



**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

Title - Sujet Communication Marketing Management	
Solicitation No. - N° de l'invitation C1111-200211/A	Date 2021-06-16
Client Reference No. - N° de référence du client C1111-20-0211	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-011-80124	
File No. - N° de dossier cx011.C1111-200211	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-07-15 Heure Avancée de l'Est HAE	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Leblanc(CX Div.), Marc-Andre	Buyer Id - Id de l'acheteur cx011
Telephone No. - N° de téléphone (873) 354-5948 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF CANADIAN HERITAGE 7th Floor, office 87 15 EDDY ST Gatineau Quebec K1A0M5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

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

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

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

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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 Department of Canadian Heritage (PCH) requires the services of a Contractor on an as and when requested basis to develop, implement, manage, create awareness of, facilitate the exchange of information, and report on marketing, programs and content integration in support of the Public Education and Awareness Anti-Racism Campaign targeted to non-racialized Canadians middle-aged adults and Non-racialized Canadian adults.

The contract length will be from date of award to March 31, 2022, with the option to extend for two (2) 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.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; refer to Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled Federal Contractors Program for Employment Equity - Certification.

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.

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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

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

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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

Canadian Heritage 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.

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

SECTION A – INSTRUCTIONS TO BIDDERS

1. In order to facilitate the evaluation of the proposal, PSPC requests that bidders address and present topics in the same order and with the same headings as the evaluation criteria. Bidders should clearly identify where in their proposal each criterion is addressed.
2. If more projects/samples are provided than the requirements of the criterion, only the first projects/samples in the proposal will be evaluated. Any excess projects/samples will not be evaluated.
3. Projects/Samples start dates must not pre-date the maximum allowable as stated in the Mandatory/Technical evaluation criteria. For projects/samples “completed” dates, please see definitions section of this template (section B).
4. Review the “Submission Requirements” section at the bottom of each Mandatory evaluation criteria and at the top of the Rated Technical Evaluation Criteria section for specifics related to each individual requirement.

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

M1. Experience - Education and Awareness Marketing Campaign, National Anti-Racism Week	SCORING	
The Bidder MUST submit a description of two (2) social marketing/change management media, education and/or awareness campaigns developed by their organization within the last 8 years with a minimum \$500,000 budget. Please address the Mandatory Criteria below in the description. Maximum 3 pages.		
<ul style="list-style-type: none"> ▪ Minimum of 2 years of experience in developing a marketing strategy for a major awareness campaign and implementing it. 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Minimum of 2 years of experience in social media management including; impression tracking, social media activity monitoring and data analytics for clients' accounts or the organization's accounts, as well as monitoring social network accounts. 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Who was the client and what was the program title? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ What was the agency's role? What were you hired to do? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ What was the context of the program? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Were there specific challenges or considerations related to the program? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Who was the target audience(s)? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ In which region(s) and language(s) was the program delivered? 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
<ul style="list-style-type: none"> ▪ What were the program start and end dates (including month and year for each)? If you're submitting a portion or phase of an overall program, please include the start and end date of that portion or phase. 	MET <input type="checkbox"/>	NOT MET <input type="checkbox"/>
NOTE: These campaigns will be evaluated under the Rated Technical Evaluation Criteria below.		
Submission Requirements		
Bidder MUST complete the M1 checklist		

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M2. Mandatory Technical Criteria

EXPERIENCE OF THE BIDDER

The Bidder must have a minimum experience of five (5) projects in which they organized consultations. At least five (3) of the projects must reflect experience in working with racialized, religious minority and/or Indigenous organizations.

The Bidder must demonstrate compliance to this criterion by providing the following information for each of the five (5) projects:

- a) Name of the project;
- b) Description of the project;
- c) Duration of the event including start and end dates;
- d) Total number of participants;
- e) Profile of participants to the event, including details on both the racialized, religious minority and / or Indigenous organizations representation (for a minimum of five (5) projects).

Submission Requirements

Bidder MUST complete the M2 checklist above

TABLE B – POINT RATED TECHNICAL EVALUATION CRITERIA

Proposals will be evaluated and scored in accordance with the evaluation criteria guideline as detailed in this section. To be considered compliant, bidders must obtain the required minimum points for each point rated criteria. Proposals scoring less than the minimum required points will not be given further consideration.

INSTRUCTIONS

For R1. Samples and R2. Campaign Strategy Development, the Bidder must identify one (1) campaign submitted for Mandatory Criterion M1 and provide a detailed written description of the awareness campaign it produced as follows:

R1. Samples

- Sample marketing strategy.
- Sample web site
- Sample video (including of any event it has organized or contracted a company to organize)
- Sample social media marketing implementation (up to 5 creative examples)

Maximum Points	100 Pts
Minimum Points	50 pts

Bidder Score	___ / 100
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R.1.1 Evaluation Criteria Guideline:

Lacks Understanding or Insufficient Information (0 point)

Overall, the Bidder has not provided a response or has demonstrated an insufficient understanding of the requirement(s), with at least two or more major omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Not Adequate or Poor (25 points)

Overall, the Bidder has demonstrated a poor understanding of the requirement(s), with at least one major omission or problem in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Adequate (50 points)

Overall, the Bidder has demonstrated an adequate understanding of the requirement(s), with some minor omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirement(s).

Good (75 points)

Overall, the Bidder has demonstrated a good understanding of the requirement(s), no omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Excellent (100 points)

Overall, the Bidder has demonstrated an excellent understanding of the requirement. The Bidder has addressed all the requirements extremely well, has consistently provided comprehensive, organized, clear and appropriate response and has tailored its response to requirements very well.

R2. Campaign Strategy Development (Maximum 30 points)		Max Points	Cross reference to proposal (Supplier to insert)
Who was the client and what was the program title?		1	
What was the overall marketing and social media program strategy?		5	
How did you determine that strategy and why?		2	
On what data, information, insights, challenges or considerations were the recommendations based?		5	
What were the tactics recommended to support the program and why?		5	
How did you present the marketing and social media program strategy to your client to secure approval, including the rationale that supported your positioning and the arguments that solidified and supported your overall approach or strategy?		3	
What was the client reaction to the strategy presentation? How did you secure approval? How was client feedback integrated into the overall program strategy?		5	
Do you have experience dealing with pressing, urgent or emergency-driven marketing that may arise? Please elaborate with examples. In the event of a health emergency or crisis, public communications, including marketing and advertising, will be essential to supporting and enhancing PCH and ARESC's response efforts.		5	
Maximum Points	30 Pts	Bidder Score ___ / 30	
Minimum Points	22.5 Pts		

R.2.1 Evaluation Criteria Guideline:

Lacks Understanding or Insufficient Information (0 point)

Overall, the Bidder has not provided a response or has demonstrated an insufficient understanding of the requirement(s), with at least two or more major omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Not Adequate or Poor (7.5 points)

Overall, the Bidder has demonstrated a poor understanding of the requirement(s), with at least one major omission or problem in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Adequate (15 points)

Overall, the Bidder has demonstrated an adequate understanding of the requirement(s), with some minor omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirement(s).

Good (22.5 points)

Overall, the Bidder has demonstrated a good understanding of the requirement(s), no omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Excellent (30 points)

Overall, the Bidder has demonstrated an excellent understanding of the requirement. The Bidder has addressed all the requirements extremely well, has consistently provided comprehensive, organised, clear and appropriate response and has tailored its response to requirements very well. The Bidder described more than the minimum in their summary concept.

R3. Social Justice Experience

Describe any campaigns produced by your organization that is related to any of the following topics: racialized communities, religious minorities, and/or Indigenous peoples, anti-racism, human rights, social justice, and/or social cohesion. Please provide 2 pages describing the campaign, the timeframe and what it achieved. Please provide 2 creative samples.

Maximum Points	30 Pts	Bidder Score	___ / 30
Minimum Points	22.5 Pts		

R.3.1 Evaluation Criteria Guideline:

Lacks Understanding or Insufficient Information (0 point)

Overall, the Bidder has not provided a response or has demonstrated an insufficient understanding of the requirement(s), with at least two or more major omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Not Adequate or Poor (7.5 points)

Overall, the Bidder has demonstrated a poor understanding of the requirement(s), with at least one

major omission or problem in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Adequate (15 points)

Overall, the Bidder has demonstrated an adequate understanding of the requirement(s), with some minor omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirement(s).

Good (22.5 points)

Overall, the Bidder has demonstrated a good understanding of the requirement(s), no omissions or problems in any or all of the following areas: how the requirements were addressed (organized, clear, appropriate), the level of detail provided in its response, or how the Bidder tailored its response to the requirements.

Excellent (30 points)

Overall, the Bidder has demonstrated an excellent understanding of the requirement. The Bidder has addressed all the requirements extremely well, has consistently provided comprehensive, organised, clear and appropriate response and has tailored its response to requirements very well. The Bidder described more than the minimum in their summary concept.

Scoring Summary:

Criterion	Bidder's Score	Minimum Score
R1	/100	50
R2	/30	22.5
R3	/30	22.5
Total	/160	95

4.2 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 R1 and R2 for the technical evaluation, and
 - obtain the required minimum of 95 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 160 points.
 - submit pricing for options years
- Bids not meeting M1 or M2 will be declared non-responsive.
- The selection will be based on the highest responsive rating of technical 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 60 %.
- To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
- 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

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.

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

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

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the 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

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 \$100,000.00, 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 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, 2022 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 two (2) 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:

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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

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.

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- (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](#)".

ANNEX "A"

STATEMENT OF WORK

Marketing and Social Media Programs for the Department of Canadian Heritage's Public Education and Awareness Anti-Racism Campaign.

1.1 INTRODUCTION

The Department of Canadian Heritage (PCH) requires the services of a Contractor to develop, implement, manage, create awareness of, facilitate the exchange of information, and report on marketing, programs and content integration in support of the Public Education and Awareness Anti-Racism Campaign targeted to non-racialized Canadians middle-aged adults and Non-racialized Canadian adults.

1.2 OBJECTIVES OF THE REQUIREMENT

Generate awareness and serve to operationalize the FEDERAL SECRETARIAT's work of implementing the community engagement and public awareness objectives of *Building a Foundation: Canada's Anti-Racism Strategy 2019-2022* (CARS).

The campaign will weave together an emotionally compelling narrative of contemporary Canadian Identity and Values as antithetical to racism and racial discrimination and one that directly supports social cohesion, strength in diversity and inclusivity, eventually further strengthening Canada's leadership of these values on the global stage.

It will provide Canadians with targeted, timely, relevant, comprehensive and accessible information to educate the public as well as tools and activities that empower them to combat racism in their communities. To this end, a marketing and social media strategy and action plan will support the overall Public Education and Awareness Campaign delivery, through such things as social media, and other outreach tactics.

This awareness campaign will aim to:

- **Increase the level of *target audience* knowledge** and understanding of:
 - How implicit bias, and current racism and discrimination (both systemic and individual) impact people in Canada (including the latest revised definitions of racism and related terms)
 - Canada's history of systemic racism and Indigenous Peoples as well as Black, Asian and racialized and religious minority communities' long-standing legacy of countering racism and discrimination.
- **Increase the members of *target audience's* level of understanding of specific steps** they can take to address and counter racism and discrimination as they experience or observe it in their everyday lives (both systemic and individual).
- **Increase the number of *target audience* members active in** combatting racism in their communities through such activities as:
 - Speaking out on discrimination and its impacts;
 - Working to dismantle systemic barriers; and

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- Decreasing implicit bias.

Campaign sub-topics may include, but are not limited to racism, discrimination, social cohesion, diversity, inclusion, social justice, equity-deserving groups, intersectionality, reconciliation, Indigenous rights, missing and murdered Indigenous women and girls and members of 2SLGBTQ2 communities, racialized peoples, religious minorities, and human rights.

The services of the Contractor are required from the date of the contract award until March 31, 2022.

The National Education and Awareness Campaign, will be implemented and promoted both organically and using funneling click-through to a specific Marketing Campaign website. The campaign will involve video, graphic, social media, earned media and other paid media tools. Educational tools and ways to get involved will be outlined on the website and tailored to each of the Campaign's target audiences. This website will also serve as a connector to a series of related community activities, including the National Anti-Racism Week microsite, as well as to additional resources and funding opportunities. The campaign is scheduled to run from late 2021 to March 31, 2022.

Using National Anti-Racism Week as a marketing blitz opportunity (week of March 21st), the national organization(s) implementing the Marketing Campaign will leverage Federal Secretariat's relationships with the corporate, community, labour and philanthropic sectors to organize local activities. These activities will mobilize communities around taking concrete steps to eliminate systemic racism in their organizations, holding them accountable for their progress and creating tangible change. These events will be amplified through the marketing components of both the Marketing Campaign and National Anti-Racism Week.

While most initiatives are planned in advance, PCH requires a Contractor that can also deal with pressing, urgent or emergency-driven marketing that may arise. In the event of a health emergency or crisis, public communications, including marketing and, will be essential to supporting and enhancing PCH and ARESC's response efforts. This will require that the Contractor be in a position to respond to pressing urgent marketing demands with five business days of the request being made.

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Tasks for 2021-2022 – Phases 1 to 3

This *projected timeline* may be *subject to change and is an estimate to provide clarity to bidders*.

PCH is seeking a contractor to develop a strategy and social marketing campaign (2021 to 2022) based on a consistent approach, from contract award to March 31, 2022.

Phase 1: Planning - 2 months

Development of the overarching marketing strategy and implementation plan covering 2021 to March 31, 2022. While funds exist to cover implementation up to March 31, 2022, the strategy should include options and tactics for beyond 2022 to complete the job of eliminating racism in Canada via education and awareness.

Phase 2: Production - Summer 2021

Production of marketing material including, but not limited to, videos, tool kits, web content (includes educational and awareness materials).

Development of three separate creative concept options.

Phase 3: Launch/Implement – September 2021 to March 31, 2022

Launch of website

Launch of organic digital campaign, launch public events

Production of marketing material for anti-racism week

1.2 BACKGROUND

Canada's Anti-Racism Strategy (CARS) 2019-2022 provides the mandate for Federal Secretariat including the development and implementation of an Anti-Racism Public Education and Awareness Campaign. CARS was drafted based on feedback from twenty-two engagement sessions across the country and empirical research on the matter. The Strategy complements existing government efforts and programs aimed at eliminating inequities by focusing on three guiding principles: Demonstrating Federal Leadership, Empowering Communities, and Building Awareness & Changing Attitudes. As part of CARS, a budget is allotted towards the creation of a public education and awareness campaign. The campaign is under the Federal Secretariat's responsibility.

The projects Federal Secretariat is spearheading are particularly important and timely. With the COVID-19 pandemic, data is showing that Indigenous Peoples as well as Black, Asian, Muslim, Jewish and other racialized and religious minority communities have become more victimized by hate crimes and incidents, racial discrimination and prejudices. At the same time, public opinion polls demonstrate that 93% of Canadians believe that online hate and racism are problems in Canada (Abacus, January 2021), and 53% of Canadians believe that racism is built into the Canadian economy, government and educational system (Ipsos Reid, February 2021). In this COVID-19 context, Canadians are face-to-face with a unique opportunity to reimagine the social contract - "the basic expectation between business, government and civil society" (The Star, 2020) – in ways that place anti-racism, equity, reconciliation and human rights at the heart of the recovery process. As such, the Public Awareness and Education Campaign will take stock of the current societal moment to reenergize and mobilize citizens around re-embracing the values of equity, human rights, reconciliation, inclusion and diversity and coming together to build a better, more inclusive Canada of the future.

Equally significant, 2021, represents the 20th anniversary of the UN World Conference Against Racism, within which Canada played a leadership role in mobilizing Canadian civil society as well as the international community to take concrete steps and commitments to eradicate racism at home and abroad. The consultation process hosted by the Government of Canada at the time helped shape (the short-lived) Canada's Action Plan against Racism (CAPAR). 2021 also constitutes the year that the Federal Anti-Racism Secretariat will be hosting engagement sessions with Indigenous Peoples as well as Black, Asian, racialized and religious minority communities, as well as key sectors of society (e.g., business, labour, academia, philanthropic, legal, health, etc.), to inform Canada's next anti-racism strategy or action plan, post March 31, 2022.

1.3 TARGET AUDIENCES

Primary target:

- **Non-racialized* Canadian middle-aged adults (age 30-44)**

Segmentations:

- Non-racialized Canadian adults living in any urban region (age 30-44)
- Non-racialized Canadian adults living in any rural region (age 30-44)
- Non-racialized Canadian adults living in "racism hotspots" * (age 30-44) urban and rural

*"racism hotspots" can be defined as regions with the highest number of police-reported hate crimes in Canada in a [study conducted by Statistics Canada](#). Some of the most affected areas include Hamilton, Quebec, Ottawa, Thunder Bay, Guelph, etc.

Secondary Target Audiences:

- **Non-racialized Canadians sub-audiences:**
 - Young adult urban (age 18-29)
 - Young adult rural (age 18-29)
 - Older adult urban (age 45-64)
 - Older adult rural (age 45-64)

1.4 KEY MESSAGES

Overarching message themes may include but are not limited to highlight:

- Canada's history of systemic racism with the lens of reinforcing the importance of Canada's being a country committed to countering racism and discrimination
- Re-embracing values of inclusion and diversity, reconciliation anti-racism and human rights
- Coming together out of COVID-19 to build a better Canada of the future
- Needing contemporary Canadian identity and values to be antithetical to racism and racial discrimination
- Active citizenship as a tool against racism and hate
- Identifying distinct forms of racial discrimination and their impacts
- Educating and empowering Canadians by demonstrating ways to counter racial discrimination and its impacts
- Identifying systemic racial discrimination and its impacts
- Educating and empowering Canadians by demonstrating ways to counter systemic racial discrimination
- Identifying racial bias
- Educating and empowering Canadians by demonstrating ways and providing tools to counter racial bias

The overall result is to see an increase in awareness within the identified target audiences, in addition to a change in attitudes regarding racism and discrimination in Canada.

Changed behaviors by individuals would be demonstrated through improved individual attitudes or practices that combat the perpetuation of racism, discrimination and hate, as a result of increased awareness. This initiative is

expected to contribute to increasing the percentage of Canadians who feel that ethnic and cultural diversity is a shared value.

NOTE: Tailored messages for each initiative under the Public Education and Awareness Campaign will be further developed as part of the Contractor's overarching deliverables.

2. TASKS

The Contractor must perform the following tasks:

2.1 Develop, implement and evaluate one (1) national campaign with two initiatives in French and English under the Public Education and Awareness campaign, expected to launch September 2021 to March 31, 2022:

The initiatives remain:

1. Education and Awareness Marketing Campaign
2. National Anti-Racism Week

2.1.1 The campaign will aim to generate awareness, educate and empower Canadians to counter systemic racism, by using marketing, social media, and community engagement to increase public understanding of the history and contemporary impacts of racism, and multiply the number of ordinary Canadians involved in eliminating systemic barriers and decreasing implicit bias.

The tasks related to the national campaign must include but are not limited to:

- a) Developing an evidence-based strategy and action plan for the national program to connect with Non-racialized* Canadian middle-aged adults (age 30-44) and achieve maximum awareness. The plan must include key performance indicators and results evaluation;
- b) Using new and innovative methods and technology that will appeal to middle-aged adults, in order to disseminate information on public education and awareness to anti-racism.
- c) Creating and integrating content and online education tools by using communication channels that are popular and that appeal to our primary and secondary demographic. (excluding paid advertising)
- d) Exploring opportunities to engage relevant influencers
- e) Developing and producing all communication material in French and English such as posters, visuals, videos, tool kits, web content (including educational and awareness materials)
- f) Conduct further research based on final target audiences and segmentations to determine which online spaces and platforms will maximize the impact and reach of the campaign
- g) Develop key campaign messaging in French and English
- h) Create Campaign web portal that offers access to educational tools and activities tailored to each target audience segmentation
- i) Developing, design, implement and evaluate campaign among the target audience by:
 - a. Using multiple communication channels and activities, including social media, to reach the target audience and encourage them to participate.
 - b. Developing Digital, mobile and social media campaign strategy
 - c. Developing Digital Influencer Marketing Program

- j) Acquiring all copyrights for products (pictures, visuals, artwork, audio) and negotiating talent fees with the appropriate Canadian unions if required as per the strategy
- k) Developing promotional marketing content (images and video) for social media (Twitter, Facebook, Instagram, LinkedIn) and other social media channels as appropriate to reach target audience
- l) Creating Digital marketing outreach strategies with key community outlets, influencers and online platforms nationally
- m) Feeding into existing social media platforms to increase reach of messaging.

2.2 IMPLEMENT AND MANAGE CAMPAIGN

The tasks related to the implementation and management of the marketing events programs must include, but are not limited to:

- a) An implementation plan including a detailed production schedule
- b) A mitigation strategy
- c) Key performance indicators and activity report
- d) Recommended tactics using content integration to inform and engage target groups
- e) Utilizing new and innovative means /technology that will appeal to various audiences in order to disseminate information on Public Education and Awareness about Anti-Racism.

2.3 ENVIRONMENTAL CONSIDERATIONS

- The campaigns will require engagement with different stakeholders, including provinces, territories, Indigenous communities, advisory groups, and other government departments. Partnerships will need to be established to inform the messaging, support public awareness efforts and amplify our reach.
- Some provincial, territorial and municipal governments have anti-racism initiatives in place. PCH will identify and where appropriate, work in collaboration.
- Information must be made available to Canadians in a way that is user friendly and useful to them. When visiting the website, Canadians should be able to search for information that is relevant to their needs, and have the flexibility to receive that information in a way that suits them. Social media efforts should be focused on targeting key audiences where they are online, providing them with shareable content and identifying other social media influencers that should also be reached to expand reach and impact of messages.
- Tailoring of messaging to reach specific target audiences may require a wide variety of platforms and methods (for example, it's not one-size-fits-all).
- The work will require the firm regularly assess and adapt messaging according to potential environmental changes related to the COVID-19. These can include such things as a greater spike in online and offline hate incidents. It can also include changes in the ways in which Canadians consume media, trust in the federal government, and public expectations regarding actions the federal government should take to ensure that communities and peoples with lived experience of racism do not bear the brunt of the pandemic.

2.4 CAMPAIGN EVALUATION

The Public Education and Awareness campaigns evaluation will focus on:

- Indicators for success to be developed by Contractor
- Web metrics and analytics (i.e. page views, visits, time spent, bounce rates, etc.)
- Uptake of printed and online materials
- Tracking of media coverage
- Social media analytics
 - Facebook (likes, shares, comments on posts)
 - Twitter (re-tweets, likes, replies)
 - YouTube (video views, likes)
 - LinkedIn (open rates, click-through rates)
 - Other social media channels as appropriate to reach key target audiences

NOTE: Public opinion research (POR) does not form part of this requirement and will be contracted separately by PCH

3.0 SERVICES REQUIRED

3.1 Account Management and Coordination Services

The Contractor is required to provide account management services that must include, but are not limited to:

- Ensure that all procedures have been followed and that the contract, and any amendments, are received from the Communication Procurement Directorate (CPD) of PSPC prior to the commencement of work;
- Oversee the life of the project to ensure the quality of work and the adherence to timelines, budgets, and staff resources;
- Attend client briefings and meetings; provide status reports detailing budgets and timelines; produce estimates for approval; advise of budget variances; and facilitate the production process;
- Ensure that all creative elements have the Project Authority's signed approval prior to production;
- Provide cost reports on a monthly basis including breakdown by personnel, resources, travel and rates;
- Deliver all requested components as detailed in this Statement of Work (SOW).
- Issue project invoices, in accordance with the invoicing instructions, and each task authorization
- Provide estimates as requested by the Project Authority and as per each task authorization
- Provide for a process to ensure that at the end of a contract, all deliverables are delivered to the Crown (within 30 days of the expiry of the contract or within timelines set-out by the Project Authority in a task authorization) and in final workable formats.
- Have the capability to provide creative in English and French. Alternatively, have had experience contracting translation and simultaneous interpretation services.

3.2 Strategic Planning and Development Services

The Contractor is required to implement an overarching Marketing Strategy that will explain how the campaign objectives will be met. This must include, but is not limited to:

- Offer strategic insight and advice for briefing management on decision making
- Develop marketing and creative strategies and work closely and collaboratively with partners
- Adapt, update and/or build on any existing marketing initiatives, as proposed by a previous Contractor.
- Provide secondary research and analysis data (if necessary), and review similar campaign performance(s). The initial plan will provide the Project Authority as well as the Contractor with strategic advice on best approaches to reach the campaign objectives. The Contractor will be expected to provide a plan with the following areas, if necessary:
 - Marketing objectives
 - Target audience
 - Key Messages
 - Creative Strategy and Creative compositions
 - Measurable objectives
 - Budget
 - Timelines
 - Deliverables
 - Evaluation methodology
- Offer a description of the creative idea, the central message(s), and a rationale of why the idea will resonate with the audience(s), including a summary of the insights that support the strategic recommendation(s).

As well, the Contractor will be required to liaise with partners, if and when applicable, to ensure that the creative and marketing tactics are aligned.

3.3 Creative and Production Services

The Contractor will be required to produce and implement the marketing strategy including the creation and production of all creative products and tactics

For all creative, as applicable to each campaign and tactic, the contractor is required to:

- Oversee, provide direction, ensure quality control and produce (and/or adapt existing) all creative elements, concepts, development, and production of all marketing products which may include, but are not limited to:
 - Print production
 - Direct mail piece
 - Collateral such as brochures, pamphlets, posters
 - Signs and banners
 - Electronic production
 - Web design and graphics, interactive features, banners and buttons
 - Social media visuals
 - Infographics
 - Search engine marketing
 - Online video
 - Mobile
 - Other digital media, if applicable
 - Illustrations and images

-
- Motion graphics
 - Animation, including development in HTML5
 - Custom photography
-
- Produce creative concepts in the form of mock-ups, story boards, treatments, or scripts;
 - Provide creative material in both official languages ;
 - Revise and finalize the creative concept based on focus testing results and/ or Project Authority's recommendations; as well as changes that can arise throughout the approval process;
 - Write and edit text, including copy, for all drafts through to final materials;
 - Provide copy-editing and proofreading services;
 - Translate/adapt to the other official language all text for drafts through to final materials;
 - Manage the regional adaptation of national campaign components;
 - Produce graphics, photographs and design layouts through to pre-press for printed materials, if any;
 - Script, shoot, and post-produce through to final edit for broadcast, video, and cinema materials;
 - Design, program and test through to final release for new media and Internet materials;
 - Deliver a CD, DVD, or –e-transfer of the master copy of final “ready-to-use” artwork/materials (including all working files e.g., layered or native files, text files, graphics, images, etc.) to the Project Authority, if any; and
 - Manage and ensure quality control of sub-contractors' work, if any.

4. DELIVERABLES

The Contractor must submit the following:

- Strategy and action plan for the activities listed in the Anti-Racism Education and Awareness Campaign provided within ten (10) working days after contract award, or within a delay accepted by the PA, after kick-off meeting.
- Backgrounder with campaign key messages and other instructions/guardrails as well as proposed contract requirements provided ten (10) working days following approval of final key messaging and campaign scope.
- Final approved list and vetted list of proposed media outlets, influencers, online platforms for partnerships, community organization, event suggestions secured prior to any discussions with external stakeholders.
- Prior to any content being pushed live:
 - initial concept and visual direction must be approved prior to any content development;
 - approved draft samples of all communication material
 - approved final versions of all communication material
- Weekly Status Reports including, but not limited to, the following:
 - Weekly project status updates that include accomplishments, issues and upcoming milestones;
 - Costs broken down by personnel, travel and rates; the Contractor must track time and budget separately for each event activity; and
 - Cost estimates as requested by the PA.
- Final Campaign Report providing a compilation of the results from KPI (activities and with an analysis, including highlights, program's performance in relation to industry and GC standards, lessons learned, and recommendations for the future.
- A master copy (USB key or external hard drive) of all final deliverables, including all content (working files and all final source files in electronic format). All original material supplied or created during

production of any creative requirements is deemed to be the property of Canada and must be returned to the PCH (artwork, electronic media, photographics, source files, links and fonts).

- A copy of the talent and IP agreements for all creative work, demonstrating ownership to the CROWN.

All deliverables must be approved by the PA.

5. WORK and CONTRACT CONSTRAINTS

6.1 Creative Content Constraints

The Contractor will ensure creatives reflect the diversity of Canada's population (i.e. visible minorities, people with physical disabilities and limitations, etc.). The Contractor must ensure that creative approaches show sensitivity to cultural differences and do not advance cultural appropriation.

Specifically, deliverables must be:

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

The *Policy on Communications and Federal Identity of the Government of Canada* to ensure that communications across the GoC are well coordinated, effectively managed and responsive to the diverse information needs of the public (<http://www.tbs-sct.gc.ca/pol/doceng.aspx?id=30683>);

The *Federal Identity Program Manual* to ensure that public-facing products conform to the requirements (<http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/fippcim/man/mantb-eng.asp>);

Creative material must comply with the [Policy on Communications and Federal Identity](#) and include the GC or institution's signature with the Canada Wordmark. Official Government of Canada (GC) symbols cannot be reproduced. PCH will provide the Contractor with the approved electronic master files.

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

The Contractor must refer to the FIP Technical Specifications website for additional information – www.tbs-sct.gc.ca/fip-pcim/spec-eng.asp

Internet Display:

Please refer to Appendix A for [Web Requirements for Creatives Placed on Government of Canada Digital Networks](#)

Please refer to Appendix B for [Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties](#)

Web Videos:

Please refer to Appendix C for Web Video Requirements for Deliverables. [Web Accessibility](#) and [Web Usability](#)

Internet development must comply with Web Standards for the GC.

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

Social Media:

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

6.2 Technological Constraints

Some software, websites, FTP and file transfer services are inaccessible to PCH and the staff. The Contractor is required to find department compliant solutions for staff to review and share draft working and final materials.

At a minimum, and unless specified otherwise, the Contractor should be proficient with Adobe (including Adobe Illustrator, Adobe Photoshop, Adobe PremierePro, Adobe FireWorks, and Adobe Flash) for the various material that it is required to produce. As well, the Contractor must be able to provide all required deliverables in electronic format compliant with PCH's software suite:

- PC-based for day-to-day operations: Microsoft Suite 2010, Adobe Reader v8 (or higher), Microsoft Outlook, MS Media Player v10 (or higher), Internet Explorer v11
- Creative Cloud 2018 on PC or Mac for graphic design files
- Web: Adobe Dreamweaver, FTP client, web browsers, Adobe Photoshop

In addition, the Contractor must have software and systems that are fully compatible with the software in use at PCH and on government websites and networks throughout the period of the contract.

APPENDIX A - Web Requirements for Creatives Placed on Government of Canada Digital Networks

Web accessibility

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Images must comply with the Standard on Web Accessibility to ensure conformance with [Web Content Accessibility Guidelines \(WCAG\) 2.1](https://www.w3.org/TR/WCAG21/) (<https://www.w3.org/TR/WCAG21/>) – www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601. This includes, but is not exclusive to the following:

- Titles for images are not included in the jpeg version of the image.
- Colour should not be used to convey information. For example, instead of using a colour-based legend in a chart, different patterns should be used to identify different sets of data.
- Colour contrast will have to meet the [Web Content Accessibility Guidelines \(WCAG\) 2.1](https://www.w3.org/TR/WCAG21/), and follow any new legislation coming into effect during the contract period.
- Provide an alt text* and a long description** for each image provided to meet accessibility requirements, with the exception of Carousel banners and Promotional feature banners (since they do not have embedded text). However, if the information from the image can be provided directly within the text (e.g. just below a chart) then a long description is not required.

*Alt text is the short line of descriptive text that appears when an image is not displayed (either because the user has turned off images in their web browser or is using a screen reader due to a visual impairment).

**A long description provides a detailed description of what the image is displaying, and this description is for visually impaired visitors using screen readers. The long description should not be just a summary or general description of the image; it must provide exactly the same information that is conveyed by the image.

Image optimization

For photos, graphics and promotional material:

- use the optimized JPEG format,
- ensure the quality setting is between 60% and 70%, and
- strip all image metadata.

To ensure the best image quality: images should be compressed only once from the original uncompressed, full-resolution, native artwork; images should be exported at the intended display size and file type to avoid unnecessary resampling.

Requirements for specific products:

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Carousels

- Do not embed any text on the banners.
- Link text should be supplied to describe the call to action. A maximum of 65 characters is allowed.

Image size	Use	MD Col Width	Notes
1170x347	Banner (such as on Flood Ready, Don't drive High, and PCH Homepage main feature)	12	* Required size for GC Wide promotion (Example: https://www.canada.ca/en/news.html).
653x194	Carousel	8	Can also be used for video player placeholder image
520x200	Canada.ca homepage Feature	6	Can also be used for video player placeholder image. * Required size for GC Wide promotion (example: https://www.canada.ca/en.html).
360x203	Feature	4	* Required size for GC Wide promotion (Example: https://www.canada.ca/en/news.html).

**APPENDIX B - Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties
(if any)**

Internet Display

Ads must use one of Ripple's 3 standard architectures:

- Banner: regular in-page banner
- Expandable: regular banner that can be expanded in the page. In Ripple, this consists of 2 separate files - collapsed (small) and expanded (large).
- Top Layer Ad (TLA): similar to the banner, except that it appears over the page content for a certain amount of time.

Planning/creative agencies must integrate Ripple in rich media creatives so that campaigns are tracked correctly. Ripple can also be integrated in standard banners, but is not mandatory in that case for tracking purposes. Online documentation is available for banner developers at <http://groups.google.ca/group/adcentric-ripple>.

Banner Type	Description
Standard	An image or a Flash file (no video) Animation of 15 seconds maximum before the final frame (no animation in the final frame) Only 1 file called per impression Only 1 click covers the whole banner No interaction tracked (mouseover, etc)
Rich Media (REQUIRES RIPPLE - see below)	One or more of the following: Video Expandable formats Top layer over the site page Catfish Dynamic content based on external data (contact AOR for additional details) Combinations - 2 files talking to each other with a synchronized animation (contact AOR for additional details) Contextual behaviour Multiple files called on each impression Events tracked in the banner triggered either on click, rollover or by time spent

Additional production notes:

- Ripple must be installed before building any rich media ad/banner
- The frame rate must be either 18 or 30 frames per second (fps)

Please refer to Appendix D for Graphic Design Requirements for Final Artwork Files

APPENDIX C - Web Video Requirements for Deliverables

(Last updated October 2015, version 4)

Canadian Heritage follows Treasury Board of Canada Secretariat Standards on [Web Accessibility](#) and [Web Usability](#). These require that assets intended for delivery on the internet (such as web videos) meet [WCAG 2.0](#) Level A/AA compliance.

The aim of this document is to help PCH contractors understand what materials and formats are required in order for web based videos to be successfully posted on any PCH website, *and* popular 3rd party locations (e.g. YouTube.)

Federal Identity Program (FIP) Requirements

Each video posted on PCH related websites must comply with FIP Requirements, which can be found here: <https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/technical-specifications/communications-products/video.html>.

Source File Requirements

Each **file** below requires a **French** version and an **English** version. (Note, alternate timed files are considered separate final files e.g. a full and an abridged version of a video counts as two files.) All videos should be produced using the NTSC Standard.

- **Final File** (Full HD resolution, 1920x1080) in MP4 format
- **Final File** (Full HD resolution, 1920x1080) **with Described Video*** in MP4 format
- **PCHweb-ready video file** (mp4, 852x480HD)
- **PCHweb-ready video file with Described Video*** (mp4, 852x480HD)
- **Closed Captioning** files for Final File in XML (Timed Text Authoring Format -TTAF) format
- **Closed Captioning** files for Final File in SBV format
- **Video title and description** (Microsoft Word - character limit: 60 for title, 1,000 for description)
- **Transcript File** (Word format) for the Final file video that includes narration, dialogue, important actions, sounds, scene changes and on-screen text
- **Key Words** list related to Final file video (used when posting to websites such as YouTube)
- **2-3 Still Frames** from the Final File (to be used as a thumbnail for video gallery page)
- **All Original Project Files:** separate audio tracks for each audio element (music, voice overs, sound effects, etc.), video, animations, photographs or graphics used in the process of making the video (all in full resolution, in their original file formats i.e.: mp3, .aiff, .wav, .mov, .flv, .psd, .jpeg, etc.) including project files (ie: EDL's for Premiere, FCP, Flash, Media 100, After Effects, etc.)
- **Web Videos:** For prerecorded video-only media on websites, an alternative for time-based media or an audio track must be provided that presents equivalent information for pre-recorded video-only content.
<https://www.w3.org/TR/WCAG21/#audio-only-and-video-only-prerecorded>

**Described Video is a narrated description of a program's main visual elements, such as settings, actions, costumes, or body language. The description is added to enable people to form a mental picture of the video. For people with visual impairments, such as people who are blind or have low vision, described video makes the content more accessible. If current pauses in the video do not allow enough time to add the needed descriptions, additional pauses are to be added. This may affect the overall time of the Described Video version.*

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EXAMPLE

You have created a video for PCH. The following 8 video files and 12 supporting files are required:

English

- 2 Final Files (video)
- 2 Final Files with described video (video)
- 2 Closed Captioning files
- 1 Title and description file
- 1 Transcript file
- 1 Key Words list
- 1 Folder with All Original Project Files

French

- 2 Final Files (video)
- 2 Final Files with described video (video)
- 2 Closed Captioning files
- 1 Title and description file
- 1 Transcript file
- 1 Key Words list
- 1 Folder with All Original Project Files

APPENDIX D - Graphic Design Requirements for Final Artwork Files

The Contractor will provide final artwork for a wide range of print products and electronic media. The final design product will be supplied to the Project Authority as final electronic artwork on the specified media. Final error-free camera-ready hard copy boards may be required for line illustrations or continuous tone illustrations as specified by the Project Authority.

Final electronic artwork and proofs will be produced as follows:

- Artwork will be set according to printer or electronic/web master specifications or as specified by the Project Authority.
- The Contractor will return all completed work and all related files (i.e., layered or native files, text files, electronic files, graphics, images, fonts, etc.) as well as the output proofs. These files will be supplied on current electronic media or as specified by the Project Authority.
- Information sheets containing the proper information on software, versions, fonts, colours, graphics, scanned images, etc., will be supplied with the electronic media.
- Special instructions, including (for example) trapping, spreading, choking information, will be provided with the electronic media.
- Scanned images will be supplied on the specified media as well as all other electronic sources required proceeding.
- All final deliverables destined for Web sites must be created and compiled using industry standard software packages and must be ready for posting to a Web server.
- Sets of files for posting on Web sites must be accompanied with a specifications form that includes a file directory that lists all folders and files included and identifies which file serves as the home page, the development software (including version number) used to create the Web pages and any other information necessary to ensure correct appearance and functionality after posting. (The Contractor must provide at no extra charge the source files used for the creation of text and graphics that appear in the files for posting on Web sites.)
- All illustrations and photographs will be in place in final files.
- Filename extensions must be properly updated in all layouts and must include appropriate extensions (i.e. filename.eps, filename.indd).
- For final files for exhibits/displays created in Illustrator: ensure that files are embedded and saved as an Illustrator-native PDF. Include all fonts used in all vector artwork.
- For final files for exhibits/displays: supply all logos and illustrations as vector graphics (.eps or .svg) and not raster graphics or vector files containing raster graphics.
- Instructions indicating the dominant and secondary colour for any duotones will be indicated on the electronic media or proof or resolved in final form within the electronic files.
- Colour divisions will be provided and clearly demonstrated on proofs and approved by client.
- All sets of files for electronic media must be accompanied by colour proofs demonstrating the on-screen appearance of the final product.
- The Contractor may be required to store an electronic version of original materials developed under a contract, and will maintain an inventory of such materials.
- Ownership of the material, and copyright of the materials, will always vest with the department.
- Files submitted to PCH should comply with the [WCAG 2.0 accessibility guidelines](#).
- All licensed assets (e.g.: fonts, third-party IP, etc) should come with a license and be secured on the department's behalf and shared with the department.

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 Hourly Rates

The Bidder must submit firm fixed all-inclusive hourly rates for the required Marketing Management services. The firm all-inclusive firm fixed all-inclusive hourly 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 hourly 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.

Table B.1.a –Base Requirement

Resource Category of service To be identified during issuance of Task Authorization	Initial contract / Hourly Rate	Option Period 1 / Hourly Rate	Option Period 2 / Hourly Rate
Account Manager	\$	\$	\$
Planning & Development Strategist	\$	\$	\$
Communications Strategist	\$	\$	\$

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Social Media Manager	\$	\$	\$
Total of the initial contract Hourly Rate for evaluation purposes only			

Website Design Services

Resource Category of service To be identified during issuance of Task Authorization	Initial contract / Hourly Rate	Option Period 1 / Hourly Rate	Option Period 2 / Hourly Rate
Web designer Services	\$	\$	\$
Animation designer (HTML 5) Services	\$	\$	\$
	\$	\$	\$
Total of the initial contract hourly Rate for evaluation purposes only			

Website Hosting Services

Resource Category of service To be identified during issuance of Task Authorization	Initial contract / Yearly Rate	Option Period 1 / Yearly Rate	Option Period 2 / Yearly Rate
Web hosting	\$	\$	\$
Domain Name hosting	\$	\$	\$
Total of the initial contract hourly Rate for evaluation purposes only			

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Creative and Production Services

Resource Category of service To be identified during issuance of Task Authorization	Initial contract / Hourly Rate	Option Period 1 / Hourly Rate	Option Period 2 / Hourly Rate
Graphic Designer	\$	\$	\$
Search Engine Optimization Services	\$	\$	\$
Photography Services	\$	\$	\$
Communication Materials (tool kits, web content, posters, visuals, video)	\$	\$	\$
Online education tools for web portal	\$	\$	\$
Copyrights for products (pictures, visuals, artwork, audio)	\$	\$	\$
Translation services	\$	\$	\$
Talent Fees / Influencer Fees	\$	\$	\$
Marketing Content for social media (images, videos)	\$	\$	\$
Total of the initial contract hourly Rate for evaluation purposes only			

Audio Visual service

Resource Category of service To be identified during issuance of Task Authorization	Initial contract / Rate per Minute	Option Period 1 / Rate per Minute	Option Period 2 / Rate per Minute
Animated Video Services	\$	\$	\$
Action Video Services	\$	\$	\$
Voice over services	\$	\$	\$
Video Editing Services	\$	\$	\$
Script writing services	\$	\$	\$
Total of the initial contract hourly Rate for evaluation purposes only			

Print Services

B.2. Direct and Subcontracted Expenses

The firm all-inclusive percentage mark-up for Direct and Subcontracted Expenses Mark-up will form part of any resulting Contract and subsequent Task Authorization.

Table B.2.a – Direct and Subcontracted Expenses – Base Requirement	
Firm All-Inclusive Percentage Mark-up on Direct and Subcontracted Expenses (B.2.1 and B.2.2)	5 %

B.2.1 Direct Expenses

Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: badges; lanyards; tent cards; flip charts; on-site printing; signage; audio/video equipment rental; simultaneous interpretation equipment rental; commercial transportation; requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific photocopies, telephone and facsimile charges, parking costs, and mailing, courier and shipping fees.

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The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work.

Direct expenses will be charged at net cost with a **percentage mark-up in accordance with B.2** to cover overhead and profit.

All expenses, general and administrative, normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software]; word processing; non-project specific reports; photocopying; courier and telephone charges; local travel and the like) are to be included in the prices for professional services identified herein, and will not be permitted as direct expenses under the Contract.

B.2.2 Subcontracting

Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the project for which a separate contract exists between the Contractor and the person or firm providing the goods/services. Subcontracted items may include, but are not limited to, the following: the venue, audio/video equipment rental, simultaneous interpretation equipment rental, commercial transportation, hospitality, facilitators, note takers, translation services, travel and living for event participants, on-site printing, signage, etc.

All subcontracted requirements will be provided at net cost with a **percentage mark-up in accordance with B.2** to cover overhead and profit.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the contract.

For each subcontracted service over \$25,000 (taxes included) the Contractor must obtain competitive bids from no fewer than three (3) outside suppliers. The Contractor must provide to the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

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 - Event 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.

Example:

N° de l'invitation - Solicitation No.
 C1111-200211/A
 N° de réf. du client - Client Ref. No.
 C1111-200211

N° de la modif - Amd. No.
 File No. - N° du dossier
 cw011. C1111-200211

Id de l'acheteur - Buyer ID
 cw011
 N° CCC / CCC No./ N° VME - FMS

Category of Service	FIRM ALL-INCLUSIVE HOURLY 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)
Account Manager	\$ _____	\$ _____	1(c) = 1(b) / 1(a)
Planning & Development Strategist	\$ _____	\$ _____	2(c) = 2(b) / 2(a)
Communications Strategist	\$ _____	\$ _____	3(c) = 3(b) / 3(a)
Social Media Manager	\$ _____	\$ _____	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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cw011. C1111-200211

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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)

ANNEX "D" to PART 5 OF THE BID SOLICITATION

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

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

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

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

Complete both A and B.

A. Check only one of the following:

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

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

- A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.
- OR**
- A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

OR

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

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ANNEX "E"

TASK AUTHORIZATION FORM PWGSC-TPSGC 572



Public Works and Government Services Canada
Travaux publics et Services gouvernementaux Canada

Annex
Annexe **E**

Task Authorization Autorisation de tâche		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		

For Revision only - Aux fins de révision seulement

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 \$

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

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

1. Required Work: - Travaux requis :

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"/>

PWGSC - TPSGC 572 (2014-04)