



Advance Contract Award Notice

Employment and Social Development Canada (ESDC) requires expert consulting and specialized expertise in the field of behavioural sciences to incorporate some options for design content into the new pay transparency data visualisation application being created for Labour Program.

The purpose of the Advance Contract Award Notice ACAN is to signal the Government of Canada's (GC) intent to award a contract to:

Behavioural Insights Team Canada (BIT)
33 Bloor St. E, 5th Floor,
Toronto, ON M4W 3H1

Before awarding a contract, the GC would like to provide other suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in the ACAN by submitting a statement of capabilities during the fifteen (15) calendar days posting period.

If other potential suppliers submit a statement of capabilities during the fifteen (15) calendar days posting period that meet the requirements set out in the ACAN, the GC will proceed to a full-tendering process on the government's electronic tendering service or through traditional means in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the preselected supplier.

Title

Applying Behavioural Insights to Employment and Social Development Canada Labour Program's Pay Transparency data visualization application

Background

The Government of Canada maintains its commitment to addressing wage gaps through the introduction of pay transparency measures for federally regulated private-sector employers subject to the Employment Equity Act (the Act). Budget 2018 provided \$3.0 million over five years to introduce pay transparency for federally regulated private-sector employers with 100 or more employees to reduce the wage gap.

Pay transparency will provide Canadians with accessible, comparable online information on the wage gaps of these employers raising awareness of wage gaps that affect women, Indigenous peoples, persons with disabilities and members of visible minorities.

Pay Transparency will prompt employers to examine their practices and show leadership in reducing wage gaps, helping to shift business culture and expectations towards greater equality.

To date, the UK, as of April 2017, has been the only country to require employers with 250



or more employees to publish gender pay gap metrics on their website as well as the government website.

The Labour Program has been using the UK model as a basis for the pay transparency initiative. The Labour Program will refine the way salary information is collected and reported by federally regulated private-sector employers covered by the Act.

The existing Workplace Equity Information Management System (WEIMS) currently used for employment equity reporting is being modified and will include a new online data visualization application for pay transparency.

Requirement Definition

The Contractor will design and rigorously, empirically test multiple options for presenting wage gap data (e.g., language, format, images) on digital platform that ESDC is developing to make wage gaps information available to the public. There is no intention to use personal information and no actual employer data is currently available for use. Findings from this research will be based on placeholder data and will directly inform the design of the platform.

To do this, the Contractor will apply its proven methodology for delivering applied behavioural science research in the public sector: TESTS (Target, Explore, Solution, Trial, and Scale). It will deliver the project in close collaboration with ESDC. It will also use proprietary software to evaluate the options it develops for presenting wage gap information. Predictiv (www.predictiv.co.uk) is an online research platform that was built to run randomized controlled trials online. It enables governments and other organizations to empirically test new approaches with real users, and develop a strong evidence base for design decisions, before they are implemented.

The Contractor will rely on previous experience designing and testing relevant behavioural interventions, including its recent work with the UK Government to inform the presentation of Gender Pay Gap data for the UK's 'viewing service' (website). The Contractor will bring technical skills in conducting qualitative and quantitative research, aimed at motivating behaviour change.

In conducting this research, the Contractor will consistently uphold a "privacy by design" approach to data privacy and security. This principle implies that security is our default mode of operation and not dependent on compliance with regulations. The Contractor confirms its sole responsibility for, familiarity, and compliance with all laws applicable to the collection and dissemination of information, including personal information, in Canada and its provinces.

Justification for the Pre-Selected Supplier

ESDC has determined that BIT is the only known supplier that is capable of successfully performing the work. There are no alternate sources of supply that provide the relevant experience and resources to meet the requirements and deliverables at this time.

BIT will use previous experience designing and testing relevant behavioural interventions, including its recent work with the UK Government to inform the presentation of Gender Pay Gap data for the UK's 'viewing service' (website). BIT will bring technical skills in conducting qualitative and quantitative research, aimed at motivating behaviour change.



Specifically, BIT Canada will rigorously test how the presentation of wage gap data (including images and text) can increase comprehension of, or influence attitudes towards the wage gap in Canada.

Contract Period

The specialized services required for this project can take place during the period between the contract award date up to March 31, 2020.

Estimated Contract Value

The estimated total value of the contract is \$104,875 inclusive of applicable taxes.

Intellectual Property

The vendor has exclusive ownership of, and rights to use, the intellectual property (IP) for the services in question.

Submission of Statement of Capabilities

Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority identified in this Notice on or before the closing date of this Notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

Minimum Essential Requirements

The bidder must demonstrate that they have the experienced and qualified resources to undertake the specified work including the following:

1. The bidder must demonstrate they have working knowledge to ***apply behavioural insights to generate*** behaviourally informed website design for, wage gap reporting comprehension by the Canadian general public
2. The bidder must demonstrate their experience in designing and testing relevant behavioural interventions, including experience in working on projects involving to inform the presentation of Gender Pay Gap data for public website.
3. The bidder must demonstrate experience in working with different levels of government-municipal or provincial or federal including working with the Government of other countries.
4. The bidder must demonstrate a minimum of two years of consistent experience in the field of behavioural sciences or behavioural economics or social psychology or neuroscience or anthropology within the last five years.
5. The bidder must be able to assess the projects which may be presented in either Official language.



The closing date and time for accepting statements of capabilities are:

January 24, 2020 @ 14h00 EST

Inquiries and statements of capabilities are to be directed via email to:

Robert Hayman

Senior Procurement Specialist

NC-SOLICITATIONS-GD@hrsdc-rhdcc.gc.ca