



**Return Bids to :**  
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 Natural Resources Canada

[nrcan.quebecbid-soumissionquebec.nrcan@canada.ca](mailto:nrcan.quebecbid-soumissionquebec.nrcan@canada.ca)

**Request for Proposal (RFP)**

**Proposal To: Natural Resources 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.*

**Comments – Commentaires**

**Issuing Office – Bureau de distribution**

Finance and Procurement Management Branch  
 Natural Resources Canada  
 580 Booth Street  
 Ottawa, ON K1A 0E4

<b>Title – Sujet</b> Strategic and Operational Communications Plans GEM-GeoNorth	
<b>Solicitation No. – No de l’invitation</b> <b>NRCan-500005422</b>	<b>Date</b> December 10, 2020
<b>Requisition Reference No. - N° de la demande</b> 161576	
<b>Solicitation Closes – L’invitation prend fin</b>  <b>at 02:00 PM (Eastern Standard Time (EST))</b> <b>on January 11, 2020</b>	
<b>Address Enquiries to: - Adressez toute question à:</b>  Thérèse Richer <a href="mailto:therese.richer@canada.ca">therese.richer@canada.ca</a>	
<b>Telephone No. – No de telephone</b>  819 588-7144	<b>Fax No. – No. de Fax</b>
<b>Destination – of Goods and Services:</b> <b>Destination – des biens et services:</b>  As specified in the document	
<b>Security – Sécurité</b>  There are no security requirements associated with this requirement.	
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l’entrepreneur</b>          <b>Telephone No.:- No. de téléphone:</b> <b>Facsimile No.: - No. de télécopieur:</b> <b>Email – Courriel :</b>	
<b>Name and Title of person authorized to sign on behalf of Vendor/Firm (type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/de l’entrepreneur</b> (taper ou écrire en caractères d’imprimerie)	
_____ Signature	_____ Date



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The Articles contained in this document are mandatory in their entirety, unless otherwise indicated. Acceptance of these Articles, in their entirety, as they appear in this document, is a Mandatory requirement of this RFP. Suppliers submitting a proposal containing statements implying that their proposal is conditional on modification of these clauses or containing terms and conditions that purport to supersede these clauses or derogate from them will be considered non-responsive.

Bidders with concerns regarding the provisions of the Bid Solicitation document (including the Resulting Contract Clauses) should raise such concerns in accordance with the Enquiries provision of this RFP.



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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 and Other Requirements:** includes specific requirements that must be addressed by Bidders; and

**Part 7 Resulting Contract Clauses:** includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment and any other annexes and attachments.

The Appendixes include the Evaluation Criteria and the Financial Proposal Form.

### 1.2 Summary

1.2.1 The GEM Coordination Office (GCO) is seeking to improve GEM-GeoNorth's visibility and outreach. GEM-GeoNorth is a Northern geoscientific program led by the Geological Survey of Canada (GSC) of Natural Resources Canada (NRCan).

By means of this RFP, the GCO is seeking proposals from bidders for the services of an experienced firm to recommend communications tools and strategies that maximize access to the data coming out of GEM-GeoNorth's research activities and ensure that the knowledge benefits NRCan's target audiences:

- Indigenous communities and Northerners located north of the 55<sup>th</sup> parallel;
- Provincial and territorial government agencies;
- The mining and mineral exploration industry;
- Academia;
- Educational and cultural organizations in the North (for capacity building programming);

For instance, the communications firm will:

- Evaluate the needs of targeted audiences as these relate to geological knowledge generated by GEM-GeoNorth;
- Evaluate the efficacy of existing communications tools to reach the targeted audiences;



- Recommend attainable measures through the development of a strategic and operational communications plan the program can implement to increase awareness and access to the research conducted by GEM-GeoNorth;
- Develop a discussion guide and conduct workshops.

See the Statement of Work for a complete description.

1.2.2 NRCan intends to award one (1) Contract with an estimated period from the date of the Contract to September 30, 2021.

1.2.3 This procurement is subject to the following Comprehensive Land Claims Agreements (CLCAs):

- BC - Nisga'a Final Agreement
- YK - Umbrella Final Agreement - Council for Yukon Indians. Includes the following agreements:
  - YK - Tr'ondëk Hwëch'in Final Agreement + Self-Government Agreement
  - YK - Little Salmon/Carmacks First Nations Final Agreement
  - YK - Selkirk First Nation Final Agreement
  - YK - Vuntut Gwitchin First Nation Final Agreement
  - YK - Champagne and Aishihik First Nations Final Agreement
  - YK - Teslin Tlingit Council Final Agreement
  - YK - First Nation of Nacho Nyak Dun Final Agreement
  - YK - Carcross/Tagish First Nations Final Agreement
  - YK - Kluane First Nation Final Agreement
  - YK - Kwanlin Dun First Nation Final Agreement
  - YK - Ta'an Kwach'an Council Final Agreement
- NT - Tlicho Land Claims Agreement
- NT - Gwich'in Comprehensive Land Claims Agreement
- NT - The Inuvialuit Final Agreement
- NT - Sahtu Dene and Metis Comprehensive Land Claims Agreement
- NU - Nunavut Land Claims Agreement
- QC - James Bay and Northern Quebec Agreement and Complementary Agreements (Includes Northeastern Québec Agreement and the Cree Nation Governance Agreement)
- QC - Nunavik Inuit Land Claims Agreement
- QC - Eeyou Marine Region Land Claims Agreement
- NF - Labrador Inuit Land Claims Agreement

This bid solicitation is to establish a contract for the delivery of the requirement detailed in the bid solicitation, to the Identified Users across Canada, including areas subject to Comprehensive Land Claims Agreements.

### 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 will be done in writing, by email.



## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

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

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The [2003](#) (2020-05-28) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation with the modifications to the text below. If there is a conflict between the provisions of 2003 and this document, this document prevails.

- **In the complete text content (except Section 3) Delete:** Public Works and Government Services Canada” and **Insert:** “Natural Resources Canada.” **Delete:** “PWGSC” and **Insert:** “NRCan”
- **Section 2: Delete:** “Suppliers are required to” and **Insert:** “It is suggested that suppliers”
- **Subsection 1 of Section 8:** Delete entirely
- **Subsection 2 of Section 8:** Delete entirely
- **Under Subsection 2 of Section 20:** Not applicable

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

Delete: 60 days

Insert: 90 days

### 2.2 Submission of Bids

Bidders must submit all proposals electronically. Given the current constraints on NRCan’s networks, the electronic mail system has a limit of 1GB per single message received and a limit of 20GB per conversation. Bidders are asked to contact the Contracting Authority to confirm receipt of their bid. NRCan encourages bidders to submit all bids earlier than the closing time in order to ensure sufficient time to be received in NRCan’s server.

It is the Bidders responsibility to ensure that proposals are sent to the following e-mail address, by the time and date indicated on page 1 of this RFP document.

- Send proposals to this email address: [nrcan.quebecbid-soumissionquebec.rncan@canada.ca](mailto:nrcan.quebecbid-soumissionquebec.rncan@canada.ca)

The email address above is reserved for the submission of your proposal. No other communication should be sent to that address.

- Contact the Contracting Authority Thérèse Richer by email at [therese.richer@canada.ca](mailto:therese.richer@canada.ca) for receipt of bid confirmation.



**IMPORTANT**

Please write in "Subject" of the e-mail: **NRCan-5000055422 Communications Plans**

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

**NRCan will not assume responsibility for proposals directed to any other location.**

The onus is on the Bidder to ensure that the proposal is submitted correctly to the above address. Not complying with the above instructions may result in NRCan's inability to ascertain reception date and/or to consider the bid prior to contract award. Therefore, NRCan reserves the right to reject any proposal not complying with these instructions.

### **2.3 Enquiries - Bid Solicitation**

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) days 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.

### **2.4 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.

### **2.5 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 seven(7) days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.





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## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 Bid Preparation Instructions

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

Section I: Technical Bid (1 electronic copy)

Section II: Financial Bid (1 electronic copy) in a separate file and document

Section III: Certifications (1 electronic copy)

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

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

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

#### Section I: Technical Bid

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

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

#### Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Financial Proposal Form in Appendix 2. The total amount of Applicable Taxes must be shown separately.

#### Exchange Rate Fluctuation

C3011T (2013-11-06), Exchange Rate Fluctuation

#### Section III: Certifications

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



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## **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 Appendix 1 – Evaluation Criteria.

#### **4.1.2 Financial Evaluation**

Mandatory financial evaluation criteria are included in Appendix 2 – Financial Proposal Form.

### **4.2 Basis of Selection**

#### **4.2.1 Highest Combined Rating of Technical Merit and Price**

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation; and
  - b. meet all mandatory criteria; and
  - c. obtain the required minimum of 27 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 50 points.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70 % for the technical merit and 30 % for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70 %.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30 %.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.



7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 70/30 ratio of technical merit and price, respectively. The total available points equal 135 and the lowest evaluated price is \$45,000 (45).

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



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## PART 5 - CERTIFICATIONS AND ADDITIONAL INFORMATION

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

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

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

### 5.1 Certifications Required with the Bid

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

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

In accordance with the Integrity [Provisions of the Standard Instructions \(https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/25#integrity-provisions\)](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/25#integrity-provisions), 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 \(http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html\)](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.

- Bidders who are incorporated, including those bidding as a joint venture, must provide a complete list of names of all individuals who are currently directors of the Bidder or, in the case of a private company, the owners of the company.
- Bidders bidding as sole proprietorship, as well as those bidding as a joint venture, must provide the name of the owner(s).



- Bidders bidding as partnerships do not need to provide lists of names.

Name of Bidder: \_\_\_\_\_

OR

Name of each member of the joint venture:

Member 1: \_\_\_\_\_  
 Member 2: \_\_\_\_\_  
 Member 3: \_\_\_\_\_  
 Member 4: \_\_\_\_\_

Identification of the administrators/owners:

SURNAME	NAME	TITLE

**5.2.2 Federal Contractors Program for Employment Equity - Bid Certification**

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#) website. (https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#).

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

**5.2.3 Status and Availability of Resources**

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable



to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

#### **5.2.4 Education and Experience**

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

#### **5.2.5 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.

Professional fees	Amount
_____	_____
_____	_____

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.

**5.2.6 Aboriginal Designation**

Who is eligible?

- a) An Aboriginal business, which can be:
  - i) a band as defined by the Indian Act
  - ii) a sole proprietorship
  - iii) a limited company
  - iv) a co-operative
  - v) a partnership
  - vi) a not-for-profit organization

in which Aboriginal persons have at least 51 percent ownership and control,

OR

- b. A joint venture consisting of two or more Aboriginal businesses or an Aboriginal business and a non-Aboriginal business(es), provided that the Aboriginal business(es) has at least 51 percent ownership and control of the joint venture.

When an Aboriginal business has six or more full-time employees at the date of submitting the bid, at least thirty-three percent of them must be Aboriginal persons, and this ratio must be maintained throughout the duration of the contract.

The bidder must certify in its submitted bid that it is an Aboriginal business or a joint venture constituted as described above.





- Our Company is NOT an Aboriginal Firm, as identified above.
- Our Company is an Aboriginal Firm, as identified above.

---

Signature

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Date



## **PART 6 - SECURITY AND OTHER REQUIREMENTS**

### **6.1 Security Requirements**

There are no security requirements associated with this requirement.



## 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 "\_\_\_\_" and the Contractor's technical bid entitled \_\_\_\_\_, dated \_\_\_\_\_. (*to be completed at contract award*)

### 7.2 Standard Clauses and Conditions

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

#### 7.2.1 General Conditions

[2010B](#) (2020-05-28), General Conditions – Professional Services - Medium Complexity, apply to and form part of the Contract.

- As applicable, replace references to Public Works and Government Services Canada (PWGSC) with Natural Resources Canada (NRCan).

### 7.3 Dispute Resolution

#### *Mediation*

If a dispute arising from this contract cannot be settled amicably through negotiation, then the parties agree in good faith to submit the dispute to mediation as administered by the Arbitration and Mediation Institute of Canada Inc. (AMIC). The parties acknowledge receipt of the rules of AMIC. The cost of mediation shall be borne equally by the parties.

#### *Arbitration*

If the parties cannot resolve the dispute through mediation within sixty (60) days, the parties agree to submit the dispute to arbitration pursuant to the Commercial Arbitration Act (Canada). The party requesting such arbitration shall do so by written notice to the other party/parties. The cost of the arbitration and fees of the arbitrator shall be borne equally by the parties. The arbitration shall take place in the city where the contractor carries on business before a single arbitrator to be chosen jointly by the parties. If the parties cannot agree on the choice of arbitrator within thirty (30) days of written notice to submit the dispute to arbitration, each party will choose a representative who will select the arbitrator.

The parties may determine the procedure to be followed by the arbitrator in conducting the proceedings, or may ask the arbitrator to do so. The arbitrator shall issue a written award within thirty (30) days of hearing the parties. The award may be entered in any court having jurisdiction and enforced as a judgment of that court.

#### *Meaning of "Dispute"*



The parties agree that the word "dispute" in this clause refers to a dispute of fact or of law, other than a dispute of public law.

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the *Department of Public Works and Government Services Act* will, on request or consent of the parties to participate in an alternative dispute resolution process to resolve any dispute between the parties respecting the interpretation or application of a term and condition of this contract and their consent to bear the cost of such process, provide to the parties a proposal for an alternative dispute resolution process to resolve their dispute. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca).

## **7.4 Security Requirements**

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

## **7.5 Term of Contract**

### **7.5.1 Period of the Contract**

The period of the Contract is from date of Contract to \_\_\_\_\_ inclusive *(to be inserted at contract award)*.

## **7.6 Comprehensive Land Claims Agreements (CLCAs)**

The Contract is subject to the following Comprehensive Land Claims Agreements:

- BC - Nisga'a Final Agreement
- YK - Umbrella Final Agreement - Council for Yukon Indians. Includes the following agreements:
  - YK - Tr'ondëk Hwëch'in Final Agreement + Self-Government Agreement
  - YK - Little Salmon/Carmacks First Nations Final Agreement
  - YK - Selkirk First Nation Final Agreement
  - YK - Vuntut Gwitchin First Nation Final Agreement
  - YK - Champagne and Aishihik First Nations Final Agreement
  - YK - Teslin Tlingit Council Final Agreement
  - YK - First Nation of Nacho Nyak Dun Final Agreement
  - YK - Carcross/Tagish First Nations Final Agreement
  - YK - Kluane First Nation Final Agreement
  - YK - Kwanlin Dun First Nation Final Agreement
  - YK - Ta'an Kwach'an Council Final Agreement
- NT - Tlicho Land Claims Agreement
- NT - Gwich'in Comprehensive Land Claims Agreement
- NT - The Inuvialuit Final Agreement
- NT - Sahtu Dene and Metis Comprehensive Land Claims Agreement
- NU - Nunavut Land Claims Agreement
- QC - James Bay and Northern Quebec Agreement and Complementary Agreements (Includes Northeastern Québec Agreement and the Cree Nation Governance Agreement)
- QC - Nunavik Inuit Land Claims Agreement



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QC - Eeyou Marine Region Land Claims Agreement  
NF - Labrador Inuit Land Claims Agreement

## 7.7 Authorities

### 7.7.1 Contracting Authority

The Contracting Authority for the Contract is:

**Thérèse Richer**

Procurement Specialist  
Finance and Procurement Branch  
Natural Resources Canada, Government of Canada  
580 Booth Street, Ottawa, ON K1A 0E4  
819 588-7144  
[therese.richer@canada.ca](mailto:therese.richer@canada.ca)

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

### 7.7.2 Project Authority *(to be provided at contract award)*

The Project Authority for the Contract is:

Name:  
Title:  
Organization:  
Address:  
Telephone:  
Facsimile:  
E-mail address:

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

### 7.7.3 Contractor's Representative *(to be provided at contract award)*

Name:  
Title:  
Organization:  
Address:  
Telephone:



Facsimile:  
E-mail address

### 7.8 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.

### 7.9 Payment

#### 7.9.1 Basis of Payment – Firm Price, Firm Unit Price(S) or Firm Lot Price(s)

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price, as specified in Annex B for a cost of \$ \_\_\_\_\_ *the amount will be inserted at contract award*). Customs duties are included and applicable taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

#### 7.9.2 Method of Payment

##### Milestone Payments

Canada will make milestone payments in accordance with the Schedule of Milestones detailed in the Contract and the payment provisions of the Contract if:

- a. an accurate and complete claim for payment, and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.

### 7.10 Invoicing Instructions

Due to Covid-19, NRCan will only accept invoices as follows:

<p>E-mail:</p> <p><a href="mailto:nrcan.invoiceimaging-servicedimageriedesfactures.rncan@canada.ca">nrcan.invoiceimaging-servicedimageriedesfactures.rncan@canada.ca</a></p> <p><b>Note:</b> Attach "PDF" file. No other formats will be accepted</p>
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Invoices and all documents relating to a contract must be submitted on the Contractor's own form and shall bear the Contract number: \_\_\_\_\_ *(to be inserted at contract award)*



Invoicing Instructions to suppliers: <http://www.nrcan.gc.ca/procurement/3485>

## 7.11 Certifications and Additional Information

### 7.11.1 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.

## 7.12 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in \_\_\_\_\_. (*The name of the province or territory as specified by the Bidder in its bid will be inserted here, if applicable.*)

## 7.13 Priority of Documents

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

- a) the Articles of Agreement;
- b) the general conditions [2010B](#) (2020-05-28) - Professional Services - Medium Complexity;
- c) Annex A, Statement of Work;
- d) Annex B, Basis of Payment;
- e) the Contractor's bid dated \_\_\_\_\_ (*to be inserted at contract award*).

## 7.14 Foreign Nationals (Canadian Contractor OR Foreign Contractor)

SACC Manual clause [A2000C](#) (2006-06-16) Foreign Nationals (Canadian Contractor)

**OR**

SACC Manual clause [A2001C](#) (2006-06-16) Foreign Nationals (Foreign Contractor)

## 7.15 Insurance

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.



## 7.16 Contract Administration

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the *Department of Public Works and Government Services Act* will review a complaint filed by [*the supplier or the contractor or the name of the entity awarded this contract*] respecting administration of this contract if the requirements of Subsection 22.2(1) of the *Department of Public Works and Government Services Act* and Sections 15 and 16 of the *Procurement Ombudsman Regulations* have been met, and the interpretation and application of the terms and conditions and the scope of the work of this contract are not in dispute. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca).





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## ANNEX A - STATEMENT OF WORK

### STRATEGIC and OPERATIONAL COMMUNICATIONS PLANS GEM-GeoNorth

#### REQUIREMENT

Building on its current knowledge dissemination activities, the GEM Coordination Office (GCO) is seeking to improve GEM-GeoNorth's visibility and outreach. GEM-GeoNorth is a Northern geoscientific program led by the Geological Survey of Canada (GSC) of Natural Resources Canada.

The services of an experienced communications firm are required to recommend communications tools and strategies that maximize access to the data coming out of GEM-GeoNorth's research activities and ensure that the knowledge benefits our target audiences.

Specifically, the communications firm will:

- Evaluate the needs of targeted audiences as these relate to geological knowledge generated by GEM-GeoNorth;
- Evaluate the efficacy of existing communications tools to reach the targeted audiences;
- Recommend attainable measures through the development of a strategic and operational communications plan the program can implement to increase awareness and access to the research conducted by GEM-GeoNorth.

#### BACKGROUND INFORMATION

Through the GEM-GeoNorth program, NRCan provides foundational public **geoscience** data and knowledge to promote investment in mineral exploration and mining, and long-term sustainable development for the vast and untapped resources of Canada's North.

**Geoscience** is the study of the Earth. This field of study provides knowledge of the Earth's minerals, soil, and lands, which can help identify and assess the potential for mineral, petroleum, geothermal, and water resources, while also aiding decisions regarding land use, natural hazards mitigation, and environmental sustainability.

As per GEM-GeoNorth's approach, the program will continue its engagement and outreach with Northern stakeholders and landholders. It will engage Indigenous communities and organizations before, during and after research activities. It will also pursue outreach with territorial and provincial governments and industry organizations. The GCO is involved in all manner of program engagement and knowledge sharing between GEM-GeoNorth, the GSC and Northern and Indigenous representatives in the project areas.

GEM-GeoNorth will continue building on the foundational geoscience knowledge produced by previous installments of the Geo-mapping for Energy and Minerals (GEM) program, but with expanded research components that address the realities of our changing climate, such as thawing permafrost, infrastructure considerations, and others. GEM was a 12-year \$200-million-dollar collaborative research program that provided Canadians, Indigenous communities, Northerners, and industry with modern, geoscience knowledge.

The GCO remains dedicated to sharing GEM knowledge and data with Indigenous communities and Northerners.



## PROJECT OBJECTIVES

The deliverables of this project will help to increase program awareness, identify additional audience groups, maximize access to the knowledge and data coming out of GEM-GeoNorth’s research activities, and ensure that they benefit our target audiences.

## TARGET POPULATIONS

Listed below are the program’s main target audience groups. In addition, the consultant will be asked to evaluate the audience groups and provide recommendations for alternative audiences that GEM-GeoNorth should be targeting (whether in addition to current audience groups or in replacement of).

NRCan will provide contact lists for the consultant:

- Indigenous communities and Northerners located north of the 55<sup>th</sup> parallel;
- Provincial and territorial government agencies;
- The mining and mineral exploration industry;
- Academia;
- Educational and cultural organizations in the North (for capacity building programming);

## MILESTONES AND DELIVERY DATES

### MILESTONE 1- Project Start Up

The first milestone is a kick-off meeting\* at a date time specified. The purpose of the meeting is for:

- The project authority and the contractor to discuss the details of the work;
- The project authority will provide background information, contact information and links to existing communications products and services and all other necessary documentation required by the contractor;
- Discussing any questions that the contractor or project authority might have.

*\*The meeting may be in-person or virtually (to accommodate COVID-19 restrictions)*

### MILESTONE 2- Literature Review and Analysis

Review existing and planned communications methods.

This review will be used to inform workshops with targeted audiences, and will consist of the following materials:

Communication Channels / Media	Targeted Audiences	Purpose
Community engagement and research-sharing sessions	Indigenous communities and Northerners	Program Awareness Knowledge Dissemination
Website	General public	Program Awareness
Traditional media (e.g. media releases, briefing notes, community engagement, etc.)	Geoscientific experts, General public	Program Awareness
Social media (e.g. Twitter, Instagram, YouTube, etc.)	Geoscientific experts, General public	Program Awareness



Workshops	Indigenous communities and Northerners	Program Awareness
Advisory Group of Northerners	Decision-makers in the public service	Program Awareness Knowledge Dissemination
Conferences	Industry, Researchers, Indigenous communities and Northerners	Program Awareness Knowledge Dissemination

Planned GEM-GeoNorth Knowledge Dissemination deliverables, as well as past GEM deliverables that are still in development:

<b>Planned activities</b>
Scientific Highlights
Research sharing sessions in Northern communities (GEM-2: 75% percent completed by March 2020) Research sharing products: <i>posters, maps, pamphlets, one-page handouts, brochures, etc.</i>
Success Stories
Community Synthesis: <i>summarizes the findings of the scientific research conducted in GEM for communities and land use planning purposes</i>
Geoscientific Synthesis: <i>summarizes the findings of the scientific research conducted in GEM</i>
Scientific reports, papers and geological maps available via the GEOSCAN database

**MILESTONE 3- Workshops and Report**

A discussion guide will be developed by the contractor in cooperation with the project authority to guide the workshops. These workshops will address the audiences’ communications needs, expectations and preferred communications methods as these relate to access and use of the data coming out of GEM-GeoNorth’s research activities.

Conduct a minimum of five workshops in the following regions where GEM-GeoNorth does work: Quebec, Labrador, Nunavut, the Northwest Territories and the Yukon. In addition, conduct one workshop for the northern regions of Saskatchewan, Manitoba and Ontario, and one workshop for the northern regions of Alberta and British Columbia. The workshops will provide a two-way communication methodology, with a senior NRCan participant included in the conversation to provide information and ask questions, as required. In addition, the contractor must include in the proposal the potential for up to six meetings with individual participants to accommodate scheduling or other issues that prevent the individuals from joining group workshops.

The contractor will recruit a maximum of ten participants per discussion group, to be conducted remotely.

- These discussions can take the form of a workshop with GSC and GEM-GeoNorth employees and phone discussions with members of target audience groups (listed above) or key individuals aware of the needs of Indigenous communities in terms of GEM-GeoNorth communications;
- All workshops and phone calls will be documented for record keeping purposes;
- All workshops or phone calls will have GEM-GeoNorth staff involved.

The following areas of enquiry are to be evaluated and discussed in the workshop report, and may be discussed in the workshops, based on the consultant’s discretion:



- The reach and effectiveness of past GEM knowledge products;
- The needs and requirements of each target audience in terms of the tools and products offered by the program;
- The effectiveness of past GEM knowledge products – assess if they fulfilled the needs and requirements of the target audiences;
- The needs of each target audience in relation to transferring geoscience data and knowledge, and information sharing;
- Inquire how GEM-GeoNorth can enhance communication channels and identify new technologies to increase the influence of deliverables on target audiences;
- Discuss communication products and approaches to capacity building in the North;
- Review communication strategies for the grant program, and discuss recommendations for increasing awareness for potential grant recipients;
- Identify bandwidth-limitations in northern Canada.

The contractor will use the information garnered in the workshops and the literature review to provide recommendations in a **comprehensive report**.

Overall, the report will identify gaps between the current communication practices and the desired mandate of GEM-GeoNorth – to meet the needs of our target audiences. The consultant will review the target audience groups, describe the needs of each group, and propose strategies for better knowledge transfer. The report will also evaluate the effectiveness and efficiency of our communication tools in delivering upon the program's goals to increase program awareness and use of geoscience data.

#### **MILESTONE 4- Strategic and Operational Communications Plan**

The communications plan provide an overarching vision for GEM-GeoNorth communications, illustrating how the program can best communicate geoscientific research to our target audiences, as well as build program awareness in northern Canada

Therefore, the strategic and operational communications plan will address GEM-GeoNorth's (1) Knowledge Dissemination and research-sharing activities, and (2) overall Program Awareness.

The final communications plan will include the following information, and detail how to implement the recommendations:

- Provide a high-level, overarching vision for GEM-GeoNorth, illustrating how we can best communicate the program's geoscientific research to target audiences;
- A comprehensive analysis of target audiences, including recommendations and solutions to improve the transfer of GEM-GeoNorth geoscience knowledge and data to each specific group;
- Recommendations for a suite of communications products and technologies (new and existing), including the reasoning and expected influence of these on targeted audiences;
- Recommendations on how to improve or build on current communications and advertising tools and methods for increased program awareness; to increase the effectiveness and impact of communication products on target audiences;
- Recommendations on how to maximize reach and build relationships with Northerners for capacity building and employment opportunities;
- Key messaging that supports the dissemination of each knowledge product;
- Address other key components, including remote and virtual communications;



- Suggest methods to promote the program externally nation-wide, and internally in the GSC, NRCan and Government of Canada;
- Outline a free-publicity campaign for educational activities and program awareness in northern Canada;
- Review GEM-GeoNorth’s communication strategies for its grant program, and provide strategic recommendations for increasing awareness for potential grant recipients;
- Provide a roadmap (visual plan) for carrying out the implementation of the proposed work;
- Propose solutions for products and processes, including consistency and new workflows;
- Identify the main internal gap analysis conclusions that specifically demonstrate the abilities to execute our main communication objectives;
- Provide target or performance measurement tools and/or framework to measure the success of ongoing development of communication. This could include methods for determining the reach of the products, or measurement targets on a cyclical basis to ensure continuous improvement over the life of the program.
- Provide recommendations on how to implement the communications plan in the event that the COVID-19 pandemic continues into 2021 or longer. To note this is only included to ensure that considerations are given to the current pandemic situation, and is not meant to be a significant exercise in this SOW;
- Recommend activities and strategies to increase program awareness and sustain messaging over the next five years.

**MILESTONE 5- Presentation of Key Findings**

The contractor will provide a PowerPoint presentation for Senior Management covering the key findings of the literature review, the workshops, and the strategic and operational communications plan, with recommendations.

**MILESTONE DEADLINES**

Milestones	Deliverables	Schedule
Project Start-Up	Kick-off meeting	Anticipated 2 weeks after awarding of contract
Literature review	Outline of literature review	To be discussed
Literature review	Final literature review	To be discussed
Workshop	Final discussion guide for workshops	To be discussed
Workshop	Workshop recruitment	To be discussed
Workshop	Conducting workshops and two-way discussion groups	To be discussed
Workshop	Provide a comprehensive report consisting of detailed summary of each workshop	To be discussed



Communications plan	Provide a draft strategic and operational communications plan	June 30, 2021
Communications plan	Provide a final strategic and operational communications plan	September 30, 2021
PowerPoint presentation	Provide a draft PowerPoint presentation providing top line findings from the literature review, workshops, communications plan, with recommendations for Senior Management	June 30, 2021
PowerPoint presentation	Provide final PowerPoint presentation	September 30, 2021

**PROJECT ADMINISTRATION**

The contractor will be required to provide updates on the progress of deliverables, the status of the work plan and any anticipated delays to the project authority every **two weeks via email** and **once a month via a telephone call or video conference**.

The proposal must include at least two rounds of revisions to all tools and reports. A final discussion guide must be approved by the project authority before the workshops begin.

All collected data must be stored on Canadian servers and Canadian back-up servers. The database must be located and only accessible in Canada. It must also be physically independent from all other databases, directly or indirectly, that are located outside Canada.

The contractor may perform other functions essential to the administration of the research.

**FORMAT AND STYLE OF FINAL DELIVERABLES**

All deliverables must be delivered electronically in English. All reports must be submitted both in Adobe Portable Document Format (PDF) and Microsoft Word format (.doc).

Presentation and Roadmap deliverables are to be provided in PDF and PowerPoint.

The page format for reports will be letter (8.5"x11") sized paper. The paper size of the roadmap can be larger and at the discretion of the Contractor, as the graphics involved are not yet known.

**OUT OF SCOPE**

The communications services provided by the contractor will allow the GCO team to develop effective program deliverables, such as knowledge products and communication tools. The production of these products and tools are out of scope for the contractor.

This contract does not include any traveling outside of Ottawa.



**LOCATION OF WORK, WORK SITE AND DELIVERY POINT**

The work is expected to be completed at the contractor's place of business. The work will be delivered to Natural Resources Canada at the Booth Street Complex.

**LANGUAGE**

The language of the work deliverables is English. French may be required to conduct some discussions and interviews.



## **ANNEX B - BASIS OF PAYMENT**

*(to be completed at contract award)*





## APPENDIX 1 - EVALUATION CRITERIA

Bidders are advised to address these criteria in the following order and in sufficient depth in their proposals to enable a thorough assessment. NRCan’s assessment will be based solely on the information contained within the proposal. NRCan may confirm information or seek clarification from bidders.

Bidders are advised that only listing experience without providing any supporting data to describe responsibilities, duties and relevance to the criteria will not be considered demonstrated for the purpose of this evaluation.

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

Bidders are also advised that the month(s) of experience listed for a project whose time frame overlaps that of another referenced project will only be counted once. For example: project one time frame is July 2001 to December 2001; project two time frame is October 2001 to January 2002; the total months of experience for these two project references is seven (7) months.

### 1. Technical Criteria

#### 1.1 Mandatory Evaluation Criteria

The Mandatory Criteria listed below will be evaluated on a simple pass/fail basis. Proposals which fail to meet the mandatory criteria will be deemed non-responsive.

Criterion ID	Mandatory Requirement	Pass/Fail (Yes/No)	Proposal Page #
M1	<p>The Bidder <b>MUST</b> provide detailed up-to-date curriculum vitae (CV) for each proposed resource.</p> <p>The CV should be detailed, chronological and include the following details:</p> <ul style="list-style-type: none"> <li>Federal department or client name;</li> <li>Start and End date (month/year)</li> <li>Summary of the Work conducted;</li> <li>Roles and responsibilities of the proposed resource(s)</li> <li>Experience in Communications</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
M2	<p>If proposing a single resource or as a team, at least one (1) resource <b>MUST</b> have a minimum of five (5) years of experience within the last ten (10) years in strategic communication development and communications planning.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
M3	<p>If proposing a single resource or as a team, at least one (1) resource <b>MUST</b> have experience in developing communication plans and products focused on Northern Indigenous peoples and Arctic communications and experience in delivering</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	



Criterion ID	Mandatory Requirement	Pass/Fail (Yes/No)	Proposal Page #
	<p>communication products to achieve good knowledge transfer in a Northern and remote context.</p> <p>Three (3) examples <b>MUST</b> be provided demonstrating this work (as an individual or a team).</p> <p>The project summary cited must describe the <i>experience in developing communication plans and products focused on Northern Indigenous peoples and Arctic communications</i>. The project summary provided should indicate:</p> <ol style="list-style-type: none"> <li>1. the name of the client organization;</li> <li>2. a brief description of the scope of services provided;</li> <li>3. the dates, duration and location of the project;</li> <li>4. the dollar value of the project;</li> <li>5. a description of the methodologies employed in the delivery of the report/study;</li> <li>6. the name and role of each of the resources involved in conducting said report/study;</li> <li>7. the total Offeror level of effort for the duration of the project; and</li> <li>8. the name, address and telephone number of the client project authority to whom the resource reported.</li> </ol> <p><b>NRCan reserves the right to contact the named client project authorities to verify the accuracy and veracity of the Bidders cited Project Summary.</b></p>		
<b>M4</b>	<p>If proposing a single resource or as a team, at least one (1) resource <b>MUST</b> be able to work in both Official Languages (English or French) at the Intermediate level.</p> <p>Bidders must indicate the capacity of the proposed resources to communicate orally and to produce documentation in both official languages. The proposal <b>MUST</b> clearly indicate the level of bilingualism of each <b>bilingual</b> team member. See table below for levels of proficiency.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Legend/Légende	Oral	Comprehension	Written
<b>Basic</b>	<p>A person speaking at this level can:</p> <ul style="list-style-type: none"> <li>• ask and answer simple questions;</li> <li>• give simple instructions; and</li> <li>• give uncomplicated directions relating to routine work situations.</li> </ul>	<p>A person reading at this level can:</p> <ul style="list-style-type: none"> <li>• fully understand very simple texts;</li> <li>• grasp the main idea of texts about familiar topics; and</li> <li>• read and understand elementary points of information such as dates, numbers, or</li> </ul>	<p>A person writing at this level can:</p> <ul style="list-style-type: none"> <li>• write isolated words, phrases, simple statements or questions on very familiar topics using words of</li> </ul>



		names from relatively more complex texts to perform routine job-related tasks.	time, place or person.
<b>Intermediate</b>	A person speaking at this level can: <ul style="list-style-type: none"> <li>sustain a conversation on concrete topics; report on actions taken;</li> <li>give straightforward instructions to employees; and</li> <li>provide factual descriptions and explanations.</li> </ul>	A person reading at this level can: <ul style="list-style-type: none"> <li>grasp the main idea of most work-related texts;</li> <li>identify specific details; and</li> <li>distinguish main from subsidiary ideas.</li> </ul>	A person writing at this level can: <ul style="list-style-type: none"> <li>deal with explicit information on work-related topics since they have sufficient mastery of grammar and vocabulary.</li> </ul>
<b>Advanced</b>	A person speaking at this level can: <ul style="list-style-type: none"> <li>support opinions; and understand and express hypothetical and conditional ideas</li> </ul>	A person reading at this level can: <ul style="list-style-type: none"> <li>understand most complex details, inferences and fine points of meaning; and</li> <li>have a good comprehension of specialized or less familiar material.</li> </ul>	A person writing at this level can: <ul style="list-style-type: none"> <li>write texts where ideas are developed and presented in a coherent manner.</li> </ul>

### 1.2 Evaluation of Rated Criteria

The criteria contained herein will be used by NRCan to evaluate each proposal that has met all of the mandatory criteria.

Proposals must achieve the stated minimum points required overall for the rated criteria to be assessed as responsive under the point rated technical criteria section; proposals not meeting the minimum required points will be deemed non-responsive.

Proposals will be evaluated based on the following criteria:

Criterion ID	Point Rated Technical Criteria	Points Breakdown for each requirement:	Proposal Page #
<p><b>For all examples cited below in the point-rated technical criteria, the project summary provided should indicate:</b></p> <ol style="list-style-type: none"> <li>the name of the client organization;</li> <li>a brief description of the scope of services provided;</li> <li>the dates, duration and location of the project;</li> <li>the dollar value of the project;</li> <li>a description of the methodologies employed in the delivery of the report/study;</li> <li>the name and role of each of the resources involved in conducting said report/study;</li> <li>the total Offeror level of effort for the duration of the project; and</li> <li>the name, address and telephone number of the client project authority to whom the resource reported.</li> </ol> <p><b><i>NRCan reserves the right to contact the named client project authorities to verify the accuracy and veracity of the Bidders cited Project Summary.</i></b></p>			
<b>R1</b>	If proposing a single resource or as a team, at least one (1) resource should demonstrate experience in synthesizing and	1 project - 5 pts 2 projects - 10 pts	



	<p>reviewing data, conducting literature reviews and/or environmental scans to effectively analyze information.</p> <p>Project examples should be provided along with a justification of how each demonstrates the above experience.</p>	<p>3 projects - 15 pts</p> <p><b>MAX POINTS: 15</b></p>	
<b>R2</b>	<p>If proposing a single resource or as a team, at least one (1) resource should demonstrate experience in conducting interviews with various groups and developing best practices to effectively deliver information.</p> <p>Project examples should be provided along with a justification of how each demonstrates the above experience.</p>	<p>1 project - 5 pts 2 projects - 10 pts 3 projects - 15 pts</p> <p><b>MAX POINTS: 15</b></p>	
<b>R3</b>	<p>If proposing a single resource or as a team, at least one (1) resource should demonstrate their ability to develop strategic roadmaps and presentations for senior management understanding.</p> <p>Project examples should be provided along with a justification of how each demonstrates the above experience.</p>	<p>1 project - 5 pts 2 projects - 10pts 3 projects - 15 pts</p> <p><b>MAX POINTS: 15</b></p>	
<b>R4</b>	<p>If proposing a single resource or as a team, at least one (1) resource should have experience working on a project which focused on communicating <b>Earth Sciences and/or Geological Research.</b></p> <p>One example should be provided for each along with a justification of how each demonstrates the above experience.</p>	<p>Earth Sciences - 2 pts Geological Research - 2 pts Both Experience - 5 pts</p> <p><b>MAX POINTS: 5</b></p>	
<b>Total points</b>		<b>50</b>	
<b>Minimum Points Required Overall to be Deemed Responsive</b>		<b>27</b>	



## APPENDIX 2 - FINANCIAL PROPOSAL FORM

### 1. Firm Price

Bidder tendered all-inclusive firm price to perform the work is in Canadian funds, applicable taxes excluded. Any Travel and Living Expenses and other miscellaneous expenses must be included in the firm price.

The bidder must provide a firm all-inclusive price to perform the work identified in the Statement of Work in Annex A and as per the terms and conditions of this RFP. Please note that Canada will make milestone payments as indicated in Table 1 below in accordance with Section 7.9.2 of this RFP.

<b>FIRM BID PRICE</b>	<b>BID PRICE</b> (Applicable taxes excluded)
Total All-inclusive Firm Price for Financial Proposal Evaluation	\$ _____

Applicable Taxes (will <b>NOT</b> be included in evaluated financial proposal amount)	\$ _____
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**TABLE 1 - MILESTONE PAYMENTS**

Milestone #	Description of Milestone	Milestone Firm Price (Applicable Taxes Excluded)
1	Project Start Up	5 % of Total Price
2	Literature Review and Analysis	15 % of Total Price
3	Workshops and Report	30 % of Total Price
4	Strategic and Operational Communications Plan	40 % of Total Price
5	Presentation of Key Findings	10 % of Total Price