p>The Bidder must provide at least two (2) projects containing five or more visual representations – static or interactive – of statistical information with an explanation (no more than 2 paragraphs) detailing the type and size of the statistical input underlying the data visualization. At least one of the projects must include interactive data representation.</p>		

1.2 Point Rated Criteria

Bids which meet all the mandatory technical criteria will be evaluated and scored as specified in the tables inserted below.

A Bidder must obtain a minimum pass mark of 71% in order to be considered responsive.

Bids which fail to obtain the required minimum number of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

Item	Description of Criteria	Points Breakdown	Cross reference to proposal. Indicate potential points (Supplier to complete)
R1	<p>The Bidder should demonstrate its capability to develop a report of similar size and complexity to the State of Trade report described in Annex A, Statement of Work by providing detailed project descriptions and links to the web-version example.</p> <p>To score points in this criteria, the examples provided must:</p> <ul style="list-style-type: none"> i) be of at least 100 pages; ii) have at least 5 full-page infographics; iii) have at least one accompanying web-based interactive element. iv) be for a wide target audience including media, other government organizations, non-government organizations, and industry. <p>Each project description must include:</p> <ul style="list-style-type: none"> a) Client Organization Name b) Client Contact Name and Title c) Client reference information including phone number and e-mail address d) Project start and end dates (year and month) e) Description of the projects scope 	<p>Each project will be awarded points based on the following:</p> <ul style="list-style-type: none"> a) Similar to the Scope, Tasks, and Deliverables described in Annex A, Statement of Work;(10 points) b) Focusing on the analysis of trends and statistics; (10 points) c) Be produced for a government department or agency (10 points) <p>In addition to the above, bonus points will be scored based on reference checks conducted to validate the projects submitted in the proposal.</p> <ul style="list-style-type: none"> a) Unable to contact reference, reference does not respond, reference does not validate information provided in the proposal (0 points) b) Reference validates information (10 points) c) Reference validates information and provides an above-average response including a recommendation (20 points) <p>For a total of 50 points per project and a maximum of 100 points.</p>	

Item	Description of Criteria	Points Breakdown	Cross reference to proposal. Indicate potential points (Supplier to complete)
	<p> f) The target audience g) Links to the web-version of end product of the project h) Samples of data visualization (with web links) and report layout. </p> <p>GAC reserves the right to conduct a reference check to validate the information provided. It is the bidder's responsibility to acquire permission from the references provided to divulge any information on the projects and/or the references.</p> <p>Only the first two projects, in the order they were submitted for this criterion will be evaluated for this criterion.</p>		
R2	<p>The Bidder should demonstrate a complete understanding of the Required Graphic Design Services as outlined in the Statement of Work by providing a work plan to accomplish the Work in Annex A, Statement of Work using the 2018 State of Trade report and the new accompanying interactive web data visualization.</p>	<p>The work plan will be scored based on demonstrating the following elements:</p> <ul style="list-style-type: none"> • How the project will be managed (procedures, timetables, level of efforts, report to project team); (10 points) • How the concept development/creative design will be developed and presented to the project authority; (10 points) • How the graphic design/production will be done and the final products will be delivered (design tools used should be included); (10 points) • How they will respond to and deliver on urgent project needs (within 2-7 hours) by demonstrating they the ability and capacity in the team, and flexibility in the workflow process (10 points) • Their Quality Management system and how they will 	

Item	Description of Criteria	Points Breakdown	Cross reference to proposal. Indicate potential points (Supplier to complete)
		<p>ensure quality of final deliverables and how the requirements stated in the Statement of Work are done on time and on budget.(10 points)</p> <p>For a maximum of 50 points.</p>	

Minimum Pass Mark: 100/150

Total Points Achieved: /150

*****ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED*****