

**CANADIAN HERITAGE**  
**REQUEST FOR PROPOSALS**

REQUEST NUMBER: 10183358

TITLE OF PROJECT: Public Relations/Marketing/Communication Services for  
Canada's Guest of Honour presence at the Frankfurt Book  
Fair in 2020

REQUEST DATE: May 9<sup>th</sup>, 2019

CLOSING DATE AND TIME: June 4<sup>th</sup>, 2019, 2:00 p.m., EDT

ADDRESS ALL ENQUIRIES: Line Séguin  
Procurement and Contract Specialist  
Contracting and Materiel Management Directorate  
Canadian Heritage  
Tel: 819-997-2389  
E-mail: pch.contrats-contracting.pch@canada.ca

The Department of Canadian Heritage (PCH) has a requirement for the above services to be carried out in accordance with the Statement of Work attached hereto as Annex A. The period of the contract is from date of contract to December 31<sup>st</sup>, 2020 inclusive.

If you are interested in undertaking this project, your sealed proposal, clearly indicating the title of the work and addressed to the undersigned will be received up to 2:00 p.m. EDT on June 3<sup>rd</sup>, 2019, at:

Mail room / Bid Receiving  
RFP: 10183358 (c/o Line Séguin)  
15 Eddy Street, 2<sup>nd</sup> Floor (15-2-C)  
Gatineau, Quebec  
K1A 0M5

It is the Bidder's responsibility to ensure that their proposals are delivered to the above noted tender address no later than the time and date specified.

Bidders submitting a proposal are also requested to complete the Offer of Services attached at Annex C.

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

The bid solicitation is divided into six parts plus 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; and
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Offer of services form, and the Task Authorization Form.

### **1.2 Summary**

The purpose of this Request for Proposal (RFP) is to seek proposals for public relations services, marketing activities and communications services including the development and execution of integrated services touching on strategic public relations, marketing and communications initiatives and other activities which will serve the interest of the Government of Canada (GoC) and its partners.

This RFP is to establish a contract for the majority of the requirement (budget of \$400,000 CAD excluding applicable taxes), and task authorizations that will allow for additional work required (budget to be determined), throughout the period of the contract on an “as and when requested” basis, with the same contractor.

The requirement is subject to the provisions of the World Trade Organization Agreement on Government Procurement (WTO-AGP), the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), and the Canadian Free Trade Agreement (CFTA).

### **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.

#### 1.4 Other information

If you have issues or concerns regarding the solicitation, you have the option of raising them with the Department or with the Office of the Procurement Ombudsman. The Office of the Procurement Ombudsman (OPO) was established by the Government of Canada to provide an independent avenue for suppliers to raise complaints regarding the award of contracts under \$ 25,000 for goods and under \$100,000 for services. You have the option of raising issues or concerns regarding the solicitation, or the award resulting from it, with the OPO, by contacting them by telephone at 1-866-734-5169 or by e-mail at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca). You can also obtain more information on the OPO services available to you at their website at [www.opo-boa.gc.ca](http://www.opo-boa.gc.ca).

## 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](#) (2018-05-22) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

### 2.2 Submission of Bids

Bids must be submitted to Canadian Heritage (PCH) 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 or by e-mail 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 seven (7) 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, Canada.

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) business 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 Department of Canadian Heritage 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.



## **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)

Section II: Financial Bid (2 hard copies)

Section III: Certifications (1 hard copy)

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

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

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

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

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

#### **Section I: Technical Bid**

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability 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 Basis of Payment in Annex B. The total amount of Applicable Taxes must be shown separately.

#### **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

##### 4.1.1.1. Mandatory Technical Criteria

A bid must comply with the requirements of the bid solicitation and meet all mandatory technical evaluation criteria to be declared responsive.

| MANDATORY TECHNICAL REQUIREMENTS |  | Met | Not Met |
|----------------------------------|--|-----|---------|
| <b>M1</b>                        | <p>Bidder must demonstrate the nature and depth of the services and activities offered by the firm as well as their level of experience conducting an international Public Relations, Communications, and marketing program or activities by providing a synopsis as well as visual examples of three (3) similar scope projects / campaigns delivered within the last five (5) years, including:</p> <ul style="list-style-type: none"> <li>a) a description of the scope of the project,</li> <li>b) a list of the activities and services that were offered;</li> <li>c) the timeframe;</li> <li>d) the budget,</li> <li>e) client contact information, including the name of the organization*.</li> </ul> <p>*The contact information is required for validation purposes only.</p> |     |         |
| <b>M2</b>                        | <p>Bidder must demonstrate their ability to offer high quality* communications services in English, and high quality* translation services in French, and German by providing two (2) relevant and recent examples of products developed and translated: (1) English to French and (1) English to German.</p> <p>*high quality is defined as content that is well structured, easy to read and comprehend, uses plain language and is free of errors.</p>  |     |         |
| <b>M3</b>                        | <p>Bidder must demonstrate that they have an office in Germany and/or have access to the instruments, infrastructure or internal procedures that will enable the sub-contracting of public relations, communications and/or marketing activities to a firm currently located in Germany.</p>   |     |         |

|           |  |  |  |
|-----------|--|--|--|
| <b>M4</b> | Bidder must demonstrate that they have experience in issues management/crisis communications by providing a summary of one (1) project or activity of similar scope to the current requirement. The summary should include details about the nature of the event, the issue or crisis and how it was managed as well as providing the client contact information*.<br><br>*The contact information is required for validation purposes only. |  |  |
| <b>M5</b> | Bidder must demonstrate that at least one (1) of its full time staff members is fluent in both English and in German.  |  |  |

#### 4.1.1.2 Point Rated Technical Criteria

Proposals will be evaluated and scored in accordance with the evaluation criteria guideline as detailed in this section. To be considered compliant, bidders must obtain the required overall minimum points for the rated criteria. Proposals scoring less than the minimum required points will not be given further consideration.

| <b>RATED REQUIREMENTS</b> |   | <b>Minimum Required Points</b> | <b>Maximum Points</b> |
|---------------------------|---|--------------------------------|-----------------------|
| <b>R1</b>                 | <b>STRATEGY AND ACTION PLAN (total of 28 points)</b><br><br>The Bidder should provide the following three (3) elements (R1A, R1B, R1C). Points will be awarded based on the scale below at table 1 (points will be rounded to the first decimal, i.e. 0.75 = 0.8)   |                                |                       |
| <b>R1A</b>                | Canada must have a strong media presence as Guest of Honour (GoH) country at the Frankfurt Book Fair in 2020. The Bidder should provide an explanation of how this objective will be achieved.<br><br>Sixteen (16) points maximum will be allocated for: <ul style="list-style-type: none"> <li>○ An understanding of Canada's responsibilities and objectives as GoH</li> <li>○ An understanding of International media and public relations</li> <li>○ An understanding of the project's guiding themes and principles</li> <li>○ An understanding of the expected results of Canada's presence as GoH</li> </ul> | <b>N/A</b>                     | <b>16</b>             |
| <b>R1B</b>                | The successful Bidder will support the development of campaigns and activities. The Bidder should provide a narrative that demonstrates an understanding of the following:<br><br>Six (6) points maximum will be allocated for: <ul style="list-style-type: none"> <li>○ The opportunities that should be considered when public relations/marketing and communications are integrated with trade opportunities</li> <li>○ The limitations of working within an existing brand</li> </ul>   | <b>N/A</b>                     | <b>6</b>              |

|            |  |            |           |
|------------|--|------------|-----------|
| <b>R1C</b> | <p>Bidder should demonstrate how the proposed interaction between the Bidder and the Government of Canada team to support the planning, development and execution cycles will be conducted.</p> <p>Six (6) points maximum will be allocated for:</p> <ul style="list-style-type: none"> <li>○ A description of the steps the Bidder will take to ensure the timely flow of information with Canadian Heritage (PCH)</li> <li>○ An understanding of working with public sector organizations</li> <li>○ An understanding of the level of involvement of project partners and stakeholders</li> </ul>  | <b>N/A</b> | <b>6</b>  |
| <b>R2</b>  | <p><b>CONTEXT AND DELIVERABLES</b></p> <p>Bidder should describe its understanding of the context of the project and the expected deliverables as outlined in the “Statement of work”.</p> <p>The description should be in a narrative format and should clearly demonstrate the following elements:</p> <p>40 points maximum will be allocated for:</p> <ul style="list-style-type: none"> <li>○ An understanding of the deliverables</li> <li>○ An in-depth knowledge of the Frankfurt Book Fair</li> <li>○ An understanding of planning, producing and executing public relations, marketing, and communications strategies in an international context</li> <li>○ An understanding of the possible constraints and risks imposed by working in different time zones</li> </ul>   | <b>N/A</b> | <b>40</b> |
| <b>R3</b>  | <p><b>PERSONNEL QUALIFICATIONS</b></p> <p>Bidder should provide the name of the proposed staff who will be assigned to this contract and clearly define each of their responsibilities and experience. Bidder should also confirm who will be the account manager for the duration of the contract (the main point of contact for PCH). Current CVs of each proposed staff should also be included.</p> <p>For proposed team qualifications, bidder should provide:</p> <ol style="list-style-type: none"> <li>a) The number of national or international public relations initiatives completed and implemented in the last five (5) years. One (1) point for each initiative to a maximum of five (5) points.</li> <li>b) The number of national or international marketing strategies completed and implemented in the last five (5) years. One (1) point for each strategy to a maximum of five (5) points.</li> <li>c) The number of national or international communication strategies completed and implemented in the last five (5) years. One (1) point for each strategy to a maximum of five (5) points.</li> </ol> | <b>N/A</b> | <b>15</b> |

|  |  |            |           |
|--|--|------------|-----------|
| <b>R4</b>  | <b>CRITICAL PATH</b><br><br>Bidder should demonstrate how a successful campaign will be delivered within the prescribed timelines (June 2019 to December 2020) by providing a critical path of key activities. | <b>N/A</b> | <b>7</b>  |
| <b>TOTAL</b> (overall minimum passing mark is 63/90) |  | <b>63</b>  | <b>90</b> |

| <b>TABLE 1 – RATING SCALE FOR R1 AND R2</b> |   |
|---|---|
| 0   | Information provided fails to address the criteria. Bidder receives 0% of the available points for this element.                                    |
| 20%   | Information provided demonstrates a limited understanding of the stated criteria. Bidder receives 20% of the available points for this element.     |
| 50%   | Information provided demonstrates a good understanding of the stated criteria. Bidder receives 50% of the available points for this element.        |
| 75%   | Information provided demonstrates a very good understanding of the stated criteria. Bidder receives 75% of the available points for this element.   |
| 100%  | Information provided demonstrates an excellent understanding of the stated criteria. Bidder receives 100% of the available points for this element. |

## 4.2 Basis of Selection

### 4.2.1 Basis of Selection – Highest Combined Rating of Technical Merit and Price

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation;
  - b. meet all mandatory technical criteria; and
  - c. obtain the required minimum of 63 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 90 points.
2. Bids not meeting (a), (b), and (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 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 equal 85 and the lowest evaluated price is \$35,000.

| <b>Highest Combined Rating Technical Merit (70%) and Price (30%)</b> |                              |                        |                          |                          |
|--|------------------------------|------------------------|--------------------------|--------------------------|
|  |                              | <b>Bidder 1</b>        | <b>Bidder 2</b>          | <b>Bidder 3</b>          |
| <b>Overall Technical Score</b>                                       |                              | 63/90                  | 73/90                    | 79/90                    |
| <b>Bid Evaluated Price</b>   |                              | \$35,000.00            | \$40,000.00              | \$55,000.00              |
| <b>Calculations</b>  | <b>Technical Merit Score</b> | $63/90 \times 70 = 49$ | $73/90 \times 70 = 56.8$ | $79/90 \times 70 = 61.4$ |
|  | <b>Pricing Score</b>         | $35/35 \times 30 = 30$ | $35/40 \times 30 = 26.3$ | $35/55 \times 30 = 19$   |
| <b>Combined Rating</b>   |                              | 79.4                   | 79                       | 83.1                     |
| <b>Overall Rating</b>  |                              | 3                      | 1                        | 2                        |

### 4.3 Internal approval

Bidders should note that all contracts are subject to PCH's internal approvals process, which includes a requirement to approve funding in the amount of any proposed contract. Notwithstanding that a bidder may have been recommended for contract award, issuance of any contract will be contingent upon internal approval. If such approval is not given, no contract will be awarded.

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

### 5.2 Certifications Precedent to Contract Award and Additional Information

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

#### 5.2.1 Integrity Provisions – Required Documentation

In accordance with the *Ineligibility and Suspension Policy* (<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.

#### 5.2.3 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.



## PART 6 - RESULTING CONTRACT CLAUSES

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

### 6.1 Statement of Work

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

#### 6.1.1 Task Authorization

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

##### 6.1.1.1 Task Authorization Portion Process

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

##### 6.1.1.2 Canada's Obligation - Portion of the Work - Task Authorizations

Canada's obligation with respect to the portion of the Work under the Contract that is performed through task authorization(s) is limited to the total amount of the actual tasks performed by the Contractor.

### 6.2 Standard Clauses and Conditions

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

#### 6.2.1 General Conditions

[2035](#) (2018-06-21), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

## 6.2.2 Supplemental General Conditions

[4007](#) (2010-08-16) – Canada to Own Intellectual Property Rights in Foreground Information.

## 6.3 Security Requirements

There is no security requirement applicable to the Contract.

## 6.4 Period of the Contract

The period of the Contract is from contract award to December 31<sup>st</sup>, 2020 inclusive.

## 6.5 Authorities

### 6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Line Séguin  
Procurement and Contract Specialist  
Contracting and Materiel Management  
Canadian Heritage  
15 Eddy Street, 9<sup>th</sup> Floor  
Gatineau, Québec K1A 0M5

Telephone: 819-997-2389

Email: [pch.contracts-contracting.pch@canada.ca](mailto:pch.contracts-contracting.pch@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.

### 6.5.2 Project Authority

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

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

### 6.5.3 Technical Authority

The Technical Authority for the Contract is *(to be identified at contract award)*:

The Technical Authority is the representative of the department 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. The Technical Authority has no authority to authorize changes to the scope of the work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

#### 6.5.4 Contractor's Representative

*(to be identified at contract award)*

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

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

#### 6.7 Payment

##### 6.7.1 Basis of Payment – Limitation of expenditure

For the Work described in the section 2.2 (Contractor's Responsibilities - Resulting Contract) of the Statement of Work at Annex A:

The Contractor will be paid for the Work performed in accordance with the Basis of payment at Annex B, to a limitation of expenditure of \$\_\_\_\_\_ *(to be inserted at contract award)*. Customs duties are included and Applicable Taxes are extra.

##### 6.7.2 Basis of Payment - Individual Task Authorizations

The Contractor will be paid for the Work specified in the authorized task authorization, in accordance with the Basis of payment at Annex B.

Canada's liability to the Contractor under the authorized task authorization must not exceed the limitation of expenditure specified in the authorized task authorization. Custom duties are included and Applicable Taxes are extra.

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

##### 6.7.2.1 Limitation of Expenditure - Cumulative Total of all Task Authorizations

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

### 6.7.3 Method of Payment – Monthly Payments

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

### 6.7.4 Electronic Payment of Invoices

The Contractor accepts to be paid using the following Electronic Payment Instruments:

- a. Direct Deposit (Domestic and International), or
- b. Wire Transfer (International Only).

## 6.8 Invoicing Instructions

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.

Invoices must be distributed as follows: The original must be forwarded to the Project Authority of the Contract for certification and payment.

## 6.9 Certifications and Additional Information

### 6.9.1 Compliance

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

### 6.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in \_\_\_\_\_, Canada (*to be inserted at contract award*).

### 6.11 Priority of Documents

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

- a. the Articles of Agreement;
- b. the supplemental general conditions 4007 (2010-08-16) – Canada to Own Intellectual Property Rights in Foreground Information;
- c. the general conditions 2035 (2018-06-21) Higher Complexity – Services;
- d. Annex A, Statement of Work;
- e. Annex B, Basis of Payment;
- f. the signed Task Authorizations (when applicable);
- g. the Contractor's bid dated \_\_\_\_\_.

## 6.12 Official Languages

The Department is under the obligation to respect the spirit and the letter of the Official Languages Act R.S.1985,C.31 (4th Suppl.). It is therefore imperative that the Contractor when representing the Crown ensures that verbal communications are in the preferred official language of the participants. Written communications will be in the language(s) of the participants and must be submitted to the Project Authority before they are issued. If participants are required to communicate by telephone with the Contractor or his/her representatives, the Contractor must ensure that all persons, including receptionists and other contacts who will be receiving these calls, are bilingual.

## 6.13 Green Procurement

The Contractor should make every effort to ensure that all documents prepared or delivered under this contract are printed double-sided on Ecologo certified recycled paper or on paper with equivalent post-consumer recycled content, to the extent it is procurable.

It is desirable that the Contractor, in provisioning the Service, procure electronic equipment, such as computer equipment, peripherals and telephony equipment, that meet the most current ENERGY STAR technical specifications for energy efficiency and other environmental specifications such as ISO 14000, WEEE, RoSH, EPEAT and IEEE 1680 standards, without reducing the service quality and effectiveness, whether this equipment is owned by the Contractor or procured by the Contractor for GC customers.

It is desirable that the Contractor, in provisioning the Service, procures equipment and implements solutions that minimize the overall energy use without reducing the service quality and effectiveness, whether this equipment is owned by the Contractor or procured by the Contractor for GC customers.

It is desirable that the Contractor abide by the guidelines set by the Electronics Product Stewardship Canada's organization for the disposal and recycling of electronic products owned by the Contractor and used to deliver the Service whether this equipment is located on the Contractor's premises or on GC customer premises.

## 6.14 Dispute Resolution Services

The parties agree to make every reasonable effort, in good faith, to settle amicable all disputes or claims relating to or arising from the Contract, through negotiations between the Parties' representatives authorized to settle. If the Parties do not reach a settlement within 10 working days, each party hereby consents to fully participate in and bear the cost of mediation led by the Procurement Ombudsman pursuant to Subsection 22.1(3)(d) of the *Department of Public Works and Government Services Act* and section 23 of the *Procurement Ombudsman Regulations*.

The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca), or by web at [www.opo-boa.gc.ca](http://www.opo-boa.gc.ca).

## 6.15 Contract Administration

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the *Department of Public Works and Government Services Act* will review a complaint filed by the complainant respecting the administration of the Contract if the requirements of Subsection 22.2(1) of the *Department of Public Works and Government Services Act* and Sections 15 and 16 of the *Procurement Ombudsman Regulations* have been met.

The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca), or by web at [www.opo-boa.gc.ca](http://www.opo-boa.gc.ca).

## ANNEX A

### STATEMENT OF WORK

#### 1. Scope

##### 1.1 Title

Public Relations/Marketing/Communication Services for Canada's Guest of Honour presence at the Frankfurt Book Fair in 2020.

##### 1.2 Introduction

Each year, the Frankfurt Book Fair showcases a Guest of Honour (GoH) country to highlight its rich literary, cultural and linguistic heritage to global industry representatives. Canada will be the GoH in 2020.

The annual Frankfurt Book Fair is the most important international trade show for the publishing sector:

- Participation from 7,100 exhibitors from more than 100 countries;
- Attendance by approximately 300,000 visitors;
- Offering of more than 4,000 events;
- Presence of approximately 10,000 accredited journalists on-site.

The Department of Canadian Heritage (PCH) is the lead coordinator for the project. PCH is supported by the following four key organizations: Canada FBM2020, the Canada Council for the Arts (CCA), Global Affairs Canada (GAC) which includes the Embassy of Canada in Germany and Telefilm Canada.

Based on contractual obligations, the GoH country must provide rich literary and cultural programming for German-speaking audiences as well as international audiences such as publishing trade, Business to Business, etc.

Canada's year-long program as the GoH at the Frankfurt Book Fair will begin in October 2019, and will conclude following the five-day book fair in October 2020. Canada will kick off its year as GoH during a media conference at the Frankfurt Book Fair on October 17, 2019, and Norway, the previous GoH country, will hand over the scroll to Canada on October 20, 2019.

As GoH, Canada will be responsible for the development of:

1. a year-long literary program;
2. a year-long cultural program, including performing arts, music, film, and visual arts, as well as emerging creative industries such as gaming, virtual reality, and augmented reality;
3. events including opening and closing ceremonies;
4. trade and export components/opportunities;
5. translations of Canadian-authored works into German;
6. a variety of press conferences and media events, and networking opportunities; and
7. the management of a GoH Pavilion from October 14-19, 2020.

In Frankfurt, a pavilion of approximately 2,500 square meters will be provided to Canada as GoH to showcase all aspects of Canadian literary, culture and society. The Frankfurt Book Fair focuses on the creative industries and the range of businesses contributing to that industry, such as literary, film, culinary, tourism, science, arts, technology, industries etc. It includes educational features, the promotion of literacy, international culture and politics, audio books, children's books, comics, maps, and other characteristics of the book trade.

The Frankfurt Book Fair represents an excellent opportunity to position Canada as a world leader and put our creative industries at the center of our future economy. The GoH program will help develop our cultural exchange network and further any trade opportunities as literary and other creative industries will be showcased in Germany for the world to see throughout the year.

### 1.3 Objectives

The Contractor will provide public relations services, marketing activities and communications services including the development and execution of integrated services touching on strategic public relations, marketing and communications initiatives and other activities which will serve the interest of the Government of Canada (GoC) and its partners.

Canada's presence as GoH at the Frankfurt Book Fair supports the GoC's overall trade priorities as well as the objectives of the Creative Export Strategy to maximize the export potential of creative industries abroad.

The year-long Frankfurt 2020 Project advances the objectives of the Creative Export Strategy to:

- Support investment in our creators and cultural entrepreneurs;
- Enhance Canadian works discoverability in international markets;
- Increase Canada's creative industries export profitability.

The guiding themes and principles of the project are innovation in creative industries, promotion of women and youth, and reconciliation with Indigenous peoples.

The visual brand identity, which has been developed explicitly for the GoH, will be available to the Contractor and must be applied to all public relations, marketing, and communications products. Brand application guidelines will be provided as reference, giving a clear vision on how to present the brand to all audiences.

Along with the visual identity, the Contractor will be required to use Canada's slogan, developed for the book fair: *Singular Plurality*. Singular Plurality captures Canada's culture of diversity, where each of us is unique but connected as a whole both by our differences and our shared values. This is the quality of our country and the stories we wish to feature.

### 1.4 Scope of Work

PCH requires a Contractor to deliver integrated strategies to manage and implement public relations, marketing and communication initiatives in Germany that will support Canada's GoH presence leading up to and during the Frankfurt Book Fair in 2020, which runs from October 14 to 18, 2020.

The Contractor will be required to work in close collaboration with PCH and its lead partners: Canada FBM2020, Canada Council for the Arts (CCA), Global Affairs Canada (GAC) and Telefilm Canada, as well as with participating provinces and territories to ensure that messages are cohesive and meet all of the objectives of the project. All products, activities and tactics will require approval and authorization by PCH before being translated. All products and activities must be made available and produced in three languages, namely: English, French and German.

Further, the Contractor will be responsible for proposing and implementing a critical path with clear timelines that will meet both PCH requirements, as well as those of the organizers of the Frankfurt Book Fair.



## **2. Requirements**

### **2.1 German Representation/Presence**

The Contractor has official representation in Germany or has the means to sub-contract activities to a German based firm(s). Further, PCH requires that at least one (1) full time staff be fluent in both English and German.

### **2.2 Contractor's Responsibilities – Resulting Contract**

The Contractor will provide the necessary resources to perform the following tasks and deliverables, but not limited to, on an “as and when required” basis:

#### **2.2.1 Strategies and Action Plans**

- i. Meet with PCH and its main partners on a regular basis to obtain and share project updates, deliverables status; confirm strategic directions and to mitigate any issues;
- ii. Develop and execute strategies and action plans in support of a comprehensive public relations, marketing and communications plan based on the goals and objectives identified by PCH, while incorporating priorities mutually agreed upon during the planning process. Such plans shall include but not limited to:
  - a. a cost-effective media relations and marketing plan, with recommendations on how Canada can leverage its brand, optimize its current practices and best media opportunities to reach intended audiences;
  - b. a crisis communications plan that identifies and assesses potential communication risks and a corresponding issues management approach;
  - c. a social media plan to support PCH's social media strategy, including monitoring and content development.
- iii. Ensure that plans include strategic opportunities to integrate marketing and trade; frequency, targeting parameters, and placement;
- iv. Collect and analyze data from the various plans in order to determine effectiveness of plans;
- v. Identify and target high reach and impact media, enabling them to tell stories about Canada, in particular from the literary industry and more generally our creative industries;
- vi. Leverage broadest channel reach for each media property;
- vii. Work with PCH and its partners, some of which may be based in Germany, to identify high profile and relevant events, people, news, and promotions that can be amplified through media;
- viii. Develop and pitch content to drive engaging coverage that promotes understanding of Canada's culture and arouses public interest in Germany; and
- ix. Coordinate with event organizers from Frankfurt and other key German cities to identify strategic speaking and promotional opportunities at other conferences and events.

#### **2.2.2 Media events**

- i. Coordinate and organize associated media events, experiences or stunts to drive popularity and coverage in Germany;



- ii. Lead and coordinate a minimum of four (4) international press conferences in Frankfurt and other German cities (i.e.: Leipzig). The Contractor will plan the media event, develop a scenario, coordinate logistics (including securing the venue, renting the audio-visual equipment, hospitality, invitations), execute the media event, manage media relations, and complete follow-up calls. The Contractor will also write, edit, translate and produce up to 200 press kits for distribution at these events, including:
  - a. October 2019 - a press conference on the general programs and concept of the GoH project, visual identity and slogan;
  - b. March 2020 – media activities at the Leipzig Book Fair in support of the GoH literary program;
  - c. June 2020 - a press conference to announce the full GoH program at the Frankfurt Book Fair in 2020; and
  - d. October 2020 - a press conference to launch the opening of the GoH Pavilion at the Frankfurt Book Fair, which will include a guided tour of the Pavilion for approximately 100-200 journalists.
- iii. Lead and coordinate an additional ten (10) press and media events in several cities including: Berlin, Frankfurt, Hamburg, Cologne, Leipzig, Munich, etc. The Contractor will plan the media event, develop a scenario, coordinate logistics (including securing the venue, renting the audio-visual equipment, hospitality, invitations), execute the media event, manage media relations, and complete follow-up calls. The Contractor will also write, edit, translate and produce up to 200 press kits for distribution in Berlin, Frankfurt, Hamburg, Cologne, Leipzig, Munich, etc.

### **2.2.3 Media interviews**

- i. Coordinate interviews with authors, artists and members of the organizing team during the Frankfurt Book Fair, the Leipzig Book fair and other event venues in Germany (to a maximum of ten (10) events). This tasks includes securing media;
- ii. Identify interview opportunities, liaise with media, provide ground support to assist with the interview process and with post interview follow ups.

### **2.2.4 Media Monitoring**

- i. Provide media monitoring and screening services as well as media analysis (note that analysis will be required in English only);
- ii. Develop media analytics and execute a tracking and measurement process;
- iii. Monitor the various media tactics, analyse their effectiveness and propose modifications as required; and
- iv. Provide daily media summaries for the period of October 13-18, 2020.

### **2.2.5 Marketing and Social Media**

- i. Secure and leverage influencers who have direct (i.e. their own channels) and indirect (i.e. other media channels) impact, which will help to showcase Canada and help disseminate messages;
- ii. Promote and leverage the Canadian literary and cultural events and/or exhibits in Germany to build awareness, drive interest, produce coverage, and attract attendance;

- iii. Promote the GoH literary and cultural programming to be presented at the Frankfurt Book Fair in 2020 including disseminating information about the authors, performers and performances, exhibits, culinary shows, etc.;
- iv. Research, identify and recommend the best media and avenues to advertise and reach the target audience;
- v. Design, create, manage and administer various social media accounts including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn and/or other channels identified in the strategic plans; and
- vi. Design and create content in English, French and German throughout 2020 for the unique social media channels identified in the strategic plans.

### **2.3 Task Based Activities**

The Contractor may need to provide the necessary resources to perform the following tasks and deliverables, but not limited to, on an “as and when required” basis:

#### **2.3.1 Press trips, tours and press services**

- i. Cooperate with PCH and the Canadian Embassy in Berlin to identify journalists for the press trips. The number of journalists and the key topics of the visits will be put forward by PCH and the Canadian Embassy in Berlin. The journalists can be either from print media or TV/radio/digital;
- ii. Organize and support press trips for Canadian journalists to Germany and German/international journalists to Canada in close collaboration with PCH and the Canadian Embassy in Berlin. There shall be a minimum of four (4) promotional press trips for up to five (5) journalists and one (1) guide for each press trip.
- iii. Invite identified journalists and coordinate their travel logistic (flights and hotel bookings) for the press trips;
- iv. Complete a follow-up with participants prior to and after the press trip to obtain feedback; and
- v. Organize a press service office for the Frankfurt Book Fair in 2020, which will be operational starting October 14, 2020, including support to the media, a helpdesk, arranging interviews and planning (including coordination with German publishers press department).

#### **2.3.2 Develop and implement a Booksellers campaign**

- i. Organize a comprehensive and full-coverage bookseller campaign to ensure that booksellers in Germany (and other German speaking territories) are aware of Canada being the GoH, its visual identity, its literary landscape, and its guiding themes;
- ii. Collaborate with the bookseller network to unite booksellers who can be ambassadors of the “Canada as GoH” campaign and determine which products they require to ensure adequate support of German publishing houses who have published Canadian authors; and
- iii. Create visibility and presence of Canada as GoH through bookshop displays, online platforms, and book reading events.

### **2.3.3 Program Books**

- i. Design, produce and print (traditional and online) the complete 2020 literary and cultural program book (based on a 120-pages, 3 languages, printed in full color, size: 8.5 x 5.5 inches, to a maximum of 5,000 printed copies);
- ii. Design, produce and print (traditional and on-line) the literary and cultural fair program book (based on a 192-pages, 3 languages, printed in 2 colors, size: 8.5 x 5.5 inches, to a maximum of 10,000 printed copies).

### **2.3.4 Photography/Videography services**

- i. Provide an on-site photographer at events held across Germany from January 2020 to October 2020. For example, at the 2020 Leipzig Book Fair, to a maximum of 20 events in various cities.;
- ii. Provide an on-site photographer at the Frankfurt Book Fair grounds at five events per day from October 14-18, 2020;
- iii. Provide an on-site photographer at 10 events held in the city of Frankfurt from October 14-18, 2020;
- iv. Record events taking place during the Frankfurt Book Fair in 2020 and throughout 2020 in the city of Frankfurt in order to produce an “after” event promotional video. The visual should provide a visual interpretation of Canada’s targeted objectives. Further production guidelines will be provided by Canadian Heritage;
- v. Ensure that model release forms (provided by PCH ahead of time) are signed;
- vi. Deliver to PCH according to an agreed timeline, all photos taken at events identified in 2.3.4 i., ii., and iii., as high-resolution .jpeg images.

### **2.4 Reporting Requirements**

- i. Provide PCH with monthly reports outlining all services handled or dispensed during the contract period;
- ii. Provide media monitoring and screening as well as monthly analysis and reporting during the contract period and according to agreed timetable;
- iii. Prepare and submit for approval a monthly report which will include archived materials published both in print, TV, radio and online media. Also statistics, web analysis of people reach, unique visitors, clicks, etc.;
- iv. Prepare and submit for approval a final draft report which will include archived materials published both in print, TV, radio and online media. Also statistics, web analyses of people reach, unique visitors, clicks, etc.

### **2.5 Project Management Control Procedures**

The individual identified in the proposal as the Account Manager shall:

- i. Report monthly to PCH on matters related to the Scope of Work.
- ii. Be accessible on business days.
- iii. Ensure service requests received from PCH are appropriately handled.

- iv. Work in close collaboration with PCH and its partners to establish procedures to maximize the efficiency of the media relation.

### **3. Other Terms and Conditions of the SOW**

#### **3.1 PCH's Obligations**

PCH will provide the Contractor with the following:

- i. access to non-classified supporting and reference documents as required;
- ii. access to a member of the Frankfurt 2020 project team who will be available to coordinate activities internally;
- iii. comments and approvals on strategies, plans, documents, products and other deliverables within a reasonable amount of time; and
- iv. any assistance, support or input that is required to ensure the success of the project.

#### **3.2 Location of Work, Work site and Delivery Point**

The Contractor has an official representation in Germany OR is able to sub-contract activities to a German firm.

#### **3.3 Language of Work**

Once the contract is awarded, the working language will be English. However, all documents and products prepared by the Contractor for public consumption must be available in each of the following: English, French and German.

### **4. Project Schedule**

#### **4.1 Expected Start and Completion Dates**

The period of the contract will be from date of contract to December 31, 2020.

## ANNEX B

### BASIS OF PAYMENT

All deliverables are F.O.B. Destination, in Canadian Dollars (CAD), and Canadian Customs Duty included, and applicable tax(es) extra.

If pricing is not provided for one or more components, the proposal will be found non-compliant and no further evaluation will be done.

Bidders must provide pricing in the format specified in this Annex. Failure to provide prices in the format specified will render the proposal non-compliant.

(refer to Annex A for descriptions of activities)

| <b>A - Professional Services per Activity</b>                                    | <b>All-inclusive cost per activity*</b> |
|--|---|
| Strategies and Action Plans (2.2.1)  | \$                                      |
| Media events (2.2.2)   | \$                                      |
| Media interviews (2.2.3)   | \$                                      |
| Media Monitoring (2.2.4)   | \$                                      |
| Marketing and Social Media (2.2.5)   | \$                                      |
| <b>Sub-total A</b>   | <b>\$</b>                               |
| <b>B – Task Based Professional Services per Activity (as and when requested)</b> | <b>All-inclusive cost per activity*</b> |
| Press trips, tours and press services (2.3.1)                                    | \$                                      |
| Develop and implement a Booksellers campaign (2.3.2)                             | \$                                      |
| Program Books (2.3.3)  | \$                                      |
| Photography/Videography services (2.3.4)   | \$                                      |
| <b>Sub-total B</b>   | <b>\$</b>                               |

\*note: The all-inclusive cost per activity include overhead, equipment, material and supplies in order to perform the activity.

**A - Total Estimated Cost of Professional fees for a limitation of expenditure: \$ \_\_\_\_\_**

**B - Total Estimated Cost of Professional fees for a limitation of expenditure: \$ \_\_\_\_\_**

**Total for evaluation purposes (A + B) \$ \_\_\_\_\_**

## C - Cost Reimbursable Expenses

### i) Travel and Living Expenses - National Joint Council Travel Directive

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, and private vehicle allowances specified in Appendices B, C and D of the [National Joint Council Travel Directive](#), and with the other provisions of the directive referring to "travelers", rather than those referring to "employees". Canada will not pay the Contractor any incidental expense allowance for authorized travel.

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

Note: The Contractor will assume costs of travel, if applicable, for their on-site team within Germany.

**Total Estimated Cost to a Limitation of Expenditure for Travel and Living: \$25,000.00 including applicable taxes (not included in the total price evaluation).**

### ii) Other Direct Expenses

The Contractor will be reimbursed the other direct expenses it reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and administrative overhead. These expenses will be paid upon submission of an itemized statement supported by receipt vouchers.

**Estimated Cost for Other Direct Expenses: \$\_\_\_\_\_ (excluding applicable taxes).**

| <b>D - Printing Requirements</b>   | <b>Estimated fees*</b> |
|--|------------------------|
| Printing of four colour, 120 pages, 8.5 x 5.5-inch book - Cost per 5,000 books                         | \$                     |
| Printing of 2 colour, 196 pages, 8.5 x 5.5-inch book - Cost per 5,000                                  | \$                     |
| Printing of 2 colour, 196 pages, 8.5 x 5.5-inch book - Cost per 10,000 books                           | \$                     |
| Printing and collating of press kits: (kit folder, 5 inserts, four colours) - Cost per 100 press kits  | \$                     |
| Printing and collating of press kits: (kit folder, 5 inserts, four colours) - Cost per 500 press kits  | \$                     |
| Printing and collating of press kits: (kit folder, 5 inserts, four colours) - Cost per 1000 press kits | \$                     |

\*Printing costs are estimations at the date of bid closing, and include overhead, equipment, material and supplies in order to perform the work. The printing costs are not for evaluation purposes. A quote will be required for the specific work in a timely manner. Also, production and/or manufacturing of additional products (i.e. marketing products, giveaways, signage) may be required.

| <b>E - Translation Services</b>             |                      |
|---|----------------------|
|   | <b>Cost per word</b> |
| Translation from English to German          | \$                   |
| Translation from English to French Canadian | \$                   |

\*Translation Services costs are not for evaluation purposes. A quote will be required for the specific work in a timely manner, if applicable.

**ANNEX C**
**OFFER OF SERVICES**

| <i>(to be filled in by Bidder)</i>   |  |
|--|--|
| <b>Bidder's full legal name</b>  |  |
| <b>Authorized Representative of Bidder for evaluation purposes (e.g., clarifications)</b>  | Name   |
|  | Title  |
|  | Address  |
|  | Telephone #  |
|  | Fax #  |
|  | Email  |
| <b>Bidder's Procurement Business Number (PBN)</b><br><i>(see the <a href="#">Standard Instructions 2003</a>)</i>   |  |
| <b>Bidder's GST/HST/QST number</b>   |  |
| <b>Tax rate to be charged on any resulting contract</b>  | Specify percentage: _____ %  |
| <b>Jurisdiction of Contract:</b> Province in Canada the bidder wishes to be the legal jurisdiction applicable to any resulting contract (if other than as specified in solicitation) |  |
| <b>Former Public Servants</b><br><br>See the Article in Part 2 of the bid solicitation for a definition of "Former Public Servant".  | Is the Bidder a FPS in receipt of a pension as defined in the bid solicitation?<br>Yes _____ No _____<br><br>If yes, provide the information required by the Article in Part 5 entitled "Former Public Servant Certification"  |
|  | Is the Bidder a FPS who received a lump sum payment under the terms of a work force reduction program?<br><br>Yes _____ No _____<br><br>If yes, provide the information required by the Article in Part 5 entitled "Former Public Servant Certification"   |
| <b>Integrity Provisions</b><br><br>(as per Part 5 of the bid solicitation)   | <b>Declaration of Convicted Offences</b><br><br>Integrity Declaration Form (to be completed only when you meet all three of the following conditions): <ol style="list-style-type: none"> <li>1. You are a government supplier</li> <li>2. You, one of your affiliates or a proposed first-tier subcontractor has been charged with or convicted of a criminal offence in a country other than Canada and to the best of your knowledge and belief, the offence may be similar to one of the listed offences in the <i>Ineligibility and Suspension Policy</i></li> <li>3. You are unable to provide any of the certifications required by the <a href="#">integrity provisions</a>.</li> </ol><br>Click <a href="#">here</a> to complete the form and instructions for its submittal. |

|  |  |
|--|--|
|  | <p><b>Required Documentation</b></p> <p>Section 17 of the <i>Ineligibility and Suspension Policy</i> (<a href="http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html">http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html</a>) 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:</p> <ul style="list-style-type: none"><li>- Suppliers including those bidding as joint ventures, whether incorporated or not, must provide a complete list of the names of all current directors</li><li>- Privately owned corporations must provide a list of the owners' names</li><li>- Suppliers bidding as sole proprietors, including sole proprietors bidding as joint ventures, whether incorporated or not, must provide a complete list of the names of all owners</li><li>- Suppliers that are a partnership do not need to provide a list of names</li></ul> <p>Suppliers may use this <a href="#">form</a> to provide the list of names. Failure to submit this information, where required, will render a bid or offer non-responsive, or the supplier disqualified for award of a contract.</p> <p>Complete the <a href="#">form</a> online, print, sign and attach it to the bid.</p> |
| <p>On behalf of the bidder, by signing below, I confirm that I have read the entire bid solicitation including the documents incorporated by reference into the bid solicitation and I certify that:</p> <ol style="list-style-type: none"><li>1. The bidder considers itself and its products able to meet all the mandatory requirements described in the bid solicitation;</li><li>2. This bid is valid for the period requested in the bid solicitation;</li><li>3. All the information provided in the bid is complete, true and accurate; and</li><li>4. If the bidder is awarded a contract, it will accept all the terms and conditions set out in Part 6 -Resulting contract clauses, included in the bid solicitation.</li></ol> |  |
| <p><b>Signature of Authorized Representative of Bidder</b></p>   |  |
| <p>Signature: _____ Date: _____</p>  |  |



**ANNEX D**
**TASK AUTHORIZATION FORM**

|  |  |   |
|--|--|---|
| <b>Contract Number</b>   |  |   |
| <b>Task Authorization (TA) Number</b>  |  |   |
| <b>Period of work</b>  |  |   |
| <b>Financial Coding</b>  |  |   |
| <b>Contractor's Name &amp; Contact Information</b>   |  | <b>PCH Project Authority's Name &amp; Contact Information</b> |
|  |  |   |
| Total Estimated Cost (Applicable Taxes extra):   |  | \$ _____  |
| <b>Contract Security Requirements (as applicable)</b>  |  |   |
| This task includes security requirements.<br><input checked="" type="checkbox"/> No<br><br><input type="checkbox"/> Yes.<br><br>Remarks: |  |   |
| <b>Required Work</b>   |  |   |
| <b>SECTION A - Task Description of the Work Required</b>   |  |   |
|  |  |   |
| <b>SECTION B - Applicable Basis of Payment</b>   |  |   |
| Limitation of Expenditure of \$ _____  |  |   |
| <b>SECTION C - Cost Breakdown of Task</b>  |  |   |
| All-inclusive Cost for Professional Services (specify activity):   |  | \$ _____  |
| Total Estimated Cost of Translation Services:  |  | \$ _____  |
| Total Estimated Cost of Printing:  |  | \$ _____  |
| Total Estimated Travel Cost:   |  | \$ _____  |

**SECTION D - Applicable Method of Payment**

**Monthly Payments**

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

Note: Time sheets and invoices must be sent to the Project Authority, clearly indicating the Task Authorization number.

**Canadian Heritage Authorization**

**By signing this TA, the Contracting Authority certifies that the content of this TA is in accordance with the Contract.**

Name of Contracting Authority: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Contractor's Signature**

Name and title of individual authorized to sign for the Contractor

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_