



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

**Bid Receiving - PWGSC / Réception des  
soumissions - TPSGC**

**11 Laurier St. / 11, rue Laurier  
Place du Portage, Phase III**

**Core 0B2 / Noyau 0B2**

**Gatineau  
Québec**

**K1A 0S5**

**Bid Fax: (819) 997-9776**

**REQUEST FOR PROPOSAL  
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government  
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services  
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

**Comments - Commentaires**

<b>Title - Sujet</b> AAFC Buy Canadian	
<b>Solicitation No. - N° de l'invitation</b> 01B68-200788/A	<b>Date</b> 2020-01-17
<b>Client Reference No. - N° de référence du client</b> 01B68-20-0788	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-78355	
<b>File No. - N° de dossier</b> cz002.01B68-200788	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2020-02-18</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Standard Time EST
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF AGRICULTURE AND AGRI-FOOD 1305 Baseline Road Tower 5 Floor 2 Room 347 Attn: Kyle Harrington 613-773-0732 OTTAWA Ontario K1A0C5 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

**Vendor/Firm Name and Address**

**Raison sociale et adresse du  
fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**

Communication Procurement Directorate/Direction de  
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

<b>Delivery Required - Livraison exigée</b> See Herein	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>



Item Article	Description	Dest. Code Dest.	Inv. Code Fact.	Qty Qté	U. of I. U. de D.	Unit Price/Prix unitaire FOB/FAM	Destination	Plant/Usine	Delivery Req. Livraison Req.	Del. Offered Liv. offerte
1	Advertising	01B68	01B68	1	Each	\$	\$		See Herein	

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**Solicitation Number**  
01B68-200788/A

**AMD**

**Buyer ID**  
CZ 002

**LIST OF ANNEXES**

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Task Authorization Form, Electronic Payments Instruments, the Federal Contractors Program for Employment Equity – Certification and the Technical and Financial Evaluation.

### **1.2 Summary**

Budget 2019 committed an investment of \$25million over five years for Agriculture and Agri-Food Canada (AAFC) to develop a national approach to better connect Canadians with and instill pride in Canada's food system and its agriculture, food and seafood products which is part of the new Canada's Food Policy.

The Buy Canadian Promotion Campaign will be a coordinated national approach led by AAFC and will:

- tell the story of, and build pride in, Canada's food sector and highlight the advantages of its products;
- increase confidence by providing transparency on where and how food is made;
- showcase federal and sector investments to continuously improve production practices and Canada's food system;
- gain recognition for the work of Canadian producers and build public trust; and,
- promote Canadian products on the domestic market.

The campaign will include the following components:

- refreshing the Canadian Food and Agriculture Sector Brand (Canada Brand) imagery, messaging and promotional products;
- working with industry and the Canadian Food Inspection Agency (CFIA) to make it easier for Canadians to accurately identify Canadian food products when shopping (Product of Canada Guidelines);
- working with industry and consumers to consider where assurance systems and other public trust efforts can help support the brand; and
- developing and implementing a marketing strategy.

The development and implementation of a marketing strategy will be the main focus of the requirements for this project. Services for a social marketing and advertising campaign are required from the date a contract is awarded until March 31, 2021, with three (3) possible extensions of one (1) year up to March 31, 2024.

The annual media buy budget is estimated to be between \$1,500,000 - \$4,000,000.

The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).

The requirement is limited to Canadian services.

There is a Federal Contractors Program (FCP) for employment equity requirement associated with this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex named Federal Contractors Program for Employment Equity - Certification.

This bid solicitation allows bidders to use the epost Connect service provided by Canada Post Corporation to transmit their bid electronically. Bidders must refer to Part 2 entitled Bidder Instructions, and Part 3 entitled Bid Preparation Instructions, of the bid solicitation, for further information.

This bid solicitation is to establish a contract with task authorizations for the delivery of the requirement detailed in the bid solicitation to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside the resulting contract.

### **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 or by telephone.

## **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>) 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 (2019-03-04) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days  
Insert: 365 days

## 2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the bid solicitation.

Note: For bidders choosing to submit using epost Connect for bids closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is:

[tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca](mailto:tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca)

Note: Bids will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions 2003, or to send bids through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.

## 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 eight (8) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.



## **2.5 Applicable Laws**

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

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

## **2.6 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 20 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 PWGSC has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following: the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

# **PART 3 - BID PREPARATION INSTRUCTIONS**

## **3.1 Bid Preparation Instructions**

If the Bidder chooses to submit its bid electronically, Canada requests that the Bidder submits its bid in accordance with section 08 of the 2003 standard instructions. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation.

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

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

If the Bidder chooses to submit its bid in hard copies, Canada requests that the Bidder submits its bid in separately bound sections as follows:

Section I: Technical Bid (5 hard copies and 1 soft copy on USB key)  
Section II: Financial Bid (1 hard copy and 1 soft copy on USB key)  
Section III: Certifications (1 hard copy and 1 soft copy on USB key)

If there is a discrepancy between the wording of the soft copy on electronic media and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

If the Bidder is simultaneously providing copies of its bid using multiple acceptable delivery methods, and if there is a discrepancy between the wording of any of these copies and the electronic copy provided through epost Connect service, the wording of the electronic copy provided through epost Connect service will have priority over the wording of the other copies.

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

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

### **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 in a thorough, concise and clear manner for carrying out the work.

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

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

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

#### **3.1.2 Electronic Payment of Invoices - Bid**

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex "D" Electronic Payment Instruments, to identify which ones are accepted.

If Annex "D" Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

#### **3.1.3 Exchange Rate Fluctuation Risk Mitigation**

C3011T (2013-11-06) Exchange Rate Fluctuation

### **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 and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### **4.1.1 Technical Evaluation**

Mandatory and point rated technical evaluation criteria are included in Annex "F".

#### 4.1.2 Financial Evaluation

Financial evaluation criteria are included in Annex "F".

#### 4.2 Basis of Selection

1. To be declared responsive, a bid must:
  - (a) comply with all the requirements of the bid solicitation;
  - (b) meet all mandatory criteria; and
  - (c) obtain the required minimum points specified for each criterion for the technical evaluation;

The rating is performed on a scale of 20 points.

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

2. The evaluation will be based on the highest responsive combined rating of technical merit and price. The ratio will be 80% for the technical merit and 20% for the price.
3. 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 80%.
4. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20%.
5. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

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.

### PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

#### 5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

##### 5.1.1 Integrity Provisions – Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the Integrity declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

## 5.2 Certifications Precedent to Contract Award and Additional Information

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

### 5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of 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 website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the **FCP Limited Eligibility to Bid** list at the time of contract award.

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

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

### 5.2.3 Additional Certifications Precedent to Contract Award

#### 5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

( ) the services offered are Canadian services as defined in in paragraph 2 and 4 of clause A3050T.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**5.2.3.1.1 SACC Manual** clause A3050T (2018-12-06) Canadian Content Definition

#### 5.2.3.2 Status and Availability of Resources

5.2.3.2.1 SACC Manual Clause A3005T (2010-08-16) - Status and Availability of Resources

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**5.2.3.3 Education and Experience**

5.2.3.3.1 SACC Manual clause A3010T (2010-08-16) Education and Experience

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**5.2.3.4 Capability of Resources**

The Bidder or Joint Venture entity certifies that it has in-house resources, capable of meeting roles and responsibilities (as outlined in Annex "A") of the following key categories of service:

- Account Management and Coordination Services – Resource(s) must have minimum 3 years in the key category of service
- Strategic Planning and Development Services – Resource(s) must have minimum 3 years in the key category of service
- Creative and Production Services – Resource(s) must have minimum 3 years in the key category of service

( ) YES ( ) NO

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS**

**6.1 Financial Capability**

SACC Manual clause A9033T (2012-07-16) Financial Capability

**PART 7 - RESULTING CONTRACT CLAUSES**

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

**7.1 Statement of Work**

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

**7.1.2 Task Authorization**

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

### 7.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex F.
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 (bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within three (3) calendar 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 Project 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.

### 7.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$200,000.00, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

### 7.1.2.3 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause, "Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and "Minimum Contract Value" means \$15,000.00.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

## 7.2 Standard Clauses and Conditions

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

### 7.2.1 General Conditions

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

## 7.3 Security Requirements

**7.3.1** There is no security requirement applicable to the Contract.

## **7.4 Term of Contract**

### **7.4.1 Period of the Contract**

The period of the Contract is from date of Contract to March 31, 2021.

### **7.4.2 Option to Extend the Contract**

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to three (3) additional one (1) year period(s) under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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

## **7.5 Authorities**

### **7.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Name: Chris Ivany  
Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
Communications Procurement Directorate  
Address: 360 Albert Street, 12th Floor, Ottawa ON, K1A 0S5

Telephone: 613-993-0048

E-mail address: [christopher.ivany@pwgsc-tpsgc.gc.ca](mailto:christopher.ivany@pwgsc-tpsgc.gc.ca)

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

### **7.5.2 Project Authority**

The Project Authority is the representative of the department or agency for whom the Work is being carried out under individual TAs issued against the Contract and is responsible for all matters concerning the technical content of the Work under that TA. Technical matters relating to Work under a TA 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 TA amendment issued by the Contracting Authority.

### **7.5.3 Contractor's Representative (to be inserted at Contract Award)**

The Contractor's Representative for the Contract is:

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

Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

E-mail address: \_\_\_\_\_

## **7.6 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.

## **7.7 Payment**

### **7.7.1 Basis of Payment**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA 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.

### **7.7.2 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 excluded 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.

### **7.7.3 Method of Payment**

#### **7.7.3.1 Monthly Payment**

SACC Manual Clause H1008C (2008-05-12) Monthly Payment

#### **7.7.4 T1204 - Direct Request by Customer Department**

SACC Manual Clause A9117C (2007-11-30) - T1204 - Direct Request by Customer Department



### **7.7.5 Discretionary Audit**

SACC Manual Clause C0705C (2010-01-11) - Discretionary Audit

### **7.7.6 Time Verification**

SACC Manual Clause C0711C (2008-05-12) - Time Verification

### **7.7.7 Electronic Payment of Invoices – Contract (to be revised at Contract Award)**

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

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);
- e. Wire Transfer (International Only);
- f. Large Value Transfer System (LVTS) (Over \$25M)

### **7.8 Invoicing Instructions**

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

Each invoice must be supported by:

- (a) category of services and names of resources, number of hours per category and hourly rates;
  - (b) a copy of time sheets to support the time claimed;
  - (c) a copy of the release document and any other documents as specified in the Contract;
  - (d) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
  - (e) a copy of the monthly progress report
2. Invoices must be distributed as follows:
    - (a) The original and one (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.
    - (b) One (1) **electronic** copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

### **7.9 Certifications and Additional Information**

#### **7.9.1 Compliance**

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

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

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

### 7.9.3 SAAC Manual Clauses

SACC Manual Clause A3060C (2008-05-12) - Canadian Content Certification

### 7.10 Applicable Laws

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

### 7.11 Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the general conditions 2035 (2018-06-21);
- (c) Annex "A", Statement of Work;
- (d) Annex "B", Basis of Payment;
- (e) Annex "C", Task Authorization Form;
- (f) signed Task Authorizations (including all its annexes, if any) ; and
- (g) the Contractor's bid dated \_\_\_\_\_.

### 7.12 Foreign Nationals (Canadian Contractor)

SACC Manual Clause A2000C (2006-06-16) - Foreign Nationals (Canadian Contractor)

### 7.13 Insurance

SACC Manual clause G1005C (2016-01-28) Insurance – No Specific Requirement

### 7.14 Conflicting Interest

"CONFLICT OF INTEREST" means, in addition to the provisions of General Conditions 2035-34, any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the Contractor is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

1. Subject to subsection (2), the Contractor represents, warrants and must ensure that, to its knowledge, the services to be provided pursuant to this Contract (the "Work") are not, and will not, during the course of the period of the contract, be in conflict with competing or opposing interests of other clients of the Contractor.
2. Where the Contractor is aware that the Work is or may be in conflict with interests of other clients of the Contractor, the Contractor must identify the potentially competing services and interests involved, and forward an explanation setting out the reasons why the situation would not represent a conflict of interest.
3. Where Canada becomes aware that the Work is or may be in conflict with interests of other clients of the Contractor, Canada will inform the Contractor of this situation, requesting an explanation setting out the reasons why the situation would not represent a conflict of interest.
4. Following a review of the Contractor's explanation, Canada may accept or reject the explanation, at the sole discretion of Canada. Canada will deliver its decision in writing. The Contractor will have a ten (10) working days, from the date of receipt of Canada's decision, to submit either a supplementary or an alternate explanation. Following a review of the Contractor's supplementary

explanation, if any, Canada may either accept or agree with this supplementary explanation, or, at the sole discretion of Canada, proceed to the measures set out in subsection 5.

5. Where Canada rejects the Contractor's initial explanation (or supplementary explanation, if any) referred to in subsection (4), Canada may terminate the contract in accordance with subsection (6).
6. The Contractor agrees that Canada relies upon subsection (1) to authorise the Contract and any breach of subsection (1) will entitle Canada to terminate this contract for default.

## ANNEX "A" STATEMENT OF WORK

### A.1 Background

Budget 2019 committed an investment of \$25million over five years for Agriculture and Agri-Food Canada (AAFC) to develop a national approach to better connect Canadians with and instill pride in Canada's food system and its agriculture, food and seafood products which is part of the new Canada's Food Policy.

As the food system continues to modernize and globalize, and the shift in population from rural to urban centres continues, research has found that Canadians are becoming increasingly disconnected from how food is produced. Canadians are faced with making increasingly complex decisions about their food purchases with social, health, environmental and/or economic influences and factors coupled with an increasing number of global offerings that have varying claims and attributes. Only one-third of Canadians rate themselves as knowledgeable about the agriculture and agri-food sector, with most saying they are somewhat (31%) as opposed to very (3%) knowledgeable.<sup>1</sup> Additional research indicates that 91% of Canadians claim to know little, very little or nothing about modern farming practices, but 60% of respondents, are interested in knowing more about agriculture and how their food is produced.<sup>2</sup>

During consultations, industry expressed concern regarding a disconnect with Canadians that often result in demands being placed on the sector to adapt practices in ways that do not optimally achieve desired results and that can actually have adverse impacts. In addition, 74% of producers believe that Canadians are not very or not at all informed about agriculture and food production practices.<sup>3</sup> Furthermore, 63% of Canadians surveyed trust the food sector which is a drop of 6% since 2016.<sup>4</sup>

Surveys have also found that product origin is a key indicator for consumers. Canadians generally prefer to buy Canadian food products when they are available, believing that food produced in Canada is of good or excellent quality. A 2018 EKOS study reported that, compared to 2014 findings, more Canadians are making purchasing decisions based on whether the product is a Made in Canada/Product of Canada and whether the product is locally produced. Research has also shown that Canadians have difficulty accurately identifying Canadian food products in stores and positive opinions of Canada's food and agriculture sector are largely based on perception or very limited actual knowledge. Ultimately, cost and nutritional value still rank higher in consumers' decision-making when purchasing food<sup>5</sup>. Maintaining public trust requires a transparent food system that reflects the values of Canadians.

### A.2 Project Description

This Statement of Work outlines the requirements needed to develop and deliver a national five-year consumer focused social marketing campaign to better connect Canadians with, and instill pride in, Canada's food system and its agriculture, food and seafood products.

The Buy Canadian Promotion Campaign will be a coordinated national approach led by AAFC and will:

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<sup>1</sup> Agricultural Awareness Baseline Survey, Phoenix Strategic Perspectives, 2017

<sup>2</sup> <https://www.foodintegrity.ca/wp-content/uploads/2019/11/ENG2019Summit-Researchsingle-LR.pdf>

<sup>3</sup> 2018-19 strategic issues survey and focus groups of producers (Wave VI)

<sup>4</sup> Rethinking Science and Society Survey, by Ekos, 2017.

<sup>5</sup> AAFC 2019 Report: Survey on Consumer Perception of Food (Wave V)

- tell the story of, and build pride in, Canada's food sector and highlight the advantages of its products;
- increase confidence by providing transparency on where and how food is made;
- showcase federal and sector investments to continuously improve production practices and Canada's food system;
- gain recognition for the work of Canadian producers and build public trust; and,
- promote Canadian products on the domestic market.

The campaign will include the following components:

- refreshing the Canadian Food and Agriculture Sector Brand (Canada Brand) imagery, messaging and promotional products;
- working with industry and the Canadian Food Inspection Agency (CFIA) to make it easier for Canadians to accurately identify Canadian food products when shopping (Product of Canada Guidelines);
- working with industry and consumers to consider where assurance systems and other public trust efforts can help support the brand; and
- developing and implementing a marketing strategy.

The development and implementation of a marketing strategy will be the main focus of the requirements for this project. Services for a social marketing and advertising campaign are required from the date a contract is awarded until March 31, 2021, with three (3) possible extensions of one (1) year up to March 31, 2024.

The annual media buy budget is estimated to be between \$1,500,000 - \$4,000,000.

### **A.3 Campaign Goals and Objectives**

#### **Goals:**

- Immediate: Increased awareness of the research, standards, values and practices used in the agriculture sector among Canadians.
- Intermediate: Consumer recognition of Canadian products is enhanced.
- Ultimate: Canadians seek and identify more Canadian food, seafood and agrifood products when shopping.

#### **Objectives:**

- Phase One (years 1 and 2): Raise awareness within general population of Canada's agricultural system and tell the story of and instill pride in Canada's food sector.
- Phase Two (years 3 to 5): Improve consumers' ability to identify, access and make informed decisions about Canadian food products.

#### **Strategic Considerations**

- The marketing and advertising campaign will be amplified with partnerships identified through industry engagement conducted by AAFC.
- The campaign will use a digital first approach, leveraging digital platforms in addition to traditional tactics such as farm and food-related special events, retail (e.g., grocery store promotions), activities with media outlets, advertisements and partnerships with stakeholders.
- The campaign will need to consider the specific needs of underrepresented groups such as women, seniors, Indigenous Canadians and Official Language Minority groups to ensure the

campaign resonates with these groups and individuals recognize themselves within the campaign.

- The campaign will need to consider existing branding initiatives (including but not limited to provincial and non-profit initiatives) and acknowledging provincial focus on fresh and local food.
- The campaign should tell the story of Canada's agri-food sector and reach audiences on an emotional level in order to instill pride and confidence in the country's food systems.
- The campaign will need to consider refreshed Canada Brand tools (imagery, messaging and promotional products) and Product of Canada Guidelines to ensure a coordinated approach for the Buy Canadian Promotional Campaign overall.

#### A.4 Performance Measurement

It is widely recognized that social marketing requires a long-term approach to be able to achieve significant and sustainable behavioural change. For this reason, the campaign will measure changes in knowledge levels, attitude and behaviours. Appropriate indicators will be identified through baseline public opinion research which will be conducted in spring 2020.

The campaign's effectiveness will also be evaluated by the following metrics:

- Web and social media metrics;
- Number of requests for information and materials;
- Media and online coverage;
- Evaluations of partnerships;
- Tracking surveys that will be completed in year 1, 2, 3, 4 and 5 (alternating quantitative and qualitative) ;
- Advertising Campaign Evaluation Tool (ACET) where applicable.

#### A.5 Target Audience

The campaign will target various audiences, including but not limited to:

Primary Audience:

- Primary food shoppers over 18
- Parents of children under 18
- Priority populations (new Canadians, women, seniors, Indigenous Canadians and Official Language Minority groups and others TBD)

- *Target audiences will be further defined and adjusted following baseline research expected to be completed by March 2020.*
- *Audiences may change as phases of campaign evolve.*

#### A.6 Key Campaign Messages

The following message is proposed, however, focus testing will help refine exact focus and wording and identify other possible key messages:

- Canada's food system is safe, reliable, innovative and sustainable.

- *Message included is draft and has not yet been tested with key target audiences.*
- *Messages will be created and adapted as phases of campaign evolve.*

**A.7 Timelines and deliverables:**

TASKS	ESTIMATED SCHEDULE
Kick-off meeting and transfer of project background documents	3 business days after contract award
Presentation of draft strategy and action plan	By March 31, 2020
Launch of awareness campaign	Summer 2020

**A.8 Services Required**

To support departmental objectives, Agriculture and Agri-Food Canada requires a Contractor to provide the following Advertising and Marketing Services in relation to this requirement:

- Account Management and Coordination services
- Strategic and Campaign Planning Services
- Creative and Production Services – Traditional and Digital tactics
- Partnership Services
- Events planning and management

**Note:** The Contractor will be required to liaise regularly with the Agency of Record (AOR) to ensure alignment between the creative and media strategies.

**A.8.1 Account Management and Coordination Services**

The Contractor is required to provide ongoing account services. The Contractor must document all activities (including activities undertaken in all categories of service) and direct costs that include the level of effort (time and resources) it undertook to deliver the services required by the project authority.

Specifically, the Contractor is required to provide account services that may include, but are not limited to the following:

- Ensure that all procedures have been followed and that the contract, and any amendments, are received from the Communication Procurement Directorate (CPD) of Public Services and Procurement Canada (PSPC) prior to the commencement of work;
- Manage, on a day-to-day basis, all resources working on the development of advertising and marketing materials for Agriculture and Agri-Food Canada, working as a cohesive team in order to deliver good value for dollar to the Government of Canada on a timely basis;
- Attend client briefings and meetings;
- Supervise and report any work produced by approved subcontractors;
- Provide project status and contact reports on a regular basis;
- Provide cost estimates as requested by the Project Authority;
- Provide cost reports on a regular basis including breakdown by personnel, resources, travel and rates;
- Provide monthly interim reports by e-mail to the Project Authority detailing the time and resources used to provide the services required by Agriculture and Agri-Food Canada;
- Document its activities and direct costs, in particular, the level of effort (time and resources) it undertook to provide the services required by the department;
- Work closely with the AOR to ensure an integrated campaign and seamless execution;
- Deliver all requested components as detailed in this Statement of Work (SOW).
- Provide monthly invoices that include all completed work/activities

### **A.8.2 Strategic and Campaign Planning Services**

The Contractor is required to develop an overarching campaign strategy as well as advertising or marketing plans for each fiscal year. This involves translating Agriculture and Agri-Food Canada 's objectives into a high-level "action plan" for the campaign.

The strategy/plans should contain:

- Marketing/Advertising objectives
- Target audience(s)
- Tactics (including partnership activities)
  - take the Canada Brand look and feel into consideration
- Rationale
- Budget
- Timelines
- Deliverables
- Indicated action and next steps
- Partnership activities
- Other details as requested by Agriculture and Agri-Food Canada

The Contractor is responsible for reviewing the annual evaluation and taking these findings into consideration when planning the following year's plans.

### **A.8.3 Partnership Services**

The Contractor will be expected to consider potential partners when developing the marketing strategy. Within the scope of the campaign, communications partnerships or collaborative agreements may be used to increase its visibility and its overall success. These can take many forms with provinces, territories, municipalities, associations, non-governmental organizations, individuals and/or industry partners.

Within the scope of developing partnerships, and subject to approval from the Project Authority, the Contractor may be required to oversee various aspects of the partnership(s) which may include, but are not limited to:

- Outline and identify potential partners;
- Develop and propose partnership objectives, key elements and goals of the partnership(s);
- Develop and distribute the request for proposal, letter of agreement, and other partnership materials;
- If required, participate in the evaluation of the proposals led by the Project Authority;
- If required, communicate with partners on behalf of the Government of Canada;
- Consult with the AOR on all media elements including evaluation of media opportunities; and
- Evaluate partnership activities and brief the Project Authority on performance and results.

In some instances partnerships may also include participation from media suppliers. If media suppliers are involved, the AOR is the sole agent mandated to negotiate with media suppliers in the name of the Government of Canada. Within this context, the Contractor must contact the AOR to initiate any and all negotiations with media suppliers for media opportunities.

### **A.8.4 Events Planning and Management**

Within the scope of the campaign, a national experiential marketing events program may be used to reach target audiences in unique and memorable ways. These may include pop-up booths at food



markets, agricultural fairs and grocery stores. The intention is to disseminate messages and information that utilize new and innovative means/technology that will appeal to and resonate with the target audiences.

Within the scope of developing a national experiential marketing events program, and subject to approval from the Project Authority, the Contractor is required to oversee various aspects of the events(s) which may include, but are not limited to:

- Identify potential options for events;
- Design, develop and produce all communication material for the events in both English and French;
- Develop and propose objectives, key elements and goals of the event(s);

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

- a) Book the venue for each event\*;
- b) Obtain proper authorization(s)/permit(s) from the venue authority (municipal or other)\*;
- c) Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising;
- d) Transport all required material and the Contractor's staff to each individual venue location;
- e) Set up venues (i.e. setting up booths, platforms, audio-visual equipment, etc.) as required and test equipment to ensure proper functioning;
- f) Provide trained event ambassadors\*\* (a minimum of two (2) per event) to share knowledge of the topic, based on training provided by the contractor, to effectively engage with the audiences face-to-face, deliver messaging and information. The ambassadors should be skilled at communicating with the target audiences;
- g) The event facilitator and/or ambassadors must be able to resolve any technical issues that might occur at an event;
- h) The event facilitator and ambassadors must speak in the prevalent language of the event participants for each event.
- i) Provide a minimum of one (1) bilingual Lead Event Facilitator to oversee/manage the event(s) and the ambassadors;
- j) Collect signed waivers from participants, if needed;
- k) Produce and send out a survey to event participants, if needed;
- l) At the end of the event, dismantle and remove all event material;
- m) Advise the PA in writing as soon as the Contractor is aware of any issue that may prevent the Contractor from performing the work outlined in the Statement of Work and provide recommended solutions; and

*\*All event-related fees must be approved by the Project Authority.*

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

Note that AAFC also has an internal exhibits program that could be leveraged as part of the campaign. Events should not be duplicated.

#### **A.8.5 Creative and Production Services**

The Contractor is required to produce, lay out (from drafts to final) and duplicate for distribution, creative materials for the public awareness campaign.

For all creative, as applicable to each medium, the contractor is required to:

- Oversee and provide direction on overall quality of all creative elements, concepts, development, and production of all advertising products as well as any materials developed in support of the advertising products;
- Produce creative concepts in the form of mock-ups, story boards, treatments, or scripts;
- Provide creative material for focus testing in both official languages, and other languages, if required;
- Revise and finalize the creative concept based on focus testing results and/or Project Authority's recommendations; as well as changes that can arise throughout the approval process;
- Write and edit text for all drafts through to final materials;
- Translate/adapt to the other official language and non-official language(s) all text for drafts through to final materials;
- Produce graphics, photographs and design layouts through to pre-press for all printed materials;
- Script, shoot, and post-produce through to final edit for broadcast, video, and cinema materials;
- Design, program and test through to final release for new media and internet materials;
- Print, resize or duplicate copies (including quality assurance) for distribution to media outlets;
- Acquire all copyrights (for pictures and artwork) and negotiate talent fees following appropriate Canadian unions (e.g. Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Union des Artistes (UDA));
- Distribute (traffic) materials to media outlets for non-digital creative and to the AOR for digital creative;
- Deliver a USB master copy of final materials (including all working files) to the Project Authority; and
- Manage and ensure quality control of sub-contractors' work.

All "studio" services including items such as file retrieval, USBs, uploading to extranet, mounting and mock-ups, etc., to support the development of advertising materials are to be included within the production services category as identified above.

As well, please note:

Creative concepts must be reviewed by Ad Standards to ensure that they are non-partisan.

Ownership of Product – Copyright for all originally produced materials generated by this project shall rest with Her Majesty of Canada.

Rights – The provision of the necessary rights, and documented proof thereof (releases), to all materials contained in the productions and supplied by the Contractor, including copyright and recording clearances, for stock and/or original scores, stock shots, talents, effects, etc., for the following uses:

- i. Distribution: public service announcements, non-commercial television (including ETV, specialty channels, CATV, pay television), non-theatrical (including home video), right to distribute including exhibitions, by sale, loan and free give-away of copies in any format of any existing medium or medium to be invented.
- ii. Territory: World
- iii. Duration: In perpetuity

#### **A.9 Work and Contract Constraints**

Contractors should be aware of the following constraints that will affect how the work will be done:

### A.9.1 Government of Canada Advertising

Government of Canada advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

GC advertising is coordinated centrally by the Privy Council Office (PCO) and Public Services and Procurement Canada (PSPC). Departments implement advertising initiatives in collaboration with these organizations.

GC advertising allocations are approved annually. AAFC will advise the Contractor when funding confirmation is received. The Contractor cannot initiate any advertising deliverables until then.

The GC uses the services of a single Agency of Record (AOR), Cossette Communications Inc., to plan and purchase media for government advertising. The Contractor must review the AOR manual, provided by the Project Authority, which outline the GC's media planning and buying procedures, including ad serving and trafficking information. It is the responsibility of the Contractor to refer to the AOR manual.

The Contractor must not place any GC advertisement in any advertising medium. The Contractor will be responsible for some media trafficking in collaboration with the AOR. However, materials must not be forwarded to media outlets prior to receiving the Project Authority's written approval, the AOR's email acknowledgement of receipt of the media buying request and the list of media outlets purchased, as applicable.

Upon request from the Project Authority, the Contractor will be required to participate in meetings with the AOR to discuss campaign requirements, procedures, and roles and responsibilities to ensure integrated and seamless campaign planning and execution.

The Contractor should refer to the [Mandatory Procedures for Advertising](#) to fully understand GC advertising requirements.

### A.9.2 Policies, Acts and Standards

To ensure the integrity and efficacy of GC advertising, the Contractor must provide services and produce materials in compliance with the administrative policies of the GC issued by the Treasury Board, including, but not exclusive to, the following:

- The *Policy on Communications and Federal Identity* (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>) to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public, and to ensure that advertising design and presentation conform to the requirements;
- The *Contracting Policy* (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>) to ensure the quality and value of the work they contract out;
- The *Official Languages Act* (Sections 11, 30, and 41) to ensure compliance in all advertising. Moreover, institutions must respect the GC's commitment stated in Part VII of the Act to enhance the vitality of official language minority communities - <http://laws-lois.justice.gc.ca/eng/acts/O-3.01>;
- The *Privacy Act* to ensure proper privacy practices are incorporated and respected in the handling of personal information - <http://laws-lois.justice.gc.ca/eng/acts/p-21/>; and

- The *Standard on Web Accessibility* to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0 ([www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20)) - [www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601).

As well, the Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

#### **A.9.3 Project Authority and Approvals Process Constraints**

The Project Authority for this requirement is Agriculture and Agri-Food Canada's Marketing team, who will work with the Contractor to define and refine the messages and creative materials for the campaign. The Project Authority is also responsible for obtaining all Government of Canada approvals and for communicating them to the Contractor.

The Contractor shall report to the Project Authority. The Contractor will work with the Project Authority to set timelines for the delivery and presentation of work, including campaign briefs, campaign strategies, creative concepts, and post-campaign reports.

The Contractor must vet all phases of development of the campaign strategies, and related materials through the Project Authority for approval. As there are multiple levels in the approvals process, the Contractor should factor this into project timelines. Revisions are likely and should be executed according to agreed-upon processes and timelines.

#### **A.9.4 Reporting Standards and Communications**

At a minimum, the work may include:

- Weekly status reports detailing all projects being worked on indicating current status, next steps, agency teams, and due dates;
- Cost reports on a regular basis, including breakdown by personnel, resources, travel and rates; the agency will track time separately for separate components of the campaign when presenting reports;
- The Contractor and Project Authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department;
- Financial reporting on a regular basis, including cost estimates on upcoming work, and cost overviews of previous work;
- Face to face meetings will occur as needed, with contact reports provided to Agriculture and Agri-Food Canada as required;
- Post campaign reports as required;
- Post-mortem report linked to the campaign objectives summarizing the planning, development and implementation of the entire campaign, including results, lessons learned, recommendations, etc. and;
- Actively tracking costs associated with marketing, partnerships and advertising activities. For reporting purposes, advertising costs, including creative development related to advertising activities must be kept separately from other project deliverables.

In addition to the timely submission of all deliverables and fulfillment of obligations specified within each phase of the project, it is the responsibility of the Contractor to facilitate and maintain regular communication with the Project Authority and to immediately notify the Project Authority of any issues, problems, or areas of concern in relation to any work undertaken under the Contract, as they arise.

Finally, the Contractor will respond to requests from the Project Authority within twenty four (24) hours or less of receiving the request.

Communication is defined as all reasonable effort to inform all parties of plans, decisions, proposed approaches, implementation and results of work, to ensure that the project is progressing well and in accordance with expectations. Communication may include: phone calls, electronic mail, faxes, mailings and meetings.

#### **A.9.5 Creative Constraints**

- The Contractor will ensure creatives reflect the diversity of Canada's population (i.e. visible minorities, people with physical disabilities and limitations, etc.).
- The Contractor must ensure that creative approaches show sensitivity to cultural differences.
- All advertising and supporting materials must contain the Canada Wordmark, as well as the appropriate Federal Identity Program corporate signature, and any other Government of Canada logo or symbol, as required.
- Audio advertisements end with the narration: "A message from the Government of Canada", in the language of the advertisement, followed by the approved musical signature (first four notes of "O Canada", lasting 1.5 seconds)
- FIP requirements for video advertisements, including television, cinema, digital or other, vary depending on the length of the advertisement. AAFC will provide the Contractor with the specifications for each length category.
- The Contractor must ensure that all online advertisements adhere to Canadian and international standards for such media.
- Advertisements should identify the website and/or applicable contact information.

Specifically, deliverables must be:

- Credible, relevant and motivational
- Effective in both English and French

The Contractor might likewise be required to take into account other partners' logos as their participation in the campaign arises. This includes the potential use of provincial government logos, non-governmental organization logos and/or private sector company logos, where applicable.

The Contractor must refer to the FIP Technical Specifications website for additional information:  
<https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/technical-specifications.html>

Please refer to Appendix A for Graphic Design Requirements for Final Artwork Files.

#### **Internet Display:**

Please refer to Appendix B for Web Requirements for Creatives Placed on Government of Canada Digital Networks.

Please refer to Appendix C for Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties.

#### **Web Videos:**

Please refer to Appendix D for Web Video Requirements for Deliverables.

Internet development must comply with Web Standards for the GC.

Other creative constraints may arise throughout the development of the campaign. To obtain further information on these mandatory requirements, contact the Project Authority.

**Social Media:**

Please refer to Appendix E for Social Media Design and Development Guidelines.

All the relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

**A.9.6 Software Standards**

At a minimum, and unless specified otherwise, the Contractor should be proficient with the Adobe Creative Suite for the various advertising and marketing products that it is required to produce. As well, the Contractor must be able to provide all required deliverables in electronic formats compatible with Agriculture and Agri-Food Canada's software suite:

- Word processing – MS Word 2003, MS Word 2010 (or higher)
- Spreadsheet – MS Excel 2003, MS Excel 2010 (or higher)
- Presentation – MS PowerPoint 2003, MS PowerPoint 2010 (or higher)
- Media – MS Media Player Version 10 (or higher), Flash 8 (or higher), WMV files
- PDF – Adobe Acrobat Reader v8 (or higher)
- No use of single use plastics in campaign

The Contractor must also be equipped to receive documents sent in Word, WordPerfect, PDF, AI, EPS, PSD, PPT and Excel formats.

In addition, the Contractor must have the ability to upgrade/change their software in line with software changes made by Agriculture and Agri-Food Canada throughout the period of the contract.

**A.9.7 Advertising Campaign Evaluation**

If requested, the Contractor must provide information and materials to other contractors of the Government of Canada to test advertising campaign creative concepts as well as evaluate post-release audience impact using campaign evaluation surveys.

Note: As per the Procedures for the Management of Advertising of the Communications Policy of the Government of Canada, institutions must pre-test all advertising campaigns exceeding \$1M (excluding fees or taxes) in media buy. Institutions are also required to conduct a post-campaign evaluation using the Advertising Campaign Evaluation Tool (ACET) of any campaigns above \$1M (excluding fees and taxes) in media buy.

Note: Public opinion research does not form part of this requirement and will be contracted separately by the Government of Canada.

**A.9.8 Green Procurement**

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible.

- All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible.
- Double-sided photocopying will be the default unless otherwise specified by the Project Authority.
- Photocopied documents are to be in black and white format unless otherwise specified.
- The Contractor will be encouraged to provide proofs for client review and approval on-screen or by e-mail, USB, DVD or zip file, wherever possible.
- Should printed material be required (other than for creative samples), double-sided format will be the default unless otherwise specified by the client.

#### **A.10 Assistance Supplied by the Department**

Agriculture and Agri-Food Canada will assign a dedicated Project Authority to the campaign, and will:

- Be responsible for co-ordinating the overall project and providing as-required direction and guidance to the Contractor, as well as accepting and approving the deliverables on behalf of Agriculture and Agri-Food Canada;
- Provide access to research results;
- Where applicable, provide recommendations and direction as it relates to engagement of partners, or the development of deliverables to support campaign-specific collaborative arrangements;
- Provide access to Government of Canada graphic identifiers;

At the outset of the contract, Agriculture and Agri-Food Canada will provide the following:

- Food Policy-related materials
- Relevant research reports related to Buy Canadian Promotion Campaign, including public opinion research
- Environmental scan of potential partners compiled by AAFC

#### **A.11 Meetings**

The Contractor must be prepared to meet with Agriculture and Agri-Food Canada in Ottawa over the duration of the contract period and as requested, by teleconference or in-person with various audiences. Many of the meetings will involve examination, assessment and refinement of the campaign creative materials that can only be accomplished by in-person collaboration. The Contractor may also be requested to make a number of presentations throughout the process. In addition, the requirement for this examination may, from time to time, arise on an urgent basis.

#### **A.12 Travel**

Agriculture and Agri-Food Canada will pay reasonable travel expenses for the Contractor's representative(s) in accordance with Treasury Board Travel Guidelines at the time of travel to attend meetings that necessitate in person collaboration. When travel is deemed necessary, the Contractor will submit a cost estimate to the Project Authority for authorization prior to traveling.

**ANNEX "B"**  
**BASIS OF PAYMENT**

**NOTE TO BIDDERS:**

Bidders must submit an hourly rate for each of the three (3) key categories of services and one (1) blended hourly rate (see table below under B.1). The blended hourly rate to be submitted is the rate the Bidder will charge for any services not covered by the key categories such as (but not limited to):

- Graphic Design
- Copy Writing (English or French)
- Copy Editing (English or French)
- Translation and Adaptation
- Proofreading (English and French)
- Production Coordination Services
- Media Distribution (Trafficking)
- Public Relations (Strategy Development and Implementation)
- Event-based marketing (Strategy Development and Implementation)
- Partnership Services

The Bidder will be paid in accordance with the following Basis of Payment for Work performed pursuant to any TA. Bidders must include all agency charges in their hourly rates as no other agency fee or commission will be payable above these rates. The hourly rates are firm and will be used in the evaluation.

**B.1 FIRM HOURLY RATES**

The Contractor will be paid firm hourly rates as follows, for work performed in accordance with the Contract. They include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software], word processing, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rates identified herein, and will not be permitted as direct charges under the Contract. Suppliers are not permitted to charge hourly rates to prepare work estimates or task authorizations.

The rates must be in Canadian currency, Customs duties are included and Goods and Services Tax or Harmonized Sales Tax (GST/HST) is extra, if applicable.

**NOTE: Bidders must include all agency charges in their hourly rates as no other agency fees or commissions will be payable above these rates.**

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Hourly Rate Option Period 3
Account Management & Coordination Services	\$_____	\$_____	\$_____	\$_____
Strategic Planning & Development Services	\$_____	\$_____	\$_____	\$_____
Creative and Production Services	\$_____	\$_____	\$_____	\$_____
Blended Rate	\$_____	\$_____	\$_____	\$_____



## **B.2 PRODUCTION COSTS**

The production costs are costs associated with the production of the ads and marketing/partnership activities and products, excluding the professional fees billed as hourly rate. Production costs will be reimbursed at cost, as subcontracted services and direct expenses.

### **B.2.1 SUBCONTRACTED SERVICES**

The Contractor will be reimbursed at cost for any actual expenditure reasonably and properly incurred to acquire goods and services from outside suppliers at the supplier's price, net of any trade or prompt payment discounts.

#### **FOR EACH SUBCONTRACTED SERVICE OVER \$25,000.00 (GST / HST INCLUDED)**

The Contractor will obtain competitive bids from no less than three (3) outside suppliers. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results. A subcontracted service over \$25,000 (GST/HST included) applies to the total aggregate of the dollar value of each subcontracted service per resulting Contract against a resulting Contract.

### **B.2.2 DIRECT EXPENSES**

The professional fees submitted in B.1 are all inclusive.

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers, given the service(s) is/are documented in the approved Contract. All such direct expenses must have prior authorization of the Project Authority.

## **B.3 TRAVEL AND LIVING EXPENSES**

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, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>, and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

## **B.4 CONTRACTUAL JOINT VENTURE (IF APPLICABLE)**

The Bidder is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of monies under the Contract to the identified lead member, (insert name), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition, it is agreed that giving notice by Canada to the identified lead member shall be deemed notice to all parties.

**ANNEX "C" - TASK AUTHORIZATION FORM**

All invoices/progress claims must show the reference Contract and Task numbers. Toutes les factures doivent indiquer les numéros du contrat et de la tâche.		Contract no. • No du contrat
		Task no. • No de la tâche
Title of the task, if applicable • Titre de la tâche, s'il y a lieu		Total estimated cost of task (GST/HST extra) • Coût total estimatif de la tâche (TPS/TVH en sus)
TA revision no. • No de révision de l'AT	Increase/decrease • Augmentation/réduction	Previous value • Valeur précédente
To • À	<p><b>TO THE CONTRACTOR</b> You are requested to supply the following services in accordance with the terms of the above reference contract. Only services included in the contract shall be supplied against this task.</p> <p>Please advise the undersigned if the completion date cannot be met. Invoices/progress claims shall be prepared in accordance with the instructions set out in the contract.</p> <p><b>À L'ENTREPRENEUR</b> Vous êtes priés de fournir les services suivants en conformité des termes du contrat mentionné ci-dessus. Seuls les services mentionnés dans le contrat doivent être fournis à l'appui de cette demande.</p> <p>Prière d'aviser le signataire si la livraison ne peut se faire dans les délais prescrits. Les factures doivent être établies selon les instructions énoncées dans le contrat.</p>	
Delivery location • Expédiez à		

**Start of the Work for a TA**

Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.

**Début des travaux pour l'AT**

Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

Task description of the work required • Description de tâche des travaux requis	See attached • Ci-joint <input type="checkbox"/>
Directives	See attached • Ci-joint <input type="checkbox"/>
Deliverables • Produits à livrer	See attached • Ci-joint <input type="checkbox"/>
Completion and submission dates • Dates d'achèvement et dates de livraison	See attached • Ci-joint <input type="checkbox"/>
TA revision description • Description de la révision de l'AT	See attached • Ci-joint <input type="checkbox"/>
Basis and method of payment • Base et méthode de paiement	

**Authorization(s)**

By signing this TA, the authorized Project Authority and/or the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

The Project Authority's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

**Autorisation(s)**

En apposant sa signature sur l'AT, le chargé de projet autorisé et/ou l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

La limite d'autorisation du chargé de projet est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized Project Authority • Nom et titre du chargé de projet autorisé à signer	
Signature	Date
PWGSC Contracting Authority • Autorité contractante de TPSGC	
Signature	Date

**Contractor's Signature • Signature de l'entrepreneur**

Name and title of individual authorized to sign for the Contractor • Nom et titre de la personne autorisée à signer au nom de l'entrepreneur	
Signature	Date

<input type="checkbox"/> Estimate received from Contractor • Devis reçu de l'entrepreneur	See attached • Ci-joint <input type="checkbox"/>
Date	Initials • Initiales

<input type="checkbox"/> Revised Estimate received from Contractor • Devis révisé reçu de l'entrepreneur	See attached • Ci-joint <input type="checkbox"/>
Date	Initials • Initiales

**ANNEX "D"**  
**ELECTRONIC PAYMENT INSTRUMENTS**

*As indicated in Part 3, clause 3.1.2, the Bidder must complete the information requested below, to identify which electronic payment instruments are accepted for the payment of invoices.*

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

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit (Domestic and International);
- Electronic Data Interchange (EDI);
- Wire Transfer (International Only);
- Large Value Transfer System (LVTS) (Over \$25M)

**ANNEX "E"**  
**FEDERAL CONTRACTOR'S PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION**

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

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

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

Complete both A and B.

A. Check only one of the following:

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

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

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

**OR**

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

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

**OR**

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

**ANNEX "F"  
TECHNICAL AND FINANCIAL EVALUATION**

**F1. SUMMARY OF EVALUATION PROCESS AND GENERAL SUBMISSION REQUIREMENTS**

The Bidder MUST meet all the mandatory requirements of the Statement of Work.

MANDATORY TECHNICAL REQUIREMENTS		Scoring
<b>M1</b>	Corporate Experience	MET/NOT MET
<b>MINIMUM REQUIRED</b>		<b>ALL MET</b>
<ul style="list-style-type: none"> <li>Bidders that fail to meet all mandatory criteria will not be evaluated further and will be considered non-responsive.</li> </ul>		

RATED TECHNICAL REQUIREMENTS		MINIMUM PASS MARK	MAXIMUM POINTS
<b>R1</b>	Experience of the bidder	6 Pts	10 Pts
<b>R2</b>	Understanding of the requirement	3 Pts	5 Pts
<b>R3</b>	Management approach	3 Pts	5 Pts
<b>TOTAL POINTS</b>		<b>12 Pts</b>	<b>20 Pts</b>
<ul style="list-style-type: none"> <li>Bidders that fail to meet the minimum points in each rated criterion will not be evaluated further and will be considered non-responsive.</li> <li>Partial points will not be awarded.</li> </ul>			

**F2. TECHNICAL EVALUATION CRITERIA**

RESPONSE GUIDELINES
<p>Bidders are asked to organize their response according to specifications provided, where applicable, to facilitate the evaluation process. Bidders should note:</p> <ul style="list-style-type: none"> <li>Some aspects of the response will be limited by maximum page counts – a page is defined as an 8.5" X 11" sheet of paper, printed single-spaced in font no smaller than 11pts. Times New Roman and with margins of a minimum size of one (1) inch all around;</li> <li>Any images included on the pages will be considered as part of the total page length;</li> <li>Content in links and Uniform Resource Locators (URLs) provided or submitted in the Bid will not be evaluated or scored;</li> <li>Each rated requirement must be treated in its own right in the Bid. External materials, such as content located on the Bidder's website, will not be evaluated;</li> <li>Canada does not require or recommend that bidders engage in any unpaid speculative work (i.e. strategy development, research etc.) to respond to these criteria and reminds bidders about provisions regarding bid costs found at Standard Instructions 2003-15. A combination of the Bidder's existing knowledge combined with information provided in this Request for Proposal (RFP) should be used to formulate responses; and</li> <li>Any additional information provided by Bidders will not be evaluated.</li> </ul>

The following scoring grid will be used to evaluate each of the rated criteria:

Percentage Factor	Percentage of total	Rating Level
0	0%	<b>Insufficient</b> relevant information provided. Unable to evaluate.
1	20%	<b>Unacceptable</b> - Information provided demonstrates that the Bidder's approach or experience does not meet the stated criteria and overall requirement.
2	40%	<b>Poor</b> - Information provided demonstrates that the Bidder's approach or experience only partially meets the stated criteria or is only partially relevant to the overall requirement.
3	60%	<b>Good</b> - Information provided demonstrates that most elements of the Bidder's approach or experience meet the stated criteria and are relevant to the overall requirement.
4	80%	<b>Very Good</b> - Information provided demonstrates that all elements of the Bidder's approach or experience meet the stated criteria and are relevant to the overall requirement.
5	100%	<b>Excellent</b> – Information provided demonstrates that all elements of the Bidder's approach or experience exceed the stated criteria and are highly relevant to the overall requirement.

**EVALUATOR INSTRUCTIONS:**

- Only the percentage factors indicated in the above table are to be entered into the evaluation grids that follow. In other words, evaluators **MUST** choose from **ONLY** the following available percentage factors: 1, 2, 3, 4, 5 and 0. Factors such as 1.75, 2.5, etc. **MUST NOT** be used.
- The "points" and "total points" boxes in the grids will be calculated based on the percentage factor(s) assigned. Evaluators **MUST NOT** select a number for "points" which does not correspond to a percentage factor. For example, 2.5/10 is not an acceptable score as 2.5 is not available.

## F2.1 MANDATORY TECHNICAL EVALUATION

M1. Corporate Experience	SCORING	
The Bidder must have the following experience over the four (4) years preceding the bid closing date:		
Strategy, creative and production execution of one (1) national*, bilingual, integrated multi-media advertising and marketing campaign with a campaign budget of \$1M or more	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
*National is defined as a campaign that was delivered in at least four (4) regions in Canada. One of these 4 regions must be Quebec. The six (6) possible regions are: British Columbia, Prairies, Ontario, Quebec, Atlantic and the Territories.		
Partnerships or experiential marketing events (defined as a marketing tactic that directly engages and encourages participation in a social initiative) with national reach	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<b>Submission Requirements</b>		
<b>Complete the M1 checklist above</b>		

## F2.2 POINT RATED TECHNICAL CRITERIA

### R1. EXPERIENCE OF THE BIDDER

The example of the national, bilingual, integrated multi-media advertising and marketing campaign with a campaign budget of \$1M or more referenced in M1 where the Bidder provided strategic, creative and production execution over the last four (4) years preceding the bid closing date will be evaluated under this rated requirement.

Provide context of the campaign, the client, objectives, audience, timing and specific challenges related to the initiative.

Explain how you determined your strategy and briefly what it was. Include:

- Creative approach – overall connection to objective, branding, media channel and audience
- Understanding of target audience and tactics to create awareness/engagement
- Performance related to budget, time, and environment
- Challenges and approach to resolve

Provide an example of a creative concept used for the campaign and how it was applied to three different creative elements.

The Bidder should also describe the processes that are in place to ensure the quality of creative materials that are translated/adapted from one of Canada's official languages into the other, and provide an example of a Creative Adaptation. This should include a copy of actual creative. (The creative sample will not count towards the 2 page limit).

#### Submission Requirements

Page limit: Maximum 2 pages (only the first two pages of the response will be evaluated)

Each example ad should be provided in both English and French. If the ad was originally produced in only one of Canada's official languages, it must be adapted (text only) to the other official language prior to submission.

<b>Maximum Points</b>	<b>10 Pts</b> (5 Pts per example)
<b>Minimum Points</b>	<b>6 Pts</b> (3 Pts per example)



## R2. UNDERSTANDING OF THE REQUIREMENT

In order to demonstrate understanding of the requirements, Bidders should provide a comprehensive statement showing their understanding of Buy Canadian Promotion Campaign, as detailed in the Statement of Work.

Bidders must address the following:

- The use of digital and traditional advertising and marketing activities to most effectively meet campaign objectives and reach the target audiences.
- Potential challenges of this campaign and describe solutions to overcome them.

### Submission Requirements

Page limit: Maximum 2 pages (only the first two pages of the response will be evaluated)

<b>Maximum Points</b>	<b>5 Pts</b>
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<b>Minimum Points</b>	<b>3 Pts</b>
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## R3. MANAGEMENT APPROACH

In order to demonstrate their management approach, Bidders must explain how they managed the work of a similar client(s) often planned and delivered under short time frames, in a manner that ensured appropriate oversight, coordination and flexibility, and adaptation to the changing environment, as required. The Bidder must describe how they managed the work from the development stage through to execution, including how they managed communication with the client and how they adjusted to the changing environment or changing circumstances.

### Submission Requirements

Page limit: Maximum 2 pages (only the first two pages of the response will be evaluated)

<b>Maximum Points</b>	<b>5 Pts</b>
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<b>Minimum Points</b>	<b>3 Pts</b>
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**F3. FINANCIAL EVALUATION**

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for advertising services.

To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20%.

The financial scores will be calculated as follows:

**Step 1:** For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the four periods of the contract (initial contract period, and the option periods).

**Example of Step 1:**

**Firm A**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Strategic Planning & Development Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Creative and Production Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Blended Rate	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00

**Firm B**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Strategic Planning & Development Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Creative and Production Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Blended Rate	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00

**Firm C**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$185.00	\$195.00	\$205.00	\$205.00	\$197.50
Strategic Planning & Development Services	\$235.00	\$245.00	\$255.00	\$255.00	\$247.50
Creative and Production Services	\$235.00	\$245.00	\$255.00	\$255.00	\$247.50
Blended Rate	\$150.00	\$155.00	\$160.00	\$160.00	\$156.25

**Firm D**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00
Strategic Planning & Development Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00

Creative and Production Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00
Blended Rate	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00

**Firm E**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Strategic Planning & Development Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Creative and Production Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Blended Rate	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50

**Step 2:** The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

**Example of Step 2:**

Bidder	Account Management & Coordination Services	Strategic Planning & Development Services	Creative and Production Services	Blended Rate
FIRM A	\$100.00	\$100.00	\$100.00	\$75.00
FIRM B	\$105.00	\$105.00	\$105.00	\$105.00
FIRM C	\$197.50	\$247.50	\$247.50	\$156.25
FIRM D	\$80.00	\$80.00	\$80.00	\$50.00
FIRM E	\$157.50	\$157.50	\$157.50	\$157.50
<b>OVERALL AVERAGE</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>112.08</b>

**Step 3:** If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

**Example of Step 3:**

Bidder	Account Management & Coordination Services	Strategic Planning & Development Services	Creative and Production Services	Blended Rate
FIRM A	\$100.00	\$100.00	\$100.00	\$75.00
FIRM B	\$105.00	\$105.00	\$105.00	\$105.00
FIRM C	\$197.50	\$247.50	\$247.50	\$156.25
FIRM D	\$80.00	\$80.00	\$80.00	\$50.00
FIRM E	\$157.50	\$157.50	\$157.50	\$157.50
<b>OVERALL AVERAGE</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>112.08</b>
<b>Maximum Responsive</b>	<b>\$241.66</b>	<b>\$241.66</b>	<b>\$241.66</b>	<b>\$224.16</b>
<b>Minimum Responsive</b>	<b>\$60.42</b>	<b>\$60.42</b>	<b>\$60.42</b>	<b>\$56.04</b>

The bid from Firm C would be non-responsive as it did not meet the maximum responsive hourly rate for two categories. The bid from Firm D would be non-responsive as it did not meet the minimum responsive hourly rate for the Blended Rate.

**Step 4:** The weighted Financial Score will be determined per category of service

**Example of Step 4:**

$$\frac{\text{Lowest Responsive Hourly Rate}}{\text{Bidder's Hourly rate}} \times 5 = \text{Weighted Financial Score per Category}$$

BIDDER	Account Management & Coordination Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Strategic Planning & Development Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Creative and Production Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Blended Rate	Weighted Financial Score
FIRM A	\$75.00	5.00
FIRM B	\$105.00	3.57
FIRM E	\$157.50	2.39

**Step 5:** The Total Financial Score will be calculated by adding all of the weighted Financial Scores per category.

BIDDER	Account Management & Coordination Services	Strategic Planning & Development Services	Creative and Production Services	Blended Rate	TOTAL FINANCIAL SCORE
FIRM A	5.00	5.00	5.00	5.00	20.00
FIRM B	4.76	4.76	4.76	3.57	17.85
FIRM E	3.17	3.17	3.17	2.39	11.90