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## REQUEST FOR PROPOSAL (RFP)

Media Monitoring and Analysis Service

**Bid Submission Deadline:  
April 1<sup>st</sup> 2021, 2:00 PM EDT**

**Submit Bid:**

**By Fax: 819-997-9776**

**Or by E-Post Connect**

**Reference:** CSA File No. **9F015-20200533**

*Note:* Please read this Request for Proposal carefully for further details on the requirements and bid submission instructions.



**11 mars 2021**



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## PART 1 - GENERAL INFORMATION

### 1. Summary

The Canadian Space Agency (CSA) is seeking specialized media monitoring and analysis services that include the following:

- a) real-time monitoring and analysis of a wide range of Canada's national and regional English and French media outlets, including mainstream and trade print publications (academic and research publications) and traditional and online radio and television stations;
- b) production and email delivery of the daily report of traditional and online media coverage;
- c) a high-quality monthly and annual media analysis service;
- d) upon request, transcripts (verbatim) and audio and video excerpts of radio and television news and public affairs programs broadcast in the provinces and territories of Canada;
- e) upon request, archival research on media coverage.

- **Period of the Contract**

This Request for Proposal is for the award of one (1) one-year contract from June 1, 2021 to July 31, 2022 with four (4) irrevocable options of one (1) year each, which allows Canada to extend the contract term.

- **Work location**

The work will take place at the consultant offices.

- **Travel**

As travel is not required, no travel expenses will be reimbursed.

- **Official languages**

The contractor must be able to provide staff that are able to communicate and draft documents in French and English.

### 2. Security Requirement

There are no security requirements associated with this requirement.

### 3. Trade Agreements

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

### 4. The epost Connect service

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.

### 5. Maximum Funding

The maximum funding available for the contract resulting from this solicitation is \$120,000.00, for the initial period, and \$120,000.00 for each optional year, exclusive of applicable taxes. The disclosure of the



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maximum funding available does not commit Canada to paying this amount. Any bid that exceeds this amount will be deemed non-responsive

## **6. Debriefings**

After contract award, bidders may request a debriefing on the results of the bid solicitation. Bidders should make the request to the Contracting Authority within 15 working days of receipt of notification that their bid was unsuccessful. The debriefing may be provided in writing, by telephone or in person.

## **7. Recourse for suppliers with respect to the Procurement Process**

Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. There are several mechanisms available to suppliers to address concerns they may have related to federal government procurement, such as: the Office of the Procurement Ombudsman (OPO), the Canadian International Trade Tribunal (CITT), the Competition Bureau, and before the Federal Court of Canada and any of Canada's provincial superior courts. Regardless of the forum to which a supplier brings a complaint, there are strict timelines for filing complaints.



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## PART 2 - BIDDER INSTRUCTIONS

### 1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for proposal (RFP) by number, date and title are set out in the Standard Acquisition Clauses and Conditions (SACC) 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 this bid solicitation and accept the clauses and conditions of the resulting contract.

#### 1.1. SACC Manual Clauses

**The document 2003 (2020-05-28)** - Standard Instructions - Request for Proposal - Goods or Services - Competitive Requirements are incorporated by reference into and form part of the bid solicitation. <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/25>

### 2. Submission of Bids

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.

Due to the current situation with the spread of coronavirus disease (COVID-19), Bidders must use the epost connection service or fax (819-997-9776) prior to the date and time indicated on the first page of the bid solicitation. Paper bids will not be accepted.

#### Bids must be submitted ONLY:

- ❖ By the epost Connect service: <https://www.canadapost.ca/cpc/en/business/postal-services/digital-mail/epost-connect.page>

**Epost connect service information: Section 08 (2020-05-28)** - Transmission by epost Connect of document 2003 (2020-05-28) – Standard Instructions - Goods or Services - Competitive Requirements  
<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/25>

Or

- ❖ **By Fax: 819-997-9776**

at the date, time and place indicated on the front page of this bid solicitation.

**DO NOT COPY THE CONTRACTING AUTHORITY**



### 3. Enquiries - Bid Solicitation

All enquiries must be submitted **BY E-MAIL ONLY** to the Contracting Authority [marie-eve.soucy2@canada.ca](mailto:marie-eve.soucy2@canada.ca) **no later than two (2) 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 questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

### 4. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in **PROVINCE OF QUEBEC**.

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.

### 5. Communications Notification

As a courtesy, the Government of Canada requests that successful bidders notify the Contracting Authority in advance of their intention to make public an announcement related to the award of a contract.



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## PART 3 - BID PREPARATION INSTRUCTIONS

### 1. Bid Preparation Instructions

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

**Section I:** Technical Bid

**Section II:** Financial Bid

**Section III:** Certifications

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

Canada requests that bidders follow the format instructions described below in the preparation of their bid.

- a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- b) use a numbering system that corresponds to that of the Request for proposal

#### ❖ If Submitted by fax:

3 separate documents entitled: Technical Bid, Financial Bid, Certifications

Unless specified otherwise in the bid solicitation, bids may be submitted by facsimile.

- i. PWGSC, National Capital Region: The only acceptable facsimile number for responses to bid solicitations issued by PWGSC headquarters is 819-997-9776 or, if applicable, the facsimile number identified in the bid solicitation.
- ii. PWGSC regional offices: The facsimile number for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.
- iii. For bids transmitted by facsimile, Canada will not be responsible for any failure attributable to the transmission or receipt of the faxed bid including, but not limited to, the following:
  - iv. receipt of garbled, corrupted or incomplete bid;
  - v. availability or condition of the receiving facsimile equipment;
  - vi. incompatibility between the sending and receiving equipment;
  - vii. delay in transmission or receipt of the bid;
  - viii. failure of the Bidder to properly identify the bid;
  - ix. illegibility of the bid; or
  - x. security of bid data.
- xi. A bid transmitted by facsimile constitutes the formal bid of the Bidder and must be submitted in accordance with section 05.





- ❖ **If Submitted by** epost Connect service: <https://www.canadapost.ca/cpc/en/business/postal-services/digital-mail/epost-connect.page>

3 separate documents entitled: Technical Bid, Financial Bid, Certifications

Unless specified otherwise in the bid solicitation, bids may be submitted by using the epost Connect service provided by Canada Post Corporation.

- xii. PWGSC, National Capital Region: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC headquarters is: tpsgc.dgareceptiondessoumissions-abbidReceiving.pwgsc@tpsgc-pwgsc.gc.ca, or, if applicable, the email address identified in the bid solicitation.
- xiii. PWGSC regional offices: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.
- xiv. To submit a bid using epost Connect service, the Bidder must either:
- xv. send directly its bid only to the specified PWGSC Bid Receiving Unit, using its own licensing agreement for epost Connect provided by Canada Post Corporation; or
- xvi. send as early as possible, and in any case, at least six business days prior to the solicitation closing date and time, (in order to ensure a response), an email that includes the bid solicitation number to the specified PWGSC Bid Receiving Unit requesting to open an epost Connect conversation. Requests to open an epost Connect conversation received after that time may not be answered.
- xvii. If the Bidder sends an email requesting epost Connect service to the specified Bid Receiving Unit in the bid solicitation, an officer of the Bid Receiving Unit will then initiate an epost Connect conversation. The epost Connect conversation will create an email notification from Canada Post Corporation prompting the Bidder to access and action the message within the conversation. The Bidder will then be able to transmit its bid afterward at any time prior to the solicitation closing date and time.
- xviii. If the Bidder is using its own licensing agreement to send its bid, the Bidder must keep the epost Connect conversation open until at least 30 business days after the solicitation closing date and time.
- xix. The bid solicitation number should be identified in the epost Connect message field of all electronic transfers.
- xx. It should be noted that the use of epost Connect service requires a Canadian mailing address. Should a bidder not have a Canadian mailing address, they may use the Bid Receiving Unit address specified in the solicitation in order to register for the epost Connect service.
- xxi. For bids transmitted by epost Connect service, Canada will not be responsible for any failure attributable to the transmission or receipt of the bid including, but not limited to, the following:
  - xxii. receipt of a garbled, corrupted or incomplete bid;
  - xxiii. availability or condition of the epost Connect service;
  - xxiv. incompatibility between the sending and receiving equipment;
  - xxv. delay in transmission or receipt of the bid;
  - xxvi. failure of the Bidder to properly identify the bid;
  - xxvii. illegibility of the bid;
  - xxviii. security of bid data; or,
  - xxix. inability to create an electronic conversation through the epost Connect service.
- xxx. The Bid Receiving Unit will send an acknowledgement of the receipt of bid document(s) via the epost Connect conversation, regardless of whether the conversation was initiated by the supplier using its own license or the Bid



Receiving Unit. This acknowledgement will confirm only the receipt of bid document(s) and will not confirm if the attachments may be opened nor if the content is readable.

- xxx. Bidders must ensure that they are using the correct email address for the Bid Receiving Unit when initiating a conversation in epost Connect or communicating with the Bid Receiving Unit and should not rely on the accuracy of copying and pasting the email address into the epost Connect system.
- xxxii. A bid transmitted by epost Connect service constitutes the formal bid of the Bidder and must be submitted in accordance with section 05.

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

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements.

Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

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



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## Section II: Financial Bid

- A. Bidders must submit their financial bid in Canadian funds and in accordance with the pricing schedule detailed in Attachment 1 to Part 3.
- B. Bidders must submit their price FOB destination; Canadian customs duties and excise taxes included, as applicable; and Applicable Taxes excluded.

Applicable Taxes

- C. The price breakdown must not include the Applicable Taxes.

### D. Electronic Payment of Invoices - Bid

The Government of Canada is phasing out paper cheques in favour of Direct Deposit for all payments issued by the Receiver General. Direct Deposit is a secure and reliable method of receiving payment, eliminating the risk of lost or stolen cheques. You will find all the information to enrol in direct deposit with Canadian Space Agency at : <http://www.asc-csa.gc.ca/eng/forms/vendor-direct-depot-form.asp>

Bidders should review Contract Cost Principles 1031-2 (2012-07-16)

<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/3/1031-2/6>

## Section III: Certifications

Bidders must submit the certifications required under Part 5.



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## ATTACHMENT 1 TO PART 3, PRICING SCHEDULE

**All basis of payment blocks must be completed. Bidders MUST provide unit prices in the requested unit.** If the bidder's proposal includes prices in a unit other than the requested unit, their offer will be deemed non-compliant and no further consideration will be given to the offer.

**The bidder is required to submit firm, all-inclusive unit rates, as detailed below, HST extra if applicable.** All prices must include travel costs, living expenses and direct costs incurred in the performance of the work, such as licence fees, copyright fees, long-distance charges and any other repayable element.

The contractor will be paid for costs reasonably and properly incurred in the performance of the work, as detailed below. Harmonized Sales Tax is extra, if applicable.


**1.1 For the initial contract period of June 1, 2021 to July 31, 2022**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>	<b>E Annual Quantity (for evaluation purposes only)</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month	12 months
	Prepare daily media coverage report	Per hour	\$_____/hour	600 hours
	Summary (written publications)	Per summary	\$_____/summary	1,000
	Electronic media summaries (radio and television)	Per summary	\$_____/summary	2,500
	Television summary	Per summary	\$_____/summary	100
	Podcast summaries	Per summary	\$_____/summary	25
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word	20,000 words
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word	10,000 words
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip	10 clips



	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip	5 clips
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour	180
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Appendix A.	Per hour	\$_____/hour	50
Archive searches (section 4.5)	Archive searches for coverage of past events	Per 15 minutes	\$_____/15 minutes	10
Courier fees			At cost	

**1.2 For the first option period from August 1, 2022 to July 31, 2023**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>	<b>E Annual Quantity (for evaluation purposes only)</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month	12 months
	Prepare daily media coverage report	Per hour	\$_____/hour	600 hours
	Summary (written publications)	Per summary	\$_____/summary	1,000
	Electronic media summaries (radio and television)	Per summary	\$_____/summary	2,500
	Television summary	Per summary		100



			\$_____/summary	
	Podcast summaries	Per summary	\$_____/summary	25
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word	20,000 words
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word	10,000 words
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip	10 clips
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip	5 clips
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour	180
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Appendix A.	Per hour	\$_____/hour	50
Archive searches (section 4.5)	Archive searches for coverage of past events	Per 15 minutes	\$_____/15 minutes	10
Courier fees			At cost	



**1.3 For the second option period from August 1, 2023 to July 31, 2024**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>	<b>E Annual Quantity (for evaluation purposes only)</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$ _____/month	12 months
	Prepare daily media coverage report	Per hour	\$ _____/hour	600 hours
	Summary (written publications)	Per summary	\$ _____/summary	1,000
	Electronic media summaries (radio and television)	Per summary	\$ _____/summary	2,500
	Television summary	Per summary	\$ _____/summary	100
	Podcast summaries	Per summary	\$ _____/summary	25
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$ _____/word	20,000 words





	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word	10,000 words
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip	10 clips
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip	5 clips
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour	180
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Appendix A.	Per hour	\$_____/hour	50
Archive searches (section 4.5)	Archive searches for coverage of past events	Per 15 minutes	\$_____/15 minutes	10
Courier fees			At cost	

**1.4 For the third option period from August 1, 2024 to July 31, 2025**

<b>A</b> <b>Request</b>	<b>B</b> <b>Description</b>	<b>C</b> <b>Unit</b>	<b>D</b> <b>Cost Per Unit</b>	<b>E</b> <b>Annual Quantity (for evaluation purposes only)</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month	12 months
	Prepare daily media coverage report	Per hour	\$_____/hour	600 hours
	Summary (written publications)	Per summary		1,000



			\$_____/summary	
	Electronic media summaries (radio and television)	Per summary	\$_____/summary	2,500
	Television summary	Per summary	\$_____/summary	100
	Podcast summaries	Per summary	\$_____/summary	25
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word	20,000 words
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word	10,000 words
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip	10 clips
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip	5 clips
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour	180
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Appendix A.	Per hour	\$_____/hour	50
Archive searches (section 4.5)	Archive searches for coverage of past events	Per 15 minutes	\$_____/15 minutes	10
Courier fees			At cost	





**1.5 For the fourth option period of August 1, 2025 to July 31, 2026**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>	<b>E Annual Quantity (for evaluation purposes only)</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month	12 months
	Prepare daily media coverage report	Per hour	\$_____/hour	600 hours
	Summary (written publications)	Per summary	\$_____/summary	1,000
	Electronic media summaries (radio and television)	Per summary	\$_____/summary	2,500
	Television summary	Per summary	\$_____/summary	100
	Podcast summaries	Per summary	\$_____/summary	25
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word	20,000 words
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word	10,000 words
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip	10 clips



	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip	5 clips
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour	180
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Appendix A.	Per hour	\$_____/hour	50
Archive searches (section 4.5)	Archive searches for coverage of past events	Per 15 minutes	\$_____/15 minutes	10
Courier fees			At cost	



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## PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION

### 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.

### 2. Evaluation Criteria

#### 2.1 Mandatory Criteria (SEE TABLE #1)

**At Bid closing time**, the Bidder must comply with the following Mandatory Requirements and provide the necessary documentation to support compliance.

Any Bid which fails to meet all the following Mandatory Requirements will be declared non-responsive. Each requirement is requested to be addressed separately.

#### 2.2 Point Rated Technical Criteria (SEE TABLE #2)

**To be declared responsive**, a bid **MUST** achieve a pass on rated requirements outlined in the table #2.

### 3. Financial Evaluation

#### 3.1 Mandatory Financial Criteria

The maximum funding available for the contract resulting from this solicitation is \$120,000.00, for the initial period, and \$120,000.00 for each optional year, exclusive of applicable taxes. The disclosure of the maximum funding available does not commit Canada to paying this amount. Any bid that exceeds this amount will be deemed non-responsive

#### 3.2 Point Rated Financial Criteria

The price of the bid will be evaluated in Canadian dollars, Applicable Taxes excluded, FOB destination, Canadian customs duties and excise taxes included.

### 4. Basis of Selection

SACC *Manual* Clause [A0027T](#) Basis of Selection – Highest Combined Rating of Technical Merit and Price

The overall score for each bid is obtained by summing up technical and financial scores. The maximum overall score for a bid is 95. The responsive bid with the highest score using a weighting factor of 80% for the technical evaluation and 20% for the price will be recommended for award of a contract.



The proposals will be evaluated based on the best value for the Canadian Space Agency. The successful Bidder will be selected using the weighting factors of **80% for the technical evaluation and 20% for the price.**

- The proposal will be evaluated against the mandatory technical criteria indicated in Table 1. Only proposals with all mandatory criteria will be evaluated further.
- The proposals will be evaluated against the rated technical criteria indicated in Table 2. Only proposals which obtain at least **57 points of 95** will be evaluated further.
- The score obtained for each eligible proposal will then be added to the score for the price proposal. The score for the price proposal will be determined by giving the full 20 points to the lowest qualified Bidder. Scores given to the price proposals of other qualified Bidders will be prorated from the lowest bid.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 80/20 ratio of technical merit and price, respectively.

The total available points equals 100 and the lowest evaluated price is \$45,000 (45).

<b>Basis of Selection</b>			
<b>Highest Combined Rating of Technical Merit (80%) and Price (20%)</b>			
<b>Bidder</b>	<b>Bidder 1</b>	<b>Bidder 2</b>	<b>Bidder 3</b>
<b>Overall Technical Score</b>	<b>96/100</b>	<b>89/100</b>	<b>92/100</b>
<b>Bid Evaluated Price</b>	<b>C\$55,000</b>	<b>C\$50,000</b>	<b>C\$45,000</b>
<b>Calculations</b>	<b>Technical Merit Points</b>	<b>Price Points</b>	<b>Total Score</b>
<b>Bidder 1</b>	96 / 100 x 80 = 76.80	45* / 55 x 20 = 16.36	93.16
<b>Bidder 2</b>	89 / 100 x 80 = 71.20	45* / 50 x 20 = 18	79.20
<b>Bidder 3</b>	92 / 100 x 80 = 73.60	45* / 45* x 20 = 20	<b>93.60</b>

\* represents the lowest evaluated price

Mandatory requirements in Table 1 will be evaluated according to the compliant/non-compliant method.

Proposals must include the necessary documentation to demonstrate compliance with the mandatory requirements.

Proposals not meeting the mandatory requirements will be given no further consideration and will be declared non-responsive.

In the following mandatory technical criteria, Bidders are requested to either “confirm” or “demonstrate” they meet the requirement.

Where a mandatory criteria requests a bidder to “confirm”: to be responsive, a statement is required confirming they meet the mandatory requirement.

Where a mandatory criteria requests a bidder to “demonstrate”: to be responsive, the technical bid must substantiate or show how the proposed media monitoring and analysis service meets the criteria identified in the mandatory requirement. The substantiation must not simply be a repetition of the requirement(s), but must explain/show to demonstrate how the service being proposed in the bid will meet the requirements. Simply stating that the Bidder or its proposed service complies with the requirement is not sufficient. Where Canada determines that the substantiation is insufficient in explaining/showing how the proposed solution demonstrates a mandatory requirement(s), the Bid will be considered non-responsive and disqualified.

<b>TABLE #1 - Mandatory Technical Criteria (MT)</b>			
<b>Number</b>	<b>Mandatory Technical Criterion</b>	<b>Meet or Not</b>	<b>Evaluator’s remark</b>
			<ul style="list-style-type: none"> <li>• Must reference relevant section, page number of bid;</li> <li>• Summarize conclusion briefly.</li> </ul>
<b>MT1</b>	<p>The Bidder must have a minimum of two (2) years’ experience gained within the last three (3) years from the closing date of this Request for Proposal (RFP), in the monitoring of a wide range of media, generating and delivering a daily media coverage report, and delivering high quality media coverage analysis reports.</p> <p>To <b>demonstrate</b> this experience, the Bidder must provide at least one (1) reference letter<sup>1</sup> that include(s) at least two (2) previous projects where these services were provided, ongoing or successfully completed within</p>		



	<p>the last three (3) years from the closing date of this RFP. The following information on each previous project must be cited:</p> <ol style="list-style-type: none"> <li>1. Brief description of the work, including how the above requirements were met;</li> <li>2. Description of service standards and how the work met clients' deadlines;</li> <li>3. For whom the services were provided, including the name of the client's organization and contact information;</li> <li>4. Start date (month, day and year) of the work; and</li> <li>5. End date (month, day and year) of the work, or indicate "Ongoing" if the project is still in progress at the closing date of this RFP.</li> </ol>		
<p><b>MT2</b></p>	<p>Bidders must <b>demonstrate</b> that the account manager dedicated to the client service has a minimum of two (2) years' experience providing the service within the last three (3) years. A professional résumé must be provided.</p>		
<p><sup>1</sup>Reference letters must include all the information specified in the MT1 and can be prepared by the Bidder. The evaluation team will contact the referee for validation. If the referee provides information that conflicts with that mentioned by the Bidder, the reference letter will be considered invalid. During the evaluation, reference statements for which the referee cannot be contacted within ten (10) business days will also be considered invalid.</p> <p><b><u>*Requested documents must be included with the tender or your proposal will be automatically rejected</u></b></p>			



<b>TABLE #2 - Point-Rated Technical Criteria (RC)</b>			
<b>Bids which fail to obtain the required minimum number of 57 points specified will be declared non-responsive. Each point-rated criterion should be addressed separately.</b>			
	<b>Maximum total points</b>	<b>Results</b>	<b>Evaluator's remark</b>
<b>Point-Rated Technical Criterion (RC)</b>			<ul style="list-style-type: none"> <li>• Must reference relevant section, page number of bid;</li> <li>• Summarize conclusion briefly.</li> </ul>
<b>RC1</b> Media monitoring: Scope of media coverage	<b>25</b>		
<b>RC2</b> Media monitoring: Format and accessibility of media coverage report and automatic notifications	<b>20</b>		
<b>RC3</b> Media monitoring: Transcriptions, audio or video clips	<b>10</b>		
<b>RC4</b> Media analyses and reports: Annual, monthly and ad hoc	<b>20</b>		
<b>RC5</b> Access to media coverage archives	<b>10</b>		
<b>RC6</b> Client service and support	<b>10</b>		
<b>Maximum score</b>	<b>95</b>		
<b>Minimum required</b>	<b>57</b>		
<b>Total obtained</b>			<b>/ 95</b>



## Description of points for Technical Rated Criteria

### RC1. Media monitoring: Scope of Media coverage

The Bidder should submit the following for the evaluation of scope of Canadian media coverage:

- Complete list of English and French **print and online publications** covered.
- Complete list of English and French **radio and television** stations covered.
- Complete list of English and French **specialized** publications (print and online) and channels (traditional and online) covered.

RC1 will be evaluated as follows:

Rated criteria	Criteria	0 points	1 points	2 points	3 points	4 points	5 points
<b>RC1 MEDIA MONITORING</b> <i>Scope of Media coverage</i> <b>Maximum score: 25 points</b>  The firm's ability to cover the media landscape of Quebec and Canada will be evaluated by the following criteria:	<b>Number of dailies covered</b>	The Bidder's list includes no dailies covered.	The Bidder's list includes 29 or less dailies covered.	The Bidder's list includes between 30 and 39 dailies covered.	The Bidder's list includes between 40 and 54 dailies covered.	The Bidder's list includes between 55 and 68 dailies covered.	The Bidder's list includes 69 or more dailies covered.
	<b>Number of weeklies covered</b>	The Bidder's list includes no weeklies Covered.	The Bidder's list includes 84 or less weeklies covered.	The Bidder's list includes between 85 and 109 weeklies covered.	The Bidder's list includes between 110 and 149 weeklies covered.	The Bidder's list includes between 150 and 174 weeklies covered.	The Bidder's list includes 175 or more weeklies covered.
	<b>Number of radio and television stations covered</b>	The Bidder's list includes no radio or television stations covered.	The Bidder's list includes 99 or less television stations covered.	The Bidder's list includes between 100 and 199 television stations covered.	The Bidder's list includes between 200 and 299 television stations covered.	The Bidder's list includes between 300 and 349 television stations covered.	The Bidder's list includes 350 or more television stations covered.



	<b>Number of community newspapers covered</b>	The Bidder's list includes no community newspapers	The Bidder's list includes 299 or less community newspapers.	The Bidder's list includes between 300 and 499 community newspapers.	The Bidder's list includes between 500 and 749 community newspapers.	The Bidder's list includes between 750 and 899 community newspapers.	The Bidder's list includes 900 or more community newspapers.
	<b>Number of online sources covered*</b>	The Bidder's list includes no online sources.	The Bidder's list of online media sources includes less than 40 % of the highest number of sources submitted by all Bidders.	The Bidder's list of online media sources includes between 41% and 50 % of the highest number of sources submitted by all Bidders.	The Bidder's list of online media sources includes between 51% and 70% of the highest number of sources submitted by all Bidders.	The Bidder's list of online media sources includes 71% to 89% of the highest number of sources submitted by all Bidders.	The Bidder's list of online media sources includes 90% to 100% of the highest number of sources submitted by all Bidders.
<p>*To establish the score for online monitoring coverage, each responsive bid will be prorated against the highest number of sources submitted. The Bidder with the highest number of sources will receive the maximum points.</p>							



## RC2. Media monitoring: Format and accessibility of media coverage report and automatic notifications

The Bidder must submit a sample of a media coverage report to demonstrate that it meets the requirements.

### RC2 will be evaluated as follows:

Rated criteria	Criteria	Points
<p><b>RC2 MEDIA MONITORING</b>  <i>Format and accessibility of media coverage report</i>  <b>Maximum score: 20 points</b></p> <p>Ability to deliver a complete media coverage report in a clear format that is accessible on smart phones and tablets, with clickable web links and accessible without registration</p>	<p>Quality of the sample media coverage report (to demonstrate this ability)</p>	<p><u>Accessibility of the information</u> (refer to section 3.1.1.2, paragraph 1 of the SOW for details)</p> <ul style="list-style-type: none"> <li>All 5 of the requirements are met (5 pts)</li> <li>Between 2 and 4 requirements are met (3 pts)</li> <li>Only 1 requirement of the SOW is met (1 pt)</li> </ul> <p><u>Ease of use</u></p> <ul style="list-style-type: none"> <li>Links lead to the referred article in a single click; the font used is standard to avoid formatting change when the email is forwarded (5 pts)</li> <li>Links lead to the referred article in two clicks; the formatting and font changes when the email is forwarded (3 pts)</li> <li>Links do not lead to the article (0)</li> </ul> <p><u>Quality of monitoring notes</u> (refer to section 3.1.1.2, paragraphs 4 and 5 of the SOW for details)</p> <ul style="list-style-type: none"> <li>Publication (print and web)/Radio/TV/Podcast summaries (monitoring notes) are complete and include <b>all</b> 8 required information items (5 pts)</li> <li>Publication (print and web)/Radio/TV/Podcast summaries include between 4 and 7 of the required information items (3 pts)</li> <li>Publication (print and web)/Radio/TV/Podcast summaries are missing 3 out of the 8 required information items (0 pt)</li> </ul>



	<p>Ability to deliver automatic notifications of media coverage (online, TV, radio and podcasts) in addition to the daily media coverage report</p>	<p><u>Ability to deliver automatic notifications</u></p> <ul style="list-style-type: none"> <li>• The Bidder confirms the ability to deliver two (2) automatic notifications, from Monday to Friday, at 12 p.m. and 4 p.m. respectively, of online publication and radio, TV or podcasts summaries that are published after the daily media coverage report (5 pts)</li> <li>• The Bidder confirms the ability to deliver one (1) automatic notification, from Monday to Friday, between 2 and 4 p.m. of online publication and radio, TV or podcasts summaries that are published after the daily media coverage report (3 pts)</li> <li>• The Bidder does not confirm the ability to deliver automatic notifications, from Monday to Friday, at 12 p.m. and 4 p.m. respectively, of online publication and radio, TV or podcasts summaries that are published after the daily media coverage report (0 pts)</li> </ul>
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### RC3. Media monitoring: transcriptions, audio or video clips

The ability to provide transcriptions, audio or video clips in a short time frame (specifying the difference between regular and rush service for each product).

The Bidder must demonstrate, in their reference letter(s)<sup>1</sup>, the following:

- The deadlines to deliver transcriptions were respected (80% of the time) (see table, section 3.2.2 in the SOW).
- The deadlines to deliver audio/video clips were respected (80% of the time) (see table, section 3.3.2 in the SOW).

<sup>1</sup>Reference letters can be prepared by the Bidder. The evaluation team will contact the referee for validation. If the referee provides information that conflicts with that mentioned by the Bidder, the reference letter will be considered invalid. During the evaluation, reference statements for which the referee cannot be contacted within ten (10) business days will also be considered invalid

#### RC3 will be evaluated as according to the timing criteria

Criteria	0	5	10
<p><b>RC3 MEDIA MONITORING</b>  <i>Media reports (transcriptions, audio or video clips)</i>  <b>Maximum score: 10 points</b></p> <p>The ability to provide transcriptions, audio or video clips in a short time frame.</p>	<p>The reference letter does not indicate that the Bidder is able to meet the requirements of both the regular and rush services.</p>	<p>The reference letter indicates that the Bidder is able to meet the requirement for regular service but not the rush service.</p>	<p>The reference letter clearly demonstrates the Bidder is able to deliver the work for both regular and rush services in the time frames requested.</p>



#### RC4. Media analyses and reports: Annual, monthly and ad hoc

The Bidder should submit two sample media analyses on an event with national coverage: (1) one quantitative and (2) one with both with both qualitative and quantitative factors, on different subjects, in the language of their choice.

The client can be contacted to verify conformity. The samples must demonstrate cross referencing between indicators in the analysis.

#### RC4 will be evaluated as follows

Rated Criteria	Criteria	0	5	10
<b>RC4 Media monitoring:</b> <i>Media coverage</i> <b>Maximum score: 20 points</b> Ability to provide qualitative and quantitative media analyses on a monthly or annual basis or on demand.	<b>Monthly media analysis</b> (section 3.4.1.1)	Less than 3 of the specific indicators outlined in the SOW are included.  There is no cross referencing between indicators.	Between 3 or 4 of the specific indicators outlined in the SOW are included. There is cross referencing between indicators in the analysis.	All 5 of the specific indicators outlined in the SOW are included. There is cross referencing between indicators in the analysis.
	<b>Annual and ad hoc media analysis</b> (sections 3.4.1.2 and 3.4.1.3)	Less than 6 of the specific indicators outlined in the SOW are included. There is no cross referencing between indicators.	Between 7 and 8 of the specific indicators outlined in the SOW are included. There is cross referencing between indicators in the analysis.	Between 9 and 10 of the specific indicators outlined in the SOW are included. There is cross referencing between indicators in the analysis.





### RC5. Access to media coverage archives

The Bidder certifies that it has access to media coverage archives as specified in the SOW (section 4.5 bullet 1).

#### RC5 will be evaluated as follows

Criteria	0	5	10
<b>RC5 ACCESS TO MEDIA COVERAGE ARCHIVES</b> Maximum score: 10 points	No access available for a minimum of 1 year.	The Bidder has access to media coverage archives for a period of less than 1 year.	The Bidder has access to media coverage archives for a period of one year or more.

### RC6. Client service and support

The Bidder must demonstrate the ability to provide high-quality, timely service and high availability.

The Bidder must demonstrate, in their reference letter(s)<sup>1</sup>, the following (refer to section 6 of the SOW):

- The Bidder is organized to meet the deadline requirements identified in the SOW;
- The Bidder is able to respond to regular and urgent requests as outlined in the SOW.

<sup>1</sup>Reference letters can be prepared by the Bidder. The evaluation team will contact the referee for validation. If the referee provides information that conflicts with that mentioned by the Bidder, the reference letter will be considered invalid. During the evaluation, reference statements where the referee cannot be contacted within ten (10) business days will also be considered invalid

#### R6 will be evaluated as follows

Criteria	0	5	10
<b>RC6 Client service and support</b> Maximum score: 10 points	The reference letter does not indicate that the Bidder is able to meet the deadline requirements and respond to regular and urgent requests.	The reference letter indicates that the Bidder is able to meet the deadline requirement and respond to regular requests but not urgent requests.	The reference letter clearly demonstrates the Bidder is able to meet the deadline requirements and respond to regular and urgent requests.



## PART 5 - CERTIFICATIONS

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.

### 1. Certifications Required with the Bid

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

#### 1.1 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 with FPS, bidders must provide the information required below before contract award.

##### 1.1.1 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.



### 1.1.2 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 FPS 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.

### 1.1.3 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.

## 1.2 Ineligibility and Suspension Policy

Bidders, offerors or suppliers certify to the following when submitting a bid:

- they have read and understand the **Ineligibility and Suspension Policy**; <http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>
- they understand that certain domestic and foreign criminal charges and convictions, and other circumstances, will or may result in a determination of ineligibility or suspension;
- they are aware that Canada may request additional information, certifications and validations for the purposes of making a determination of ineligibility or suspension;
- they have provided a list of all foreign criminal charges and convictions;
- none of the domestic criminal offences and other circumstances described in the Policy applies to them, their affiliates and their first tier subcontractors; and
- they are not aware of a determination of ineligibility or suspension that applies to them.

## 1.3 Integrity Provisions – List of Names



- 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. (See Annex D - Integrity Form).
- Bidders bidding as sole proprietorship, as well as those bidding as a joint venture, **must provide the name of the owner(s)**. (See Annex D - Integrity Form).
- Bidders bidding as societies, firms or partnerships do not need to provide lists of names.

#### 1.4 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.

#### 1.5 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.

#### 1.1 Linguistics Requirements

By submitting a bid, bidders certify that, if awarded the resulting contract, each person proposed in the RFP has an intermediate level of written, oral and spoken English and French. Refer to the Language Grid of linguistics skill in Annex E.

#### 1.2 Procurement Business Number

Suppliers are required to have a Procurement Business Number (PBN) before contract award. Suppliers may register for a PBN online at Supplier Registration Information

<https://srisupplier.contractsCanada.gc.ca/>.

For non-Internet registration, suppliers may contact the InfoLine at 1-800-811-1148 to obtain the telephone number of the nearest Supplier Registration Agent.

Procurement Business Number (PBN): \_\_\_\_\_



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### 1.3 Certification

Compliance with the certifications provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification or it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

#### CERTIFICATION SIGNATURE

We hereby certify compliance with the above noted certification requirements for:

- 1.1. Former Public Servant
- 1.2. Ineligibility and Suspension Policy
- 1.3. Integrity Provisions – List of Names
- 1.4. Status and Availability of Resources
- 1.5. Education and Experience
- 1.6. Linguistics Requirements
- 1.7. Procurement Business Number
- 1.8. Certification

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Signature

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Date

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Name (print or type) of person authorized to sign on behalf of the Organization

Phone : \_\_\_\_\_

E-Mail : \_\_\_\_\_



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## PART 6 - RESULTING CONTRACT CLAUSES

### 1. Priority of Documents

The documents specified below will form part of and will be incorporated into the Contract. If there is a discrepancy between the wording of any documents which appear on the list, the wording of the document which first appears shall prevail over the wording of any document which subsequently appears on the list.

- the Articles of Agreement;
- Clauses and Conditions  
Supplementary Conditions  
General Conditions:
  - **2010B (2018-06-21)**, Professional services (medium complexity)
- Annex A, Basis of payment
- Annex B, Statement of Work;
- Annex C, Performance Evaluation
- the Contractor's proposal dated \_\_\_\_\_

### 2. Statement of Work

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

### 3. 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 issued by Public Works and Government Services Canada.

<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>

#### 3.1 General conditions

**2010B (2020-05-28)**, Professional services (medium complexity)

<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/3/2010B/19>

### 4. Security Requirements

There is no security requirement applicable to the Contract.

### 5. Term of Contract

From June 1, 2021 to July 31, 2022

#### 5.1 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) 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 at least 30 calendar days 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.

Canada may exercise this option at any time by sending a written notice to the Contractor at least thirty (30) calendar days before the Contract expiry date.

The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

## **6. Basis of Payment - Limitation of expenditure**

For the Work described the Statement of Work in Annex C, the Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with the Basis of Payment in Annex B to a limitation of expenditure of **\$120,000.00**. Customs duty is included and Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

No increase in the total liability of Canada or in the price of the Work 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 approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. 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 contract funds provided are inadequate for the completion of the Work,

whichever comes first.

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. Methods of Payment**

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

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

## **8. Invoicing Instructions**

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions.

Invoices cannot be submitted until all work identified in the invoice is completed.



Each invoice must be supported by:

- (a) a copy of time sheets to substantiate the time claimed;
- (b) a copy of the release document and any other documents as specified in the Contract;
- (c) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- (d) a copy of the monthly progress report.

Invoices must be distributed as follows:

**BY E-MAIL :** [asc.facturation-invoicing.csa@canada.ca](mailto:asc.facturation-invoicing.csa@canada.ca)

One (1) copy must be forwarded to the Project Authority

## 9. Electronic Payment of Invoices

The Government of Canada is phasing out paper cheques in favour of Direct Deposit for all payments issued by the Receiver General. Direct Deposit is a secure and reliable method of receiving payment, eliminating the risk of lost or stolen cheques. You will find all the information to enrol in direct deposit with Canadian Space Agency at : <http://www.asc-csa.gc.ca/eng/forms/vendor-direct-depot-form.asp>

## 10. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in \_\_\_\_\_. (*Insert the name of the province or territory.*)

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.

## 11. Contracting Authority

The Contracting Authority for the Contract is:

Marie-Eve Soucy  
**Procurement and Contract Administration**  
Canadian Space Agency  
6767 route de l'Aéroport  
Saint-Hubert, QC  
Canada J3Y 8Y9  
E-Mail: [marie-eve.soucy@canada.ca](mailto:marie-eve.soucy@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.





## 12. Project Authority

To be inserted at contract award.

Name: TBD

Title:

Canadian Space Agency

Address: 6767, Route de l'Aéroport

St-Hubert, Québec, J3Y 8Y9

Telephone: (450) 926-

E-Mail: [@canada.ca](mailto:)

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.

## 13. Technical Authority (TA)

To be inserted at contract award.

Name: TBD

Title:

Canadian Space Agency

Address: 6767, Route de l'Aéroport

St-Hubert, Québec, J3Y 8Y9

Telephone: (450) 926-

E-Mail: [@canada.ca](mailto:)

The Technical Authority (TA) is the Contractor's point-of-contact for all matters concerning the technological content of the work under this Contract. The TA is responsible for recommending for approval the technical progress of the work conducted under this contract. Any proposed changes to the scope of the work or otherwise are to be discussed and agreed with the Project Authority, but any resultant changes can only be authorized by a contract amendment issued by the Contracting Authority.

## 14. Contractor's Representative

The Contractor's Representative for the Contract is:

Name:

Contractor:

Telephone:

E-Mail:

## 15. Performance Evaluation

Contractor shall take note that the performance of the Contractor during and upon completion of the work shall be evaluated by the Government of Canada. Should the Contractor's performance be considered unsatisfactory more than once, the Contractor's bidding privileges on future work may be suspended for a period of 18 months or 36 months.



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Contractor Performance Evaluation Report Form is used to record the performance. See ANNEX C.

## **16. 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.

## **17. 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.

## **18. Insurance Requirements**

### **Insurance - No Specific Requirement**

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.

## **19. Recourse for suppliers with respect to the Procurement Process**

Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. There are several mechanisms available to suppliers to address concerns they may have related to federal government procurement, such as: the Office of the Procurement Ombudsman (OPO), the Canadian International Trade Tribunal (CITT), the Competition Bureau, and before the Federal Court of Canada and any of Canada's provincial superior courts. Regardless of the forum to which a supplier brings a complaint, there are strict timelines for filing complaints. Additional



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## **ANNEX "A"**

### **Basis of Payment**



**A. Contract Period (see tables below)**

During the period of the Contract, for Work performed in accordance with the Contract, the Contractor will be paid as specified below.

**B. Professional Fees**

The Contractor will be paid all inclusive fixed rates as follows:

**Initial contract period of June 1, 2021 to July 31, 2022**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>
<b>Media monitoring and review (section 4.1)</b>	<b>Monthly fee for media monitoring (publications, television, radio and Internet)</b>	<b>Per month</b>	<b>\$_____/month</b>
	<b>Prepare daily media coverage report</b>	<b>Per hour</b>	<b>\$_____/hour</b>
	<b>Summary (written publications)</b>	<b>Per summary</b>	<b>\$_____/summary</b>
	<b>Electronic media summaries (radio and television)</b>	<b>Per summary</b>	<b>\$_____/summary</b>
	<b>Television summary</b>	<b>Per summary</b>	<b>\$_____/summary</b>
	<b>Podcast summaries</b>	<b>Per summary</b>	<b>\$_____/summary</b>
<b>Transcript of broadcast items (section 4.2)</b>	<b>Verbatim radio/TV transcript (regular)</b>	<b>Per word</b>	<b>\$_____/word</b>
	<b>Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)</b>	<b>Per word</b>	<b>\$_____/word</b>



<b>Audio and video recording (section 4.3)</b>	<b>Audio/video clips (regular)</b>	<b>Per clip sent</b>	<b>\$_____/clip</b>
	<b>Audio/video clips (emergency, as stipulated in the SOW, section 4.3)</b>	<b>Per clip sent</b>	<b>\$_____/clip</b>
<b>Media analysis report (section 4.4)</b>	<b>Completed monthly and annual analyses</b>	<b>Per hour</b>	<b>\$_____/hour</b>
	<b>Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Annex B.</b>	<b>Per hour</b>	<b>\$_____/hour</b>
<b>Courier fees</b>			<b>At cost</b>
<b>Limitation of expenditures</b>			<b>\$120,000.00</b>
<b>Applicable taxes</b>			
<b>Total Including taxes</b>			


**Option year 1 (one) from August 1, 2022 to July 31, 2023**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month
	Prepare daily media coverage report	Per hour	\$_____/hour
	Summary (written publications)	Per summary	\$_____/summary
	Electronic media summaries (radio and television)	Per summary	\$_____/summary
	Television summary	Per summary	\$_____/summary
	Podcast summaries	Per summary	\$_____/summary
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip



	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Annex B.	Per hour	\$_____/hour
	Courier fees		At cost
Limitation of expenditures			<b>\$120,000.00</b>
Applicable taxes			
Total Including taxes			

**Option year two (2) from August 1, 2023 to July 31, 2024**

<b>A</b> <b>Request</b>	<b>B</b> <b>Description</b>	<b>C</b> <b>Unit</b>	<b>D</b> <b>Cost Per Unit</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month
	Prepare daily media coverage report	Per hour	\$_____/hour



	Summary (written publications)	Per summary	\$ _____ /summary
	Electronic media summaries (radio and television)	Per summary	\$ _____ /summary
	Television summary	Per summary	\$ _____ /summary
	Podcast summaries	Per summary	\$ _____ /summary
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$ _____ /word
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$ _____ /word
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$ _____ /clip
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$ _____ /clip
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$ _____ /hour
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Annex B.	Per hour	\$ _____ /hour
	Courier fees		At cost
Limitation of expenditures			<b>\$120,000.00</b>





Applicable taxes	
Total Including taxes	

**Option year three (3) from August 1, 2024 to July 31, 2025**

A Request	B Description	C Unit	D Cost Per Unit
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month
	Prepare daily media coverage report	Per hour	\$_____/hour
	Summary (written publications)	Per summary	\$_____/summary
	Electronic media summaries (radio and television)	Per summary	\$_____/summary
	Television summary	Per summary	\$_____/summary
	Podcast summaries	Per summary	\$_____/summary



Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$ _____/word
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$ _____/word
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$ _____/clip
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$ _____/clip
Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$ _____/hour
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Annex B.	Per hour	\$ _____/hour
	Courier fees		At cost
Limitation of expenditures			<b>\$120,000.00</b>
Applicable taxes			
Total Including taxes			



**Option year four (4) from August 1, 2025 to July 31, 2026**

<b>A Request</b>	<b>B Description</b>	<b>C Unit</b>	<b>D Cost Per Unit</b>
Media monitoring and review (section 4.1)	Monthly fee for media monitoring (publications, television, radio and Internet)	Per month	\$_____/month
	Prepare daily media coverage report	Per hour	\$_____/hour
	Summary (written publications)	Per summary	\$_____/summary
	Electronic media summaries (radio and television)	Per summary	\$_____/summary
	Television summary	Per summary	\$_____/summary
	Podcast summaries	Per summary	\$_____/summary
Transcript of broadcast items (section 4.2)	Verbatim radio/TV transcript (regular)	Per word	\$_____/word
	Verbatim radio/TV transcript (emergency, as stipulated in the SOW, section 4.2)	Per word	\$_____/word
Audio and video recording (section 4.3)	Audio/video clips (regular)	Per clip sent	\$_____/clip
	Audio/video clips (emergency, as stipulated in the SOW, section 4.3)	Per clip sent	\$_____/clip



Media analysis report (section 4.4)	Completed monthly and annual analyses	Per hour	\$_____/hour
	Ad hoc reports to cover and analyse specific requirements and meet organizational needs (e.g., following an announcement or on a specific topic) as required and specified by the project manager, as described in Annex B.	Per hour	\$_____/hour
	Courier fees		At cost
		Limitation of expenditures	<b>\$120,000.00</b>
		Applicable taxes	
		Total Including taxes	



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## **ANNEX B**

# **STATEMENT OF WORK (SOW)**



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## STATEMENT OF WORK – MEDIA MONITORING AND ANALYSIS SERVICE

The Canadian Space Agency (CSA) was created in 1989 when the *Canadian Space Agency Act* came into force. To address the changing needs of Canadians, the CSA partners with government, industry, universities and international organizations to meet citizens' evolving needs. CSA operations focus on three main areas: space use, space exploration and space science and technology.

Media monitoring, reporting and analysis of comprehensive media coverage carried out for the CSA are critical functions supporting its strategic communications plan. Effective media monitoring serves as a measurable performance tool for the effectiveness of the organization's communications activities. It will help the CSA to identify and track current and emerging public issues and trends of interest to it, as reported in national and regional mainstream and specialized media.

In pursuing its goal of supporting strategic communications, the CSA distributes daily press clippings to its managers and key personnel through the daily review of media coverage provided by the media monitoring service. Monthly and annual analyses are also required for accumulated media coverage as a performance measure for the implementation of the CSA's communications plan.

### 1 OBJECTIVES

The Canadian Space Agency (CSA) is seeking specialized media monitoring and analysis services that include the following:

- f) real-time monitoring and analysis of a wide range of Canada's national and regional English and French media outlets, including mainstream and trade print publications (academic and research publications) and traditional and online radio and television stations;
- g) production and email delivery of the daily report of traditional and online media coverage;
- h) a high-quality monthly and annual media analysis service;
- i) upon request, transcripts (verbatim) and audio and video excerpts of radio and television news and public affairs programs broadcast in the provinces and territories of Canada;
- j) upon request, archival research on media coverage.

### 2 SCOPE AND TASKS

#### 2.1 Media monitoring and media coverage report

The media monitoring service provides real-time monitoring and analysis of a wide range of Canada's national and regional English and French-language media, including mainstream and trade print publications and traditional and online radio and television stations.

The Contractor must provide a daily email report including summaries of items of interest based on identified keywords (APPENDIX 1), which will be updated regularly by the Project Authority.

##### 2.1.1 Specifications

###### 2.1.1.1 The Contractor must monitor

- Canadian daily, weekly and monthly, regional and national, French and English newspapers (print and online);
- internet news sites, information blogs, podcasts and scientific and space-related websites;
- trade publications such as university magazines and scientific publications;
- the following magazines (with the possibility of adding more at the request of the Project Authority): *Québec Science, L'Actualité, Maclean's, Canadian Geographic, Discover Magazine, Popular Science Magazine, Science and Nature, Canadian Geographic Kids, Owl Magazine, Brainspace Magazine, Les Débrouillards, Les Explorateurs, Curium*;
- Canadian regional and national English and French television and radio stations.

**2.1.1.2 The service must deliver a daily report and automated notifications that contain summaries of written articles (print and online), radio and television programs, and podcasts.**

**Accessibility of information**

The daily media coverage report and the automated notifications must

- be produced and supplied in electronic format;
- be accessible on smart phones (e.g., iOS, Android);
- be accessible on electronic tablets (e.g., Dell Surface Pro);
- contain clickable Internet links;
- contain Internet links accessible without a subscription.

The **daily media coverage report** must

- include summaries of all Canadian national and regional print and online media articles, trade magazine publications, academic magazines and scientific publications, both English and French, based on the list of keywords provided by the Project Authority;
- include summaries of the relevant radio and television coverage items based on to the list of keywords provided by the Project Authority;
- include relevant podcasts based on the list of keywords provided by the Project Authority;
- be delivered by email by 6:30 a.m., Monday to Friday.

The **automated notifications** must

- include summaries of all Canadian national and regional online print media articles, both English and French, and summaries of relevant radio and television coverage items **not included in the daily media coverage report for that day**, based on the list of keywords provided by the Project Authority;
- be delivered by email twice a day.

For the daily report and the automated notifications, each entry for **print publications** must

- include the date, time (if applicable), title, source and a hyperlink to the full content of the item;
- identify the keywords in the text;
- indicate when an online article also appeared in print form and specify the title of the publication, date, page number, estimated daily circulation or number of impressions, headline and author.

For the daily report and the automated notifications, each summary of **radio and television programs and podcasts** must be in the language of the broadcast and include

- date and time of broadcast;
- city, station and program;
- Nielsen rating (audience size);
- title or keywords (search terms);
- a brief description of content, including interviewees.

**2.1.2 Delivery times**

**2.1.2.1 Delivery times: Daily report**

The daily media coverage report must be emailed to the CSA Media Relations team by 6:30 a.m. Eastern Time (ET), Monday to Friday. Monday's media coverage report must include articles and broadcasts from the weekend.

**2.1.2.1.1 Delivery times: Summaries of articles (print and online)**

Delivery times for article summaries to be included in the **daily media coverage report** are specified for each resulting requirement. The following minimum delivery time standards must be met.



Description	Deliverable	Delivery time (Monday-to-Friday publications)	Delivery time (Saturday and Sunday publications)
Major daily and weekly newspapers	Summary and hyperlink to the article	6:30 a.m. ET on the day of publication	6:30 a.m. on the next business day
Weekly, monthly and community print media in major centres <sup>1</sup>	Summary and hyperlink to the article	Within five days after publication	
Weekly and community print media outside major centres <sup>2</sup>	Summary and hyperlink to the article	Within seven days after publication	
Web-based, trade and academic magazines and scientific publications	Summary and hyperlink to the article	Within five days after publication	
<sup>1</sup> Major centres include all metropolitan areas in Canada with a population over 100,000. <sup>2</sup> Upon request, the Contractor must provide a list of sources for which delivery times cannot be met because of geographic location, time zones and delivery methods.			

#### 2.1.2.1.2 Delivery times: Summaries of programs (radio, television, podcasts)

The delivery times for summaries of relevant programs are specified for each resulting requirement. The following minimum delivery time standards must be met.

Description/Deliverable	Delivery time for Monday-to-Thursday broadcasts	Delivery time for Friday, Saturday, Sunday and statutory holiday broadcasts
Summaries of radio and television programs and podcasts airing on a national network	6:30 a.m. ET the next day	6:30 a.m. ET on the next business day
Summaries of radio and television programs and podcasts airing on stations in major centres <sup>1</sup>	6:30 a.m. ET the next day	6:30 a.m. ET on the next business day
Summaries of radio and television programs and podcasts airing on stations outside major centres <sup>2</sup>	Noon the next day	6:30 a.m. ET on the next business day

*Note: The above times are Eastern Time.*

<sup>1</sup> Major centres include all metropolitan areas in Canada with a population over 100,000.

<sup>2</sup> Upon request, the Contractor must provide a list of sources for which delivery times cannot be met because of geographic location, time zones and delivery methods.

#### 2.1.2.2 Delivery times: Automated notifications

The delivery times for automated notifications are specified for each resulting requirement. The following minimum delivery time standards must be met.

Description Deliverable	Delivery time (Monday-to-Friday publications)	Delivery time (Saturday and Sunday publications)
Summaries of radio and television programs and podcasts aired after delivery of the daily media coverage report but <b>before 11 a.m.</b>	Noon ET on the day of publication	6:30 a.m. ET on the next business day





Summaries of radio and television programs and podcasts <b>aired between 11 a.m. and 3 p.m.</b>	4 p.m. ET on the day of publication	6:30 a.m. ET on the next business day
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## 2.2 Audio and video transcription of Canadian media content

The Contractor must be able to provide, upon request, verbatim transcriptions of Canadian radio and television program items based on keywords and stations determined by the Project Authority.

The Contractor must keep an archive of the video and audio broadcasts for at least one month in order to provide transcriptions of items aired no more than one month before the day of the order.

The transcription order must be approved in advance by the Project Authority and may be made by telephone or email.

### 2.2.1 Specifications

All transcriptions must be provided verbatim in the language of the program and include the date and time of the broadcast, the name and duration of the program, the channel or station, the city, and the names of reporters, hosts and speakers.

The Contractor must ensure that the transcripts are provided in an electronic format that can be opened, read and saved by the Project Authority.

### 2.2.2 Delivery times

The following minimum delivery time standards must be met, unless otherwise specified by the Project Authority.

Region	Description	Delivery time for items under 5 minutes in length	Delivery time for items between 5 and 10 minutes in length	Delivery time for items between 10 and 15 minutes in length
National television and radio network programs	Ordered between 6 a.m. and 6 p.m. Monday to Friday	Within 3 hours of order	Within 4 hours of order	Within 5 hours of order
	Within 5 hours of order	By 8 a.m. ET the next day	By 8 a.m. ET the next day	By 8 a.m. ET the next day
	Ordered after 6 p.m. on Friday, or on Saturday or Sunday	By 8 a.m. ET Monday	By 8 a.m. ET Monday	By 8 a.m. ET Monday
Radio and television programs airing on stations outside major centres <sup>1</sup>	Ordered between 6 a.m. and 6 p.m. Monday to Friday	Within 4 hours of order	Within 5 hours of order	Within 6 hours of order
	Within 5 hours of order	By 8 a.m. ET the next day	By 8 a.m. ET the next day	By 8 a.m. ET the next day
	Ordered after 6 p.m. on Friday, or on Saturday or Sunday	By 8 a.m. ET Monday	By 8 a.m. ET Monday	By 8 a.m. ET Monday
Radio and television programming airing on stations outside major centres <sup>2</sup>	Ordered between 6 a.m. and 6 p.m. Monday to Friday	Within 6 hours of order	Within 7 hours of order	Within 8 hours of order
	Within 5 hours of order	By noon the next day	By noon the next day	By noon the next day
	Ordered after 6 p.m. on Friday, or on Saturday or Sunday	By noon Monday	By noon Monday	By noon Monday

<sup>1</sup> Major centres include all metropolitan areas in Canada with a population over 100,000.

<sup>2</sup> Upon request, the Contractor must provide a list of sources for which delivery times cannot be met because of geographic location, time zones and delivery methods.



3 For items longer than 15 minutes, the delivery time will be determined at the time of the order.

### 2.3 Audio and video recordings

Upon request, the Contractor must provide audio clips and video clips based on the identified keywords and stations.

The Contractor must keep an archive of the video and audio broadcast items for at least one month in order to provide video or audio clips of items aired no more than one month before the day of the order. The recording order must be approved in advance by the Project Authority and may be made by telephone or email.

#### 2.3.1 Specifications

The Contractor must ensure that recordings are provided in an electronic format that can be opened, read and saved by the Project Authority.

#### 2.3.2 Delivery times

Region	Description	Delivery time for items under 10 minutes in length	Delivery time for items between 10 and 20 minutes in length	Delivery time for items between 20 and 30 minutes in length <sup>3</sup>
National television and radio network programs	Ordered between 6 a.m. and 6 p.m. Monday to Friday	Within 3 hours of request	Within 4 hours of request	Within 5 hours of request
	Within 5 hours of request	By 8 a.m. ET the next day	By 8 a.m. ET the next day	By 8 a.m. ET the next day
	Ordered after 6 p.m. on Friday, or on Saturday or Sunday	By 8 a.m. ET Monday	By 8 a.m. ET Monday	By 8 a.m. ET Monday
Radio and television programs airing on stations outside major centres <sup>1</sup>	Ordered between 6 a.m. and 6 p.m. ET Monday to Friday	Within 4 hours of request	Within 5 hours of request	Within 6 hours of request
	Within 5 hours of request	By 8 a.m. ET the next day	By 8 a.m. ET the next day	By 8 a.m. ET the next day
	Ordered after 6 p.m. ET on Friday, or on Saturday or Sunday	By 8 a.m. ET Monday	By 8 a.m. ET Monday	By 8 a.m. ET Monday
Radio and television programming airing on stations outside major centres <sup>2</sup>	Ordered between 6 a.m. and 6 p.m. ET Monday to Friday	Within 6 hours of request	Within 7 hours of request	Within 8 hours of request
	Within 5 hours of request	By noon the next day	By noon the next day	By noon the next day
	Ordered after 6 p.m. ET on Friday, or on Saturday or Sunday	By noon Monday	By noon Monday	By noon Monday

<sup>1</sup> Major centres include all metropolitan areas in Canada with a population over 100,000.

<sup>2</sup> Upon request, the Contractor must provide a list of sources for which delivery times cannot be met due to geographic location, time zones and delivery methods.

<sup>3</sup> For items over 30 minutes in length, the delivery time will be determined at the time of the order.

## 2.4 Analytics and reporting

The Contractor must provide quantitative and qualitative media analysis reports, in English or French (as requested by the Project Authority), on a monthly, annual and ad hoc basis, based on the identified keywords and topics.

The news items analyzed will be taken from the daily media coverage reports. The Contractor must have the ability to monitor and compile analytics for all media channels (traditional and online).

### 2.4.1 Specifications

#### 2.4.1.1 Monthly analyses

To measure the impact of media outreach efforts, public awareness campaigns, issue management or topics of interest, the monthly media analysis reports must, at a minimum, include the following:

- **volume** - the number of mentions and a breakdown by media type;
- **number of impressions** for coverage of online items (e.g., videos, podcasts) based on the number of daily unique page views or estimated daily unique page views, where available;
- **coverage by region** - the breakdown by Canadian region (i.e., provinces and territories);
- **coverage by language** (French and English);
- **the main topics of coverage** by topic or campaign.

<sup>1</sup> For podcasts, the analysis must include the type of audience (age and socio-professional category if data are available).

#### 2.4.1.2 Annual analyses

To measure the impact of media outreach efforts, public awareness campaigns, issue management or topics of interest, the annual media analysis reports must, at a minimum, include the following:

- **volume of coverage**
  - breakdown by media type;
  - monthly change during the year;
  - breakdown of coverage by Canadian region (i.e., provinces and territories);
  - coverage by language (French and English);
  - number of impressions for coverage of online items (e.g., videos, podcasts) based on the number of daily unique page views or estimated daily unique page views, where available;
- **overall coverage** – highlighting trends in annual coverage by topic or campaign
  - major topics of coverage by topic or campaign;
  - tone of the coverage – highlighting positive, neutral and negative content;
  - sources of articles;
  - coverage of CSA news releases, by language (English and French);
  - the key players (most cited) in media coverage by topic (e.g., the CSA or other topic of interest) by language (English and French).

#### 2.4.1.3 Ad hoc analyses

Upon request, the Contractor must provide ad hoc reports to cover and analyze special topics and events to meet the organization's needs (e.g., following the release of an announcement or report on a specific topic), as requested and specified by the Project Authority.

The Contractor must ensure that each ad hoc report is in an electronic format that can be opened, read and saved by the Project Authority. The report may the following elements (depending on the request and specifications provided the Project Authority):

- **volume of coverage**
  - breakdown by media type;



- monthly change during the year;
- breakdown of coverage by Canadian region (i.e., provinces and territories);
- coverage by language (French and English);
- number of impressions for coverage of online items (e.g., videos, podcasts) based on the number of daily unique page views or estimated daily unique page views, where available;
- **overall coverage** – highlighting trends in annual coverage by topic or campaign
  - major topics of coverage by topic or campaign;
  - tone of the coverage – highlighting positive, neutral and negative content;
  - sources of articles;
  - coverage of CSA news releases, by language (English and French);
  - the key players (most cited) in media coverage by topic (e.g., the CSA or other topic of interest) by language (English and French).

#### 2.4.2 Delivery times

Description/Deliverable	Delivery time
Monthly analysis report on media coverage of the CSA, in electronic format	Within 5 days after the last day of each month
Annual analysis report on media coverage of the CSA during the year (March 15 to March 15), in electronic format	March 31 of the current year
Ad hoc analysis report on media coverage of special topics or events, in electronic format	Determined by the Project Authority for each request

#### 2.5 Special requests

The Project Authority may require the Contractor to respond to special requests such as the following:

- research in archives of media content dating back at least one year;
- delivery of services on weekends and statutory holidays;
- archival research for broadcast or published items covering subjects or events not included in the list of search terms defined by the Project Authority;
- archival research for broadcast items for the purpose of transcription or audio or video copying where the Project Authority has limited information about the station, program, date or time of broadcast.

Before starting any archival research, the Contractor must provide a written estimate of the time and cost of the research, which must be accepted in writing by the Project Authority.

### 3 REQUIREMENTS

The Contractor must confirm that it has a system in place to monitor the required sources based on the keywords determined by the Project Authority. Changes to keywords, as determined by the Project Authority, must be made within 24 hours of the request.

The Contractor must confirm that it has a backup procedure in place in the event that the normal method of delivery or access to media is not available. Backup procedures must include automatic notification describing the nature of the problem, the corrective actions being taken, and the estimated time of service resumption.

The Contractor must confirm its ability to provide a daily media coverage report based on a specific list of keywords that is updated regularly.



The Contractor must confirm that it has the ability to deliver audio and video clips on an “as required” basis based on keywords and stations to be determined, and to maintain an audio and video archive of at least one month.

The Contractor must confirm that it has the ability to provide, upon request, verbatim transcriptions of Canadian radio and television program items based on the keywords and stations determined by the Project Authority.

Upon request, the Contractor must provide the Project Authority with an updated list of the sources being monitored. The Project Authority may add sources to the Contractor’s list or remove sources from the list, as required. Sources must be added or removed within 24 hours of the request.

#### **4 CUSTOMER SERVICE**

The Contractor must provide ongoing bilingual customer service and support at no additional cost. The Contractor must be available to respond to requests from the Project Authority (or authorized representative) at a minimum between 7 a.m. and 5 p.m. (ET), Monday to Friday.

With regard to adhering to delivery times, it is agreed that hours of work, for both the CSA Project Authority and the Contractor, will not be limited to normal office hours and business days. The Contractor must work with the Project Authority on an ongoing basis to ensure that relevant media materials are delivered.

If a delivery time cannot be met, the Contractor must request an extension from the Project Authority within 10 hours of the broadcast and provide a list of stations for which the delivery time cannot be met because of geographic location and time zones.

## APPENDIX – List of Keywords

### Keywords for radio and television monitoring

French	English
Agence spatiale canadienne	Canadian Space Agency
Artemis associé avec (Canada) et (espace)	Artemis combined with (Canada) and (space)
Astronaute(s) canadien(s) (sauf les astronautes à la retraite) <ul style="list-style-type: none"> <li>• David Saint-Jacques ou David St-Jacques</li> <li>• Jeremy Hansen</li> <li>• Jenni Sidey ou Jenni Sidey-Gibbons</li> <li>• Joshua Kutryk</li> </ul>	Canadian astronaut(s) (except retired astronauts) <ul style="list-style-type: none"> <li>• David Saint-Jacques or David St-Jacques</li> <li>• Jeremy Hansen</li> <li>• Jenni Sidey or Jenni Sidey-Gibbons</li> <li>• Joshua Kutryk</li> </ul>
Astronaute(s) junior(s)	Junior Astronaut(s)
Canadarm	Canadarm
Cubesat associé avec (Canada)	Cubesat combined with (Canada)
Dextre associé avec (Canada) et (espace)	Dexter combined with (Canada) and (space)
Données spatiales associé avec (Canada)	Space data combined with (Canada)
François-Philippe Champagne associé avec (Canada) et (espace)	Francois-Philippe Champagne combined with (Canada) and (space)
Gateway associé avec (Canada)	Gateway combined with (Canada)
Lisa Campbell associé avec (Canada) et (espace)	Lisa Campbell combined with (Canada) and (space)
Lune associé avec (Canada)	Moon combined with (Canada)
Mars associé avec (Canada)	Mars combined with (Canada)
MCR associé avec (satellite)	RCM combined with (satellite)
Observation de la Terre associé avec (Canada) et (espace OU satellite)	Earth Observation (combined with (Canada) and (space OR satellite))
OSIRIS-Rex associé avec (Canada)	OSIRIS-Rex combined with (Canada)
RADARSAT	RADARSAT
Satellite associé avec (Canada) et (espace)	Satellite combined with (Canada) and (space)
Station spatiale associé avec (Canada)	Space Station combined with (Canada)
Stratégie spatiale associé avec (Canada)	Space Strategy combined with (Canada)
STRATOS ou Ballon stratosphérique associé avec (Canada)	STRATOS or Stratospheric Balloon combined with (Canada)
Télescope WEBB ou télescope spatial James Webb associé avec (Canada)	WEBB Telescope or James Webb Space Telescope combined with (Canada)

### Keywords for newspapers and websites

#### Canadian Space Agency / Agence spatiale canadienne

David St-Jacques  
David Saint-Jacques  
Jeremy Hansen  
Joshua Kutryk  
Josh Kutryk  
Jenni Sidey  
Jennifer Sidey



Jenni Sidey-Gibbons  
 Jennifer Sidey-Gibbons  
 Lisa Campbell **combined with** (ESPACE or SPACE or SPATIALE or SPATIAL)  
 SPACE AGENCY or AGENCE SPATIALE **within 5 words of** (CANADA or CANADIAN or CANADIEN or  
 CANADIENNE or SAINT-HUBERT or ST-HUBERT)  
 François-Philippe Champagne or Champagne **combined with** (ESPACE or SPACE or SPATIALE or  
 SPATIAL)  
 Mona Nemer **combined with** (SPACE or SPATIALE)  
 Astronaute(s) junior(s) or Junior Astronaut(s)

Other topics (all combined with CANAD\*<sup>1</sup>)

Artemis **combined with** (ESPACE or SPACE)  
 SPACE STRATEGY or STRATÉGIE SPATIALE  
 CANADIAN AERONAUTICS AND SPACE INSTITUTE or INSTITUT AÉRONAUTIQUE ET SPATIAL DU  
 CANADA or CASI  
 AEROSOL AND CLOUD CONVECTION AND PRECIPITATION (ACCP) **combined with** (ESPACE or  
 SPACE)  
 AIM-North or ATMOSPHERIC IMAGING MISSION FOR NORTHERN REGIONS **combined with**  
 (ESPACE or SPACE or SATELLITE)  
 ANIK F2  
 APXS **combined with** (CURIOSITY)  
 AURORA MAX or AURORAMAX  
 CANADIAN ASTRONAUT(S)  
 BALLOON **within 10 words of** (TIMMINS or STRATOSPHERIC or STRATOSPHERIC)  
 BOEING **combined with** (ESPACE or SPACE or SPACE VESSEL or SPACEFLIGHT)  
 CANADARM\*  
 CANADA ARM or CANADIAN ARM or BRAS CANADIEN **within 5 words of** (SPACE or SPATIALE)  
 CLOUDSAT  
 CNES or CENTRE NATIONAL D'ÉTUDES SPATIALES  
 CUBESAT  
 DAVID FLORIDA LABORATORY or LABORATOIRE DAVID FLORIDA  
 DÉBRIS SPATIAUX or SPACE DEBRIS  
 DEXTER **combined with** (SPACE or SPATIALE)  
     TWO-ARMED ROBOT **combined with** (SPACE or SPATIALE)  
     2-ARMED ROBOT **combined with** (SPACE or SPATIALE)  
     ROBOT À DEUX BRAS **combined with** (SPACE or SPATIALE)  
 DLR **combined with** (SPACE or SPATIALE)  
 EARTH OBSERVATION or OBSERVATION DE LA TERRE **combined with** (SPACE or SPATIALE or  
 SATELLITE)  
 EARTH OBSERVATION SERVICE CONTINUITY **combined with** (SPACE or SPATIALE or SATELLITE)  
 ENVISAT  
 EUROPEAN **within 10 words of** (SPACE AGENCY or ESA)  
 FOOD PRODUCTION or PRODUCTION ALIMENTAIRE **combined with** (SPACE or SPATIALE) **and**  
 (RÉGION ÉLOIGNÉE or REMOTE LOCATION)  
 IASC  
 INNOVATION **combined with** (SPACE or SPATIALE)  
 INTERNATIONAL SPACE STATION or STATION SPATIALE INTERNATIONALE  
 INTERNATIONAL SPACE UNIVERSITY or UNIVERSITÉ INTERNATIONALE DE L'ESPACE  
 GATEWAY or STATION GATEWAY  
 GHGSat  
 Go Canada **combined with** (SPACE or SPATIALE or SATELLITE)  
 HEALTH or SANTÉ **combined with** (SPACE or SPATIALE or SATELLITE)

<sup>1</sup> Canad\* = Canada, Canadian, canadien, canadienne



HERSCHEL or PLANCK or CASSIOPE **within 25 words of (SATELLITE)**  
INTERNATIONAL SPACE STATION or STATION SPATIALE INTERNATIONALE  
JAXA **combined with (SPACE or SPATIALE)**  
LUNAR ORBITING PLATFORM or PLATEFORME EN ORBITE LUNAIRE  
LUNAR EXPLORATION or EXPLORATION LUNAIRE  
LEAP or PAEL **combined with (SPACE or SPATIALE or MOON or LUNE)**  
MARS\*  
M3MSAT  
MDA **combined with (SPACE or SPATIALE)**  
MICROSAT SYSTEMS CANADA INC.  
MINERAI or MINERAIS or MINERAL or MINERALS or MINING **combined with (SPACE or SPATIALE)**  
MOPITT **within 25 words of (SATELLITE)**  
NEUROARM  
NEOSSAT  
NEPTEC **combined with (ESPACE or SPACE)**  
NORTHERN PRIVATE CAPITAL **combined with (SPACE or SPATIALE)**  
OSIRIS **within 25 words of (SATELLITE)**  
OSIRIS-REX  
POLAR COMMUNICATIONS AND WEATHER  
QUANTUM ENCRYPTION or CHIFFREMENT QUANTIQUE or CRYPTOGRAPHIE QUANTIQUE or  
QEYSSat **combined with (ESPACE or SPACE or SATELLITE)**  
RADARSAT\*  
RADARSAT CONSTELLATION MISSION or MISSION de la CONSTELLATION RADARSAT  
RCM or MCR  
ROVERS **combined with (ESPACE or SPACE)**  
ROSCOSMOS  
SCIENCE\* **combined with (ESPACE or SPACE or SPATIALE)**  
SATELLITE **combined with (ESPACE or SPACE or SPATIALE or DONNÉES or DATA)**  
SCISAT  
smartEarth or utiliTerre  
SMILE **combined with (ESPACE or SPACE or SPATIALE)**  
SPACE ADVISORY BOARD or COMITÉ CONSULTATIF DE L'ESPACE  
SPACE TECHNOLOGY or TECHNOLOGIE SPATIALE  
SPACEX or SPACE X **combined with (ESPACE or SPACE or SPATIALE)**  
SMAP or SOIL MOISTURE ACTIVE PASSIVE **within 25 words of (SATELLITE)**  
SMOS or SOIL MOISTURE OCEAN SALINITY **combined with (ESPACE or SPACE or SPATIALE)**  
STRATOS or STRATO-SCIENCE **combined with (ESPACE or SPACE or SPATIALE)**  
SWARM **within 25 words of (SATELLITE)**  
SWOT or Surface Water and Ocean Topography **within 25 words of (SATELLITE)**  
TERRESTRIAL SNOW MASS MISSION **combined with (ESPACE or SPACE or SPATIALE)**  
THEMIS **within 25 words of (SATELLITE)**  
TREATY or TRAITE or TRAITES **combined with (ESPACE or SPACE or SPATIALE)**  
WEBB or JWST **within 10 words of (TELESCOPE)**  
WILDFIRESAT





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## **ANNEX “C”**

# **Performance Evaluation Report**



<b>Contract #:</b>		
<b>Contractor's Name:</b>	<b>Award Amt:</b>	<b>Award Date:</b>
<b>Contractor's Address:</b>	<b>Final Amt:</b>	<b>End Date:</b>
	<b>Total Spent:</b>	
	<b>TA Contract:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Description of Work:</b>	<b>Amendment History:</b>	
<b>Client Department:</b>		
<b>Project Authority</b>	<b>Procurement Authority</b>	<b>PWGSC Contracting Authority</b>
Name:	Name:	Name:
Telephone #:	Telephone #:	Telephone #:
e-mail:	e-mail:	e-mail:
<p><b>1. How do you rate the Contractor's overall performance?</b></p> <p><input type="checkbox"/> below expectations    <input type="checkbox"/> as expected    <input type="checkbox"/> above expectations</p> <p><b>2. Resources</b></p> <p>a. Did the Contractor provide the resources as identified in their Proposal? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>b. Did the Contractor's resources conduct their work in a professional manner? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>c. Were replacement resources required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>3. Replacement Resources</b></p> <p>a. Did the Contractor's request to replace the resources immediately after Contract Award? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p>b. Did the Replacement Resources meet the requirements of the RFP? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p>c. How many times were the Contractor's resources replaced? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p><b>4. Was the Contract completed within the predetermined:</b></p> <p>a. Time Estimate? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>b. Cost Estimate? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>5. Were the required Reports and Deliverables:</b></p> <p>a. In conformity with the Scope &amp; Tasks of the SOW <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>b. Received in the specified time frame? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>6. Contract Management</b></p> <p>a. Did the Contractor deal with performance issues in a timely basis? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p>b. Did the Contractor submit the invoices in accordance with the Invoicing Instructions? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>c. Did the Contractor submit the invoices in accordance with the Basis of Payment? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>d. Did the Contractor submit the invoices in accordance with the Method of Payment? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>e. Did the Contractor respond to every TA Request? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p>f. Did the Contractor properly respond to every TA Request? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA</p> <p><b>7. Remarks</b></p>		



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## **ANNEX D**

### **INTEGRITY FORM**

**To be included with certifications  
(Section III : Certifications):**



<b>Dénomination complète de l'entreprise / Complete Legal Name of Company</b>	
<b>Adresse de l'entreprise / Company's address</b>	
<b>NEA de l'entreprise / Company's PBN number</b>	
<b>Numéro de l'appel d'offre / Request for proposal's number</b>	
<b>Membres du conseil d'administration (Utilisez le format – Prénom, Nom Board of Directors (Use format – First name, Last name</b>	
1. Membre / Director	
2. Membre / Director	
3. Membre / Director	
4. Membre / Director	
5. Membre / Director	
6. Membre / Director	
7. Membre / Director	
8. Membre / Director	
9. Membre / Director	
10. Membre / Director	
<b>Autres Membres / Other members:</b>	
<b>Commentaires / Comments</b>	

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## **ANNEX E**

### **Grid of Linguistic Skills**



Legend	Verbal Communication	Comprehension	Written Communication
<b>Basic Knowledge</b>	<p>The person conversing at this level can:</p> <ul style="list-style-type: none"> <li>ask simple questions and answer them;</li> <li>give basic instructions;</li> <li>provide simple guidelines for common workplace situations.</li> </ul>	<p>The person reading at this level can:</p> <ul style="list-style-type: none"> <li>understand very simple texts;</li> <li>to grasp the general meaning of texts dealing with subjects with which she is familiar;</li> <li>read and understand basic pieces of information, such as dates, numbers or names, within relatively complex texts to perform common.</li> </ul>	<p>The person who writes 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 terms that indicate the time, place or person.</li> </ul>
<b>Intermediate Knowledge</b>	<p>The person conversing at this level can:</p> <ul style="list-style-type: none"> <li>take part in a conversation on concrete subjects, report on the measures taken;</li> <li>give specific instructions to employees;</li> <li>provide factual descriptions and explanations.</li> </ul>	<p>The person reading at this level can:</p> <ul style="list-style-type: none"> <li>understand the general meaning of most of the texts relating to his / her work;</li> <li>identify specific pieces of information;</li> <li>distinguish between main and secondary ideas.</li> </ul>	<p>The person who writes at this level can:</p> <ul style="list-style-type: none"> <li>deal with explicit information on topics related to his / her work with sufficient grammar and vocabulary.</li> </ul>
<b>Advanced Knowledge</b>	<p>The person conversing at this level can:</p> <ul style="list-style-type: none"> <li>explain your point of view and discuss hypothetical and conditional issues.</li> </ul>	<p>The person reading at this level can:</p> <ul style="list-style-type: none"> <li>understand most complex details, inferences and nuances of meaning;</li> <li>have a good understanding of specialized documents or topics that they do not know much about.</li> </ul>	<p>The person who writes at this level can:</p> <ul style="list-style-type: none"> <li>write texts in which ideas are developed and presented in a coherent way.</li> </ul>