

ADVANCE CONTRACT AWARD NOTICE (ACAN)

1. Advance Contract Award Notice (ACAN)

An ACAN is a public notice indicating to the supplier community that a department or agency intends to award a contract for goods, services or construction to a pre-identified supplier, thereby allowing other suppliers to signal their interest in bidding, by submitting a statement of capabilities. If no supplier submits a statement of capabilities that meets the requirements set out in the ACAN, on or before the closing date stated in the ACAN, the contracting officer may then proceed with the award to the pre-identified supplier.

2. Definition of the requirement

The Department of Natural Resources Canada (NRCan) has a requirement to gather geodemographic segmentation data about Canadians which requires data that is geographic, socio-economic, behavioural and in a combination that can be integrated and modelled for population projections with the full coverage of Canada. This segmentation information will provide crucial psychographic details about population segmentation and be representative of Canada's diverse population to help support the evolution of the delivery of the Canadian Greener Homes Grant (CGHG).

The services required involve:

- a. Access to the actual datasets of the Canadian population that can be broken down by postal code and include demographics (e.g. size, occupation, job title, a single quote that would describe them, annual income, level of education, family status, number and age of children, gender, age, location, type of property owned), psychographics (e.g. goals, values, greatest challenges and pain points in life), sources of information (e.g. social media, books, magazines, blogs, gurus, conferences, websites) and brands they follow, lifestyle data, possible objectives they would have in taking part in the CGHG program, genre of marketing/communication they are most drawn to. (i.e. to be educated, inspired, go behind the scenes, feel part of a community)
- b. Up to 100 hours that involve breaking down the Canadian population into as many ideal target segments for CGHG. The targets is to provide enough detail to understand and be able to communicate with key profiling elements included to describe each segment. (e.g. the demographic and psychographic profiles and household related environmental issues).

3. Criteria for assessment of the Statement of Capabilities (Minimum Essential Requirements)

Any interested supplier must demonstrate by way of a Statement of Capabilities that it can meet the following minimum requirements:

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- Ensure any data is stored on Canadian servers and Canadian back-up servers. The database must be located and only accessible in Canada. It must also be physically independent from all other databases, directly or indirectly, that are located outside Canada;
 - Possess nationwide survey data that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians.
 - Ensure that all aspects of data processing be conducted and only accessible in Canada;
 - Provide database tools that are designed for researchers to make decisions around the targeting and locating of desirable population segments for selected messages;
 - Provide database tools that can segment Canadian neighbourhoods into unique lifestyle types that describe Canadians' demographics, behaviours and urbanity. This database should provide researchers with an understanding of dominant lifestyle types – such as media consumption patterns, internet usage, attitudes and behaviours towards household-related environmental issues, households (size, ownership, dwelling type, level of repair required), languages used, employment status, trust in public institutions, income and ethnic diversity;
 - Provide database tools that can estimate who the ideal target audiences are for CGHG and how we can effectively reach them. This includes making it clear to NRCan that the ideal profiled target audiences are possible to measure, cost-effective to reach and likely to be responsive to the messages and households which would have an impact in achieving the 2027 greenhouse gas emission reduction target.
4. **Applicability of the trade agreement(s) to the procurement** – Canada Free Trade Agreement (CFTA), Canada – Korea Free Trade Agreement (CKFTA), Canada – Chile Free Trade Agreement (CCFTA), Canada – Colombia Free Trade Agreement, Canada – Honduras Free Trade Agreement (CHFTA), Canada - Panama Free Trade Agreement (CPFTA).
5. **Justification for the Pre-Identified Supplier**

The supplier mentioned in section 13 below is the only known supplier that meets the mandatory criteria set out in section 3 above.

Should Canada receive a statement of capabilities from a supplier that contains sufficient information to indicate that it meets the requirements set forth in this ACAN, a competitive process will be triggered with a technical and financial evaluation methodology of the bids proposed by the potential bidders.

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Environics Analytics is the owner or distributor of selected proprietary data and software products and is an authorized reseller of selected data and software products, owned by Third Parties, which have been enhanced by the Licensor (collectively known as "Licensed Products"). These data products work together to produce estimates at small area geographies regarding characteristics and behaviours of Canadians. No other company integrates demographic data with behavioural data the same way that Environics Analytics does.

There are no real competitors with respect to what Environics Analytics does. The combination of demographic, psychographic, lifestyle and behaviour data, combined with the ENVISION browser-agnostic platform for running numeric, spatial and presentation-ready reports has no competitor in the Canadian market. Other firms can provide portions of this offering, but none have a comprehensive offering.

The ability to seamlessly integrate organizational data with Environics Analytics data to provide additional insights on the lifestyles and behaviours of residents in a manner that remains completely privacy-compliant and simple-to-use is not available from any other supplier.

Environics Analytics is unique in the marketplace in its provision of three things: population data that includes behaviour and psychographics, a platform for integrating multiple sources of data seamlessly and effectively, and the associated support, training and consulting services included in the licence does not exist with any other supplier.

Other suppliers are not known to have exclusively Canadian data and/or do not have the scope of data that is required, including geographic, socio-economic, and behavioural data, and specifically the combination thereof that can be integrated and modelled for population projections.

6. Government Contracts Regulations Exception(s)

The following exception(s) to the *Government Contracts Regulations* is (are) invoked for this procurement under subsection 6(d) - "only one person is capable of performing the work"). The identified supplier, Environics Analytics, is the only one able to meet all of the criteria identified in paragraph 3 above

7. Period of the proposed contract or delivery date

The proposed contract is for a period of 1 year from date of Contract Award.

8. Cost estimate of the proposed contract

The estimated value of the contract, including option(s), is \$135,000 (GST/HST extra).

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9. Name and address of the pre-identified supplier

Environics Analytics
33 Bloor Street East, Suite 400
Toronto, ON Canada
M4W 3H1

10. Suppliers' right to submit a statement of capabilities

Suppliers who consider themselves fully qualified and available to provide the goods, services or construction services described in the ACAN may submit a statement of capabilities in writing to the contact person identified in this notice on or before the closing date of this notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

11. Closing date for a submission of a statement of capabilities

The closing date and time for accepting statements of capabilities is November 24, 2021 at 14:00 hours Eastern Standard Time (EST).

12. Inquiries and submission of statements of capabilities are to be directed to:

Moira Farkas, Procurement Officer
Natural Resources Canada
5320 122 Street NW
Edmonton, AB Canada
T6H 3S5
Telephone: 403-462-1162
E-mail: moira.farkas@nrcan-rncan.gc.ca