



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

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

**11 Laurier St. / 11, rue Laurier**

**Place du Portage, Phase III**

**Core 0B2 / Noyau 0B2**

**Gatineau**

**Québec**

**K1A 0S5**

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

**REQUEST FOR PROPOSAL  
DEMANDE DE PROPOSITION**

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

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

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

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

**Comments - Commentaires**

**Vendor/Firm Name and Address**

**Raison sociale et adresse du**

**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**

Communication Procurement Directorate/Direction de  
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

<b>Title - Sujet</b> Communication Marketing Management	
<b>Solicitation No. - N° de l'invitation</b> 08023-200380/A	<b>Date</b> 2021-05-14
<b>Client Reference No. - N° de référence du client</b> 08023-20-0380	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-027-80030	
<b>File No. - N° de dossier</b> cx027.08023-200380	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> Eastern Daylight Saving Time EDT <b>on - le 2021-06-01</b> Heure Avancée de l'Est HAE	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Leblanc, Marc-André	<b>Buyer Id - Id de l'acheteur</b> cx027
<b>Telephone No. - N° de téléphone</b> (873) 354-5948 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> Foreign Affairs, Trade and Development Canada 111 Sussex Drive Attn: Carolyn Lillehovde (CIAC) OTTAWA Ontario K1A0G4 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

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

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

The Annexes include the Statement of Work, the Basis of Payment, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity - Certification, the Task Authorization Form 572 and any other annexes.

### **1.2 Summary**

The Nordic and Polar Relations Division (ECA) and the Canadian International Arctic Centre (CIAC), on behalf of Global Affairs Canada (GAC), are seeking the services of a firm on an as-and-when requested basis to produce a strategy and content to enhance and increase the activity of Canada's Arctic social media channels, as well as to produce digital graphic design and content (i.e.; handouts, brochures, roll-ups and signs) for dissemination and use at meetings and events. The contract length will be from date of award to March 31, 2023, with the option to extend for three (3) 1-year option periods.

The requirement is limited to Canadian services.

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

This bid solicitation requires that bidders 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. Paper bids will not be accepted for this solicitation.

### **1.3 Debriefings**

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

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

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

The [2003](#) (2020-05-28) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

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

Delete: 60 days  
Insert: 120 days

### 2.2 Submission of Bids

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

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

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

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

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

### 2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the [Financial Administration Act](#), R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c. C-17, the [Defence Services Pension Continuation Act](#), 1970, c. D-3, the [Royal Canadian Mounted Police Pension Continuation Act](#), 1970, c. R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c. R-11, the [Members of Parliament Retiring Allowances Act](#), R.S. 1985, c. M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c. C-8.

#### Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes ( ) No ( )**

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2019-01](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

#### Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes ( ) No ( )**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;

- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

## 2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than 10 calendar days before the bid closing date. Enquiries received after that time may not be answered.

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

## 2.5 Applicable Laws

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

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

## 2.6 Basis for Canada's Ownership of Intellectual Property

Global Affairs Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): the main purpose of the Contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

## 2.7 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's [Buy and Sell](#) website, under the heading "[Bid Challenge and Recourse Mechanisms](#)" contains information on potential complaint bodies such as:
  - Office of the Procurement Ombudsman (OPO)
  - Canadian International Trade Tribunal (CITT)
- (c) Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

## **PART 3 - BID PREPARATION INSTRUCTIONS**

### **3.1 Bid Preparation Instructions**

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

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

Section I: Technical Bid  
Section II: Financial Bid  
Section III: Certifications  
Section IV: Additional Information

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

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

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

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

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

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

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

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

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

#### **3.1.3 SACC Manual Clauses**

#### **Section III: Certifications**

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



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## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### 4.1.1 Technical Evaluation

#### TABLE A - MANDATORY TECHNICAL EVALUATION CRITERIA

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

#### EVALUATION CRITERIA

- a) Bidders are advised to address these criteria in the following order and in sufficient depth in their proposals to enable a thorough assessment. Global Affairs Canada (GAC)'s assessment will be based solely on the information contained within the proposal. GAC may confirm information or seek clarification from bidders. It is recommended that the Bidder include a grid in their proposals, cross-referencing statements of compliance with the supporting data in their proposals.

The evaluation criteria matrix must be used to answer the mandatory and point rated criteria. Therefore, the answers are to be entered directly into the matrix, explaining how each criterion has been met, while referencing both the page and project numbers as indicated in the resume.

Note: the compliance grid, by and of itself does not constitute demonstrated evidence. The Bidder must submit a detailed CV for each of the proposed resources. Bidders are advised that only listing experience without providing any supporting data to describe responsibilities, duties and relevance to the criteria will not be considered demonstrated for the purpose of this evaluation.

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

Education must have been obtained from a recognized\* Canadian university, college or high school, or the equivalent as established by a recognized\* Canadian academic credentials assessment service, if obtained outside Canada. \*The list of recognized Canadian academic credentials assessment service providers can be found under the Canadian Information Centre for International Credentials website, at the following Internet link: <http://www.cicic.ca/indexe.stm>.

In order to obtain points for education and professional accreditations, the Bidder should also include photocopies of certificates. If not provided with the bid, Bidders must provide them upon request and in the timeframe stated by the Contracting Authority.

- c) The Bidder is advised that only listing experience without providing any supporting data to describe where and how such experience was obtained will not constitute "demonstrated" for the purpose of the evaluation. Each project summary should include the name, phone number or e-mail of client

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reference. Canada reserves the right to request and contact Client references to validate information in the proposal.

Bidders are also advised that the month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001; Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two projects references is seven (7) months. Bidders are asked to indicate on the resumes how many months/years are to be counted for each project.

- d) It is recommended that the Bidder also include in the CV, the current level of personnel security held by the proposed resource and their corresponding Canadian Industrial Security Directorate (CISD) file number.
- e) Reference Checks and Interviews may be sought: If reference checks are conducted by Canada, they will be conducted in writing by e-mail (unless the contact at the reference is only available by telephone). Canada will send all e-mail reference check requests to contacts supplied by all the Bidders on the same day. Canada will not award any points unless the response is received within 5 working days. Wherever information provided by a reference differs from the information supplied by the Bidder, the information supplied by the reference will be the information evaluated. Points will not be allocated if the reference customer is not a customer of the Bidder itself (for example, the customer cannot be the customer of an affiliate of the Bidder). Nor will points be allocated if the customer is itself an affiliate or other entity that does not deal at arm's length with the Bidder. Crown references will be accepted.

## 1. TECHNICAL CRITERIA

### 1.1 Mandatory Evaluation Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement.

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

Numbe r	Mandatory Criteria	Met/Not Met
M1	<p>The Bidder <b>MUST</b> clearly demonstrate a broad base of experience and subject matter expertise in the area of developing a social media strategy, social media content development, and developing digital graphic design elements in support of a program or policy, including having completed at minimum three (3) relevant projects as follows:</p> <ul style="list-style-type: none"><li>• The projects must have been completed within the last five (5) years;</li><li>• The projects must have been done for private or public sector (federal or provincial) organizations that have more than 100 employees;</li></ul> <p>A description of each social media strategy, social media content and digital graphic design for external clients:</p> <p>a. date b. project title c. name of client organization d. tasks performed that must include</p> <ul style="list-style-type: none"><li>• Strategy development,</li><li>• Proposed social media content (text, photo and video),</li><li>• Graphic design elements,</li><li>• Image selection,</li><li>• Pre-production storyboards,</li><li>• Editing, and</li><li>• Final product.</li></ul> <p>NOTE: At least one (1) completed project was for a Public Sector (Federal or Provincial) client, and at least one (1) or two (2) were in both official languages;</p>	

### 1.2 POINT RATED CRITERIA

Bids which meet all the mandatory technical criteria will be evaluated and scored as specified in the tables inserted below.

A Bidder must obtain a minimum pass mark of 70% in order to be considered responsive.

Bids which fail to obtain the required minimum number of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

Item	Description of Criteria	Points Breakdown	Cross reference to proposal. Indicate potential points (Supplier to complete)
R1	<p>The Bidder should demonstrate using detailed project descriptions the methodology they will use to develop this social media strategy, digital social media content and digital graphic design to demonstrate their understanding of the scope of the project and their ability to achieve the requirements as described in the Statement of Work (SOW). Maximum length of response should be three (3) pages.</p> <p>Excellent: criteria is fully addressed, clear and precise            Very good: criteria is fully addressed, however, some elements may not be feasible            Good: criteria may contain elements that are not significant or feasible to the project            Poor: criteria is not relative or realistic to the project</p>	<p>Excellent == 20 pts</p> <p>Very good = 15 pts:</p> <p>Good = 10 pts</p> <p>Poor = 0 pts</p> <p>Total /20</p>	
R2	<p>The Bidder should demonstrate using detailed project descriptions that the proposed resource has a preliminary project management plan that provides flexibility and considers client needs as described in the SOW. At a minimum, evaluators are looking for: Project management plan that provides sufficient details on the tasks related to the project.</p> <p>Excellent: plan has complete details, tasks, and production phases            Very good: plan has sufficient details on tasks and phases            Good: plan is addressed but information is not clear or technically acceptable            Poor: information is unsuitable or insufficient</p>	<p>Excellent = 20 pts</p> <p>Very Good = 15 pts</p> <p>Good = 10 pts</p> <p>Poor = 0 pts</p> <p>Total / 20</p>	

Item	Description of Criteria	Points Breakdown	Cross reference to proposal. Indicate potential points (Supplier to complete)
R3	<p>The Bidder should demonstrate using detailed project descriptions how the proposed project management plan will ensure smooth delivery of the proposed creative approach and technical methodology. These should be suitable and realistic; possible risks specific to the project and relevant mitigation strategies should be identified.</p> <p>Excellent: plan correctly identifies risk areas specific to the project, valid mitigation strategies, is clear and precise, Very good: plan sufficiently identifies risk areas and mitigation strategies Good: plan addressed but not clear or technically not acceptable Poor: plan is not suitable or insufficient content</p>	<p>Excellent = 20 pts</p> <p>Very Good = 15 pts</p> <p>Good = 10 pts</p> <p>Poor = 0 pts</p> <p>Total /20</p>	

**Minimum Pass Mark: 70 % or 42/60**

**Total Points Achieved: /60**

## 1.2 Basis of Selection

- To be declared responsive, a bid must:
  - comply with all the requirements of the bid solicitation; and
  - meet all mandatory criteria; and
  - obtain the required minimum points specified for the technical evaluation, and
  - obtain the required minimum of 42 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 60 points.
  - submit pricing for options years
- Bids not meeting the mandatory criteria will be declared non-responsive.
- The selection will be based on the highest responsive combined rating of technical and financial merit.
- To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 50 %.
- To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 50 %.
- For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
- Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined

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The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 130 and the lowest evaluated price is \$35,000 (35).

Highest Combined Rating Technical Merit (60%) and Price (40%)				
		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		80/130	105/130	122/130
Bid Evaluated Price		\$35,000.00	\$40,000.00	\$48,000.00
Calculations	Technical Merit Score	$80/130 \times 60 = 36.9$	$105/130 \times 60 = 48.5$	$122/130 \times 60 = 56.3$
	Pricing Score	$35/35 \times 40 = 40$	$35/40 \times 40 = 35$	$35/48 \times 40 = 29.2$
Combined Rating		76.9	83.5	89.2
Overall Rating		3	2	1

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## PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

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

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

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

### 5.1 Certifications Required with the Bid

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

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

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

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

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

#### 5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

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

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

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

#### 5.2.3 Additional Certifications Precedent to Contract Award



N° de l'invitation - Solicitation No.

08023-200380/A

N° de réf. du client - Client Ref. No.

08023-200380

N° de la modif - Amd. No.

File No. - N° du dossier

cw011. 08023-200380

Id de l'acheteur - Buyer ID

cw011

N° CCC / CCC No./ N° VME - FMS

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#### **5.2.3.1 Canadian Content Certification**

This procurement is limited to Canadian services.

The Bidder certifies that:

( ) the service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

##### **5.2.3.1.1 SACC Manual clause [A3050T](#) (2020-07-01) Canadian Content Definition**

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## **PART 6 - RESULTING CONTRACT CLAUSES**

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

### **6.1 Statement of Work**

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

#### **6.1.2 Task Authorization**

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

##### **6.1.2.1 Task Authorization Process**

1. The Project will provide the Contractor with a description of the task using the Task Authorization Form specified in Annex E .
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis(bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project, within 5 calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

##### **6.1.2.2 Task Authorization Limit**

The Project Authority may authorize individual task authorizations up to a limit of \$40,000.00, Applicable Taxes included, inclusive of any revisions.

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

##### **6.1.2.4 Minimum Work Guarantee - All the Work - Task Authorizations**

1. In this clause,  
  
"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and  
  
"Minimum Contract Value" means 10%.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the

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Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.

3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

## **6.2 Standard Clauses and Conditions**

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

### **6.2.1 General Conditions**

[2035](#) (2020-05-28), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

### **6.2.2 Supplemental General Conditions**

[4007](#) (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information apply to and form part of the Contract.

## **6.3 Security Requirements**

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

## **6.4 Term of Contract**

### **6.4.1 Period of the Contract**

The period of the Contract is from date of Contract to March 31, 2023 inclusive

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

The Contract with Task Authorizations is to establish the delivery of the requirement detailed under the Contract, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement outside the Contract.

### **6.4.3 Option to Extend contract**

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

Canada may exercise this option at any time by sending a written notice to the Contractor at least 2 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.

## **6.5 Authorities**

### **6.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Name: Marc-André Leblanc or delegate

Title: Supply Team Leader

Public Works and Government Services Canada

Acquisitions Branch

Directorate: Communications and Advertising Procurement Directorate

Address: 360 Albert Street Ottawa ON

Telephone: 873-354-5948

E-mail address: Marc-Andre.LebLANC@tpsgcp-pwgsc.gc.ca

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

### **6.5.2 Project Authority**

The Project Authority will be indicated in the subsequent contract.

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

### **6.5.3 Contractor's Representative**

The Contractor's Representative will be indicated in the subsequent contract.

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

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2019-01](#) of the Treasury Board Secretariat of Canada.

## **6.7 Payment**

### **6.7.1 Basis of Payment**

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

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

No increase in the liability of Canada or in the price of the Work specified in the authorized task authorization resulting from any design changes, modifications or interpretations of the Work will be

authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

### 6.7.2 Limitation of Expenditure

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

### 6.7.3 Monthly 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.

### 6.7.4 Electronic Payment of Invoices – Contract

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

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

### 6.8 Invoicing Instructions

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

Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.  
OR
- b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

## 6.9 Certifications and Additional Information

### 6.9.1 Compliance

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

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

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

### 6.9.3 SACC Manual Clauses

[A3060C](#) (2008-05-12) Canadian Content Certification

## 6.10 Applicable Laws

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

## 6.11 Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information;
- (c) the general conditions 2035 (2020-05-28) General Conditions – Higher Complexity - Services;
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated \_\_\_\_\_.

## 6.12 Insurance

SACC Manual clause [G1005C](#) (2016-01-28) Insurance - No Specific Requirement

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### 6.13 Dispute Resolution

- (a) The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- (b) The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- (c) If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- (d) Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "[Dispute Resolution](#)".

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## ANNEX "A"

### STATEMENT OF WORK

#### ENHANCING GLOBAL AFFAIRS CANADA'S POLAR OUTREACH

##### 1. Scope

###### 1.1. Introduction

The Nordic and Polar Relations Division (ECA) and the Canadian International Arctic Centre (CIAC), on behalf of Global Affairs Canada (GAC), are seeking a strategy and content to enhance and increase the activity of Canada's Arctic social media channels, as well as to produce digital graphic design and content (i.e.; handouts, brochures, roll-ups and signs) for dissemination and use at meetings and events. ECA recently received additional funding from the Treasury Board for program delivery, and one of the key performance indicators was on communications and outreach. The team has limited baseline reporting, but seeks to enhance communications and outreach channels to show results in the years ahead.

###### 1.2. Objectives of the requirement

The objective is to inform and educate target audiences in Canada and abroad about Canada's international polar interests and priorities. This includes those outlined in the international chapter of the Arctic and Northern Policy Framework (ANPF), the work of the Arctic Council, and other aspects of Canada's international polar engagement. Key performance indicators to achieve this objective include increasing the number of followers on Canada's Arctic social media accounts, increasing the reach and engagement rate on content that is posted on Canada's Arctic social media accounts, and increasing Canada's share of voice among Arctic and Antarctic interlocutors on Twitter, Facebook and Instagram.

The Contractor will be required to provide the following tasks and deliverables under this contract:

1. Meet with the Project Authority (PA) to provide additional context and direction in support of the project.
2. Submit Monthly Reports during the contract period and a Final Report at the end of the contract period to the PA.
3. Develop and submit a proposed social media strategy:
  - a. MS Office suite or PDF products for the strategy and materials to plan its implementation and evaluation, both electronic and hard copies;
  - b. Include the approach to building a presence on each of Twitter, Facebook and Instagram channels (includes identifying target audiences, followers, potential partners, potential activities and content ideas);
  - c. Include an implementation plan and content calendar for Canada's Arctic social media channels (Twitter, Facebook and Instagram); and
  - d. Include key performance indicators and evaluation criteria for each of Twitter, Facebook and Instagram channels.
4. Develop and submit proposed audience-appropriate digital social media content for Twitter, Facebook and Instagram:
  - a. Daily content to be submitted once a week for each of Twitter, Facebook and Instagram;
  - b. Text-based content must be ready to drag-and-drop to Hootsuite for publishing (MS Word);
  - c. Image-based content must be in JPEG, PNG, or another social media channel-friendly image catalogue and in the following formats: Twitter 1,200 x 675 pixels, Facebook 1,200 x 628 pixels, Instagram 1,080 x 1,350 pixels; and
  - d. Video-based content must be in MOV or MPEG4 format (in both high resolution and low resolution), or any other Web video format that is commonly used at the time of delivery.



Videos must also be edited to the optimal length for each platform: Twitter 2 minutes and 20 seconds, Facebook 60-90 seconds, Instagram 60 seconds.

5. Develop and submit graphic digital files for handout materials, brochures, roll-ups and signs:
  - a. Format must be printer-ready, with instructions for size, fold, and bleed as relevant; and
  - b. Alternative size formats must be provided to meet international printing standards (European and Asian sizes).
6. Align the digital social media content and the graphic digital files with an overarching brand for Canada's polar outreach activities.

### 1.3. Background information

In September 2019, the Government of Canada, along with Indigenous, Territorial and Provincial partners, released the ANPF. GAC developed an international chapter that committed to meet six policy objectives. One of these objectives includes enhanced strategic communication of the Arctic Council's work at home and abroad. A key part of implementing this is to undertake multi-channel communication efforts to inform and educate Arctic and Northern peoples on the full breadth of Canada's international Arctic engagement. The new international Arctic policy also presents an opportunity to strengthen international advocacy efforts on Canada's international polar interests and priorities.

CIAC, a small team based in Oslo, Norway, currently runs the Canada Arctic Twitter and Canada Arctic Instagram accounts. Both have had limited content and varying levels of engagement in recent years. A Canada Arctic Facebook account will be created as well, and GAC is seeking a strategy to leverage these tools to better communicate with target audiences and to generate support, partnership and engagement so that Canada can advance its international Arctic and Antarctic objectives.

In addition to the strategy, content for Canada's Arctic social media channels (Twitter, Facebook and Instagram) will be required, as well as a clear implementation plan that aligns with both GAC-led and external events. A calendar of such events will be provided along with planning materials, proposed content, and evaluation criteria. Canada's Arctic social media channels reach a wide variety of audiences in Canada and abroad, and it is important that the content holds an appropriate tone, level of credibility, and timeliness. The design of graphic digital files and written content (i.e.; handouts, brochures, roll-ups and signs) for meetings and events will be developed with the same messaging, themes, and visual esthetic as the digital social media content.

### 1.4. Target audiences

The target audiences include: decision-makers in Canada, in Arctic states, and in non-Arctic states with an interest in the circumpolar regions; Northern and Indigenous Canadians, including youth; and interested international stakeholders, including media, academics, civil society and the private sector. Content must reflect Canada's international Arctic interests and priorities vis-a-vis the ANPF, and be in lock-step with federal partners, particularly Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC), the Department of National Defence (DND) and Polar Knowledge Canada.

## 2. Tasks include but are not limited to:

### 2.1. Develop a social media strategy:

- 2.1.1. The strategy will include components for Twitter, Facebook and Instagram, leveraging existing followers and targeting new audiences;
- 2.1.2. The strategy must identify channel-specific (Twitter, Facebook and Instagram) target audiences, followers, potential partners, potential activities and content ideas that support the communication objectives as set out above;
- 2.1.3. The strategy must be accompanied by an implementation plan that includes a detailed production schedule on Twitter, Facebook and Instagram;
- 2.1.4. The strategy must be accompanied by a content calendar for Twitter, Facebook and Instagram that builds awareness of events, programming and complementary program(s);

- 2.1.5. The strategy must include key performance indicators for Twitter, Facebook and Instagram and include evaluation criteria that can be used to report against key performance indicators including:
- 2.1.5.1. Increasing the number of followers on Twitter, Facebook and Instagram
  - 2.1.5.2. Increasing the reach and engagement rate on content that is posted on Twitter, Facebook and Instagram
  - 2.1.5.3. Increasing Canada's share of voice among Arctic and Antarctic interlocutors on Twitter, Facebook and Instagram; and
- 2.1.6. The social media strategy must be delivered in English and in French.
- 2.2. Develop digital social media content for Twitter, Facebook and Instagram:
- 2.2.1. Language and messaging to be aligned with the communication objectives as set out above and to address target audiences, followers, partners, and activities as outlined in the social media strategy;
  - 2.2.2. Content to include short facts, quizzes, success stories, articles, images and videos about Canada's Arctic and Northern Policy Framework, the work of the Arctic Council and other aspects of Canada's international polar engagement;
  - 2.2.3. Must include proposed scope of image and video content;
  - 2.2.4. Texts, images and videos to be delivered in required electronic formats as specified above; and
  - 2.2.5. All content must be delivered in English and in French.
- 2.3. Develop and design graphic digital files for handout materials, brochures, roll-ups and signs:
- 2.3.1. Includes text and layout for printing as specified above;
  - 2.3.2. Uses language that is suitable for target audiences and aligns the messaging, themes, and visual esthetic of the digital social media content;
  - 2.3.3. Leverages design elements from federal partners (Crown-Indigenous Relations and Northern Affairs, the Department of National Defence and Polar Knowledge Canada); and
  - 2.3.4. All graphic design must be delivered in English and in French.
- 2.4. Ensure that the digital social media content and the graphic digital files align with an overarching brand for Canada's polar outreach activities.

### 3. SERVICE REQUIRED

#### 3.1 Communications Strategist

The Contractor must provide the services of a Communications Strategist, whose tasks include the following:

- 3.1.1 Develop the social media strategy, the digital social media content and the digital graphic design, including all elements outlined in section 2.1, 2.2, 2.3 and 2.4;
- 3.1.2. Report on performance and assess contribution to the overall objectives.

### 4. DELIVERABLES

The Contractor must submit the following:

- a. A plan and timeline specifying how the Contractor will develop the tasks outlined above (section 2.1, 2.2, 2.3 and 2.4) within 10 working days, or within a delay accepted by the PA, after kick-off meeting.
- b. The social media strategy should be submitted no later than 40 working days (8 working weeks) after kick-off meeting.
- c. The digital social media content must be submitted on a weekly basis for each of Twitter, Facebook and Instagram, beginning no later than 40 working days (8 working weeks) after kick-off meeting. Each weekly submission to include 1 post per day for each of Canada's social media

channels (1 post for Twitter (EN), 1 post for Twitter (FR), 1 post for Facebook (EN), 1 post for Facebook (FR), 1 post for Instagram (EN), and 1 post for Instagram (FR). As such, each weekly submission will include 30 posts in total.

- d. The submission of graphic digital files will be based on Task Authorization Forms upon direction from the PA.
- e. The Contractor must ensure that Government of Canada procedures (including abiding by the Official Languages Act, adding brief literal "alternate text" descriptions to visuals, and adding closed or open captions to videos) are followed and that correct documentation is in place. The Contractor must also follow the Federal Identity Program and include signatures and wordmarks where needed.
- f. Submit Monthly Reports to the PA during the contract period including, but not limited to, the following:
  - a. Updates on issues, accomplishments, and upcoming milestones;
  - b. Brief analyses and evaluations of how the submitted content for Twitter, Facebook and Instagram has performed on Canada's Arctic social media channels in relation to the Social Media Strategy and the key performance indicators.
  - c. The time and resources used to provide the services required by GAC;
  - d. Cost broken down by personnel and rates. The Contractor must track time and budget separately for each activity; and
  - e. Cost estimates as requested by the PA.
- g. Submit a Final Report at the end of the contract period providing a compilation of the results from each channel's (Twitter, Facebook and Instagram) published content in relation to the Social Media Strategy with an analysis, including highlights, performance in relation to industry and Government of Canada standards, lessons learned, and recommendations for the future.
- h. A master copy (USB key or external hard drive) of all final deliverables, including the social media strategy, the implementation plan, the social media calendar, the evaluation criteria, all digital social media content created for Twitter, Facebook and Instagram (working files and all final source files in electronic format) and all graphic digital files for handout materials, brochures, roll-ups and signs. All original material supplied by the PA or created during production of any creative requirements is deemed to be the property of the Government of Canada and must be returned to the PA (artwork, electronic media, photographs, source files, links and fonts).

All deliverables must be approved by the PA.

## **5. ADDITIONAL INFORMATION**

### **1. Contractor's Obligations**

- a. Unless otherwise specified, the Contractor must use its own equipment and software for the performance of this Statement of Work.

### **2. Location of Work**

- a. The Contractor must perform the work at the Contractor's place(s) of business. The Contractor will be expected to attend any meetings as requested by the Project Authority by teleconference.
- b. Due to existing workload and deadlines, all personnel assigned to any contract resulting from this RFP must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

- 
- c. The Contractor will not be required to undertake travel for this project.

### **3. Language of Work**

- a. The Contractor must be able to perform all work in both English and in French.

### **6. APPLICABLE DOCUMENTS**

The Project Authority will provide all relevant documents to the Contractor, including a creative brief that outlines objectives, tone, audiences, etc. for the creation of the overarching brand for Canada's polar outreach activities.

## ANNEX "B"

### BASIS OF PAYMENT

The Bidder must submit all prices in Canadian dollars, GST/HST extra, FOB destination. **The Bidder may not propose any options, provide any optional pricing, or stipulate any conditions. Any Bidder that includes any options or conditions whatsoever will be deemed non-responsive.**

If pricing is not provided, for an element of Table B.1 a value of zero will be assigned for the element and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However, if the Bidder disagrees then the proposal will be found non-compliant and no further evaluation will be done.

#### B.1. Firm Per Diem Rates

The Bidder must submit firm fixed all-inclusive per diem rates for the required Marketing Management services. The firm all-inclusive firm fixed all-inclusive per diem rates will form part of any resulting Contract and subsequent Task Authorization. These rates will apply for both the initial Contract period and all option periods.

The firm fixed per diem rates charged for Marketing Management services are all-inclusive. They include the cost of labour, general and administrative expenses, overhead, profit, excepting Applicable Taxes.

The Contractor is subject to the Applicable Laws as outlined in article 10 of the Resulting Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The firm fixed all-inclusive hourly rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

There is no provision for overtime under this Contract.

			Initial Contract Period April 01, 2021 – March 31, 2023		
	(B)	(C)	(D)	(E)	(F)
Category of Personnel	Level of Expertise	Name of Proposed Resource	Number of Days	Firm Per Diem Rate	Total Cost [D x E]
Communications Specialist	Senior		449	\$	\$
Total Estimated Initial Contract Cost:					\$

			Option Period 1 April 01, 2023 – March 31, 2024		
	(B)	(C)	(D)	(E)	(F)
Category of Personnel	Level of Expertise	Name of Proposed Resource	Number of Days	Firm Per Diem Rate	Total Cost [D x E]

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08023-200380

N° de la modif - Amd. No.  
File No. - N° du dossier  
cw011. 08023-200380

Id de l'acheteur - Buyer ID  
cw011  
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Communications Specialist	Senior		260	\$	\$
<b>Total Estimated Option Period 1 Cost:</b>					<b>\$</b>

<b>Option Period 2 April 01, 2024 – March 31, 2025</b>					
	(B)	(C)	(D)	(E)	(F)
<b>Category of Personnel</b>	<b>Level of Expertise</b>	<b>Name of Proposed Resource</b>	<b>Number of Days</b>	<b>Firm Per Diem Rate</b>	<b>Total Cost [D x E]</b>
Communications Specialist	Senior		260	\$	\$
<b>Total Estimated Option Period 2 Cost:</b>					<b>\$</b>

<b>Option Period 3 April 01, 2025 – March 31, 2026</b>					
	(B)	(C)	(D)	(E)	(F)
<b>Category of Personnel</b>	<b>Level of Expertise</b>	<b>Name of Proposed Resource</b>	<b>Number of Days</b>	<b>Firm Per Diem Rate</b>	<b>Total Cost [D x E]</b>
Communications Specialist	Senior		260	\$	\$
<b>Total Estimated Option Period 3 Cost:</b>					<b>\$</b>

**Total Estimated Cost of Per Diem Rates, to a limitation of expenditure: \$ (tax excluded)**

## FINANCIAL EVALUATION - BID EVALUATION VALUE (BEV)

The BEV is calculated for evaluation purposes. . All of the firm all-inclusive hourly rates for Marketing Management services quoted by the Contractor in Table B.1.a will be used to calculate the Evaluated Pricing Score and will also apply to the resulting Contract and subsequent Task Authorizations as indicated herein.

### Evaluation Table A Marketing Management Services

The firm fixed all-inclusive hourly rates for Marketing Management services submitted by the Bidder in Table B.1.a of the Annex B Basis of Payment will be used in the calculation of the BEV as follows: the lowest rate for each category will be determined between all fully responsive bids received. Then, each Bidder's submitted Firm All-Inclusive Hourly Rates including option period(s) will be evaluated against the lowest rate as detailed in the table below to determine the Evaluated Pricing Score for each resource category.

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**Example:**

Category of Service	FIRM ALL-INCLUSIVE PER DIEM RATE ( Initial contract plus option periods) Submitted for Table B.1 (a)	Lowest Evaluated Firm All-Inclusive (Initial contract plus option periods) Hourly Rate (b)	Evaluated Pricing Score (c)
Communications Specialist (Initial period)	\$ _____	\$ _____	1(c) = 1(b) / 1(a)
Communications Specialist (1 <sup>st</sup> option period)	\$ _____	\$ _____	2(c) = 2(b) / 2(a)
Communications Specialist (2 <sup>nd</sup> option period)	\$ _____	\$ _____	3(c) = 3(b) / 3(a)
Communications Specialist (3 <sup>rd</sup> option period)	\$ _____	\$ _____	4(c) = 4(b) / 4(a)
5. Total Evaluated Pricing Score (Evaluation Table A):			5(c) = 1(c) + 2(c) + 3(c) + 4(c)

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## **ANNEX "C" to PART 3 OF THE BID SOLICITATION**

### **ELECTRONIC PAYMENT INSTRUMENTS**

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

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




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## ANNEX "D"

### TASK AUTHORIZATION FORM PWGSC-TPSGC 572

 Public Works and Government Services Canada / Travaux publics et Services gouvernementaux Canada		Annex Annexe <b>E</b>
<b>Task Authorization</b> <b>Autorisation de tâche</b>		Contract Number - Numéro du contrat
Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)	
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu	
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$	
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract. Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat ▶		
<b>For Revision only - Aux fins de révision seulement</b>		
TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision \$	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu \$
<b>Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.</b>		
<b>Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.</b>		
<b>1. Required Work: - Travaux requis :</b>		
A. Task Description of the Work required - Description de tâche des travaux requis		See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement		See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche		See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement		See Attached - Ci-joint <input type="checkbox"/>

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