



CANADIAN COAST GUARD ADOPT A SHIP PROGRAM 2021-2022

1. ADVANCED 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. TITLE:

Adopt a Ship 2021-2022, an Education Program connecting The Canadian Coast Guard vessels to English and French elementary school classrooms across Canada.

3. INTRODUCTION:

The Canadian Coast wants to expand their 2021 Adopt A Ship pilot program, in partnership with The Canadian Geographic Education to elementary school children across Canada. This is to be delivered to both English and French elementary school teachers who would in turn deliver this Adopt a Ship Program. The Adopt a Ship program allows Canadian elementary school children to experience and learn through CCG sea-going crew on their vessels, a real-world hands on experience. All this is done virtually through modules electronically.

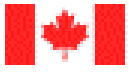
4. BACKGROUND:

The Adopt a Ship program was initiated by the Cyprus Shipping Chamber (CSC) in 2006 to bring together elementary schools and seafarers on board CSC member ships in order to provide a real world learning experience for children aged ten (10) to twelve (12).

In February and March of 2020, the Canadian Coast Guard (CCG) hired the Canadian Geographic Education, a division of the Royal Canadian Geographical Society to run an Adopt a Ship (working title) pilot project that assigned two Coast Guard vessels to two (2) elementary school classrooms (one English and one French). Students were able to track their vessel and communicate directly with the crew throughout the project.

Canadian Geographic Education was responsible for developing and running the program, for developing and translating materials, for liaising between the Coast Guard and the classrooms, for hosting two (2) virtual hangouts with each classroom, and for conducting an evaluation of at the end of the program.

The 2021 Adopt A Ship pilot program, in partnership between Canadian Geographic Education and the Canadian Coast Guard, was a great success. It was a dynamic and compelling education program that offered a unique opportunity to bring together Canadian classrooms with crew on board Canadian Coast Guard vessels to provide real-world learning experiences for elementary school children. This proposal for an extension of the program encapsulates the successes of the pilot as well as suggests integrating new ideas that will enhance connections between students, teachers, Can Geo Education and Canadian Coast Guard crew



5. PURPOSE:

It is critically important to increase the awareness of the importance and value of Canada's marine industry among adults and children.

The objective of the Adopt a Ship pilot was to develop a program and supporting materials that will teach Canadian children ages ten (10) to thirteen (13) in grades five (5) and seven (7) about the CCG, the marine industry, and related maritime knowledge in a fun, interactive way.

Based on the results of the pilot, the program will be adjusted where necessary and rolled out broadly across Canada.

With the success of the Adopt a Ship pilot program, CCG is committed to its great value in delivering to Canadian elementary classrooms by continuing to distribute last year's program. This would be achieved by expanding current Adopt a Ship program to include both the French and English elementary classrooms across the country.

6. CRITERIA FOR ASSESSMENT OF THE STATEMENT OF CAPABILITIES

Any interested Supplier must demonstrate by way of a statement of capabilities that it meets the following criteria:

1. 120 months (10 years) experience within the last 180 months (15 years), developing and running pilot programs for real-world learning experiences for elementary school children in Canada.
2. 12 months (1 year) experience, within the last 24 months (2 years), developing and running seagoing vessels educational programs.
 - a) During this period the Supplier must have deployed a minimum of two (2) virtual hangouts for school age participants in a program that is of a real world learning experience with ocean life (vessels, ships, marine life, etc); and
 - b) Deliver a program similar to the Adopt a Ship program for English and French classrooms across the country.
3. 12 months (1 year) of experience, during the last 24 months (2 years) developing an interactive program between students and teachers at any level of education with a government department or agency as it relates to an educational on line program similar to the Adopt a Ship Pilot Program.
4. Must have 12 months (1 year), during the last 24 months (2 years), experience in conducting inter-active weekly question sessions where students are able to ask their program partner participants "live questions".



Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority 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.

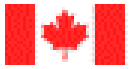
7. REQUIREMENTS:

The Contractor must:

- a) continue to develop and run an interactive Adopt a Ship program with the CCG in both English and French aimed at students aged ten (10) to twelve (12) (grades 5 and 6) that allows them to track and communicate with a CCG vessel throughout the school year in accordance with set learning objectives;
- b) run the program with a minimum of four (4) suitable classrooms (two (2) English and two (2) French) during the 2021-22 school year;
- c) run the program over a minimum of twelve (12) weeks (excluding holiday weeks);
- d) solicit interest from schools by means of the Canadian Geographic Education's network and social media channels;
- e) accept and review applications from schools, select the schools in collaboration with the CCG;
- f) host three (3) virtual hangouts in English, and three (3) in French (total six (6)); the English and French schools will pair up for the hangouts);
- g) serve as liaison between the classrooms and the CCG;
- h) participate in regular meetings with CCG program lead, communications and operation staff in order to share updates, feedback and requirements;
- i) continue to develop supporting materials for the Adopt a Ship program with a new focus on the arctic and science in English and French that can be adapted for use with other vessels that may participate in the program at a future date;
- j) provide all program materials in English and French
- k) provide a private link where teachers will be able to access all program material;
- l) promote the program through Canadian Geographic Educations' social media channels; and
- m) provide feedback on the Adopt a Ship program during and after its completion with each classroom.

Objectives for children must include learning about:

- the role of the CCG and its fleet;
 - providing clean, safe, secure, healthy and productive waters and coastlines;
 - protecting our sovereignty and fostering Indigenous reconciliation;
- aids to navigation, channel maintenance, search and rescue, environmental response, icebreaking, marine communications and traffic management;
- scientific research;
- the arctic;
- life and duties on board a vessel;
- maritime safety;
- the Canadian Coast Guard College;
- maritime careers;
- science, geography, the environment, climate, the economy and trade;
- the shipping supply chain (the system of organizations, people, activities, information, and resources involved in moving a product or providing a service);
- communication skills;
- and more.



The program must include a success measurement component, e.g. a post-evaluation questionnaire for teachers who participated in the program. Based on the results, the program and materials will be adjusted where necessary.

The CCG Project Authority will be responsible for selecting the vessels to be paired, and provide all necessary background material.

The Contractor must respect the Government of Canada's Policy on Communications and Federal Identity and the Standard on Web Accessibility.

8. DELIVERABLES:

1. Review and adaptation of current promotional materials and re-branding Pre-production planning and hangout guest solicitation;
2. Classroom solicitation and selection;
3. Set up and activity development of the *Ship to Shore: The Canadian Coast Guard in your classroom* Logbook;
4. On-going curation of the *Ship to Shore: The Canadian Coast Guard in your classroom* Logbook;
5. Creation of additional activity devoted to arctic and science research French adaptation of all campaign collateral and outreach;
6. On-going check-ins, communication and facilitation with teachers, schools and the ships;
7. Pre and post program testing with students;
8. Execution and management of three (3) virtual hangouts per class Post-evaluation questionnaire;
9. Provide certificates of participation to the participating student;
10. Monthly progress review meetings with the Project Authority to discuss the status of the Adopt a Ship Program delivery to the elementary schools and raise any issues/questions from the teachers and students. These meetings will be virtual and hosted by CCG on Microsoft Teams; and
11. Provide updates to any software, bug fixes, and resolve system issues which the elementary schools may have with the delivery the program.

10. NAME AND ADDRESS OF THE PRE-IDENTIFIED SUPPLIER:

The Department of Fisheries and Oceans is considering awarding a contract to:

Royal Canadian Geographical Society
50 Sussex Drive
Ottawa, ON
K1M 2K1
Canada

11. COST ESTIMATE OF PROPOSED CONTRACT

The total estimated value of the contract, including the optional periods is **\$228,560.58** (including applicable taxes)



12. PERIOD OF THE PROPOSED CONTRACT

The period of the proposed contract is from date of award to **June 30, 2022** with three (3) additional 12 month option periods.

13. LOCATION OF WORK:

The initial preparation work shall be done by the Contractor remotely, on its own premises. The delivery of the Adopt a Ship Program to the elementary school teachers across Canada, will be done electronically from the Contractor, the Royal Canadian Geographical Society.

14. TRAVEL:

The Contractor will be solely responsible for the costs of any travel that they may undertake related to the Adopt the Ship Program.

15. LANGUAGE OF WORK:

Contractor must be able to correspond in English both verbally and in writing. The Adopt of Ship program must be delivered in English and French, based on user preference.

16. APPLICABILITY OF THE TRADE AGREEMENTS TO THE PROCUREMENT:

The requirement is subject to the, Canada-Chile Free Trade Agreement (CCFTA), Canada-Colombia Free Trade Agreement, Canada-Peru Free Trade Agreement (CPFTA), Canada-Panama Free Trade Agreement, Canada-Korea Free Trade Agreement (CKFTA),), Canada-Honduras Free Trade Agreement and the Canadian Free Trade Agreement (CFTA).

17. GOVERNMENT CONTRACTS REGULATIONS (GCRS) EXCEPTION(S) (SECTION 6):

The following exception to the Government Contracts Regulations is invoked for this procurement under subsection 6(d) – Where only one supplier can do the work.

Continuation of services provided by the pre-identified supplier will ensure continuity of an existing Pilot Project titled “Adopt A Ship” through their unique program developed with CCG vessels and it sea-going personnel. In Canada all materiel supplied to schools must be pre-approved by the school boards. The only nationwide acceptable educational on-line tool when it relates to history and geography is from the National Geographic Society. To re-create a similar program with the Canadian Coast Guard vessels would create delays with its set delivery date of January 2022 in the elementary school classrooms within Canada. “The Adopt a Ship Program” would have to be recreated from step one to make the program possible which would be a massive undertaking and a few years of work..



18. SECURITY REQUIREMENTS:

There are no security requirements associated with this requirement.

19. SUPPLIERS' RIGHT TO SUBMIT A STATEMENT OF CAPABILITIES

Suppliers who consider themselves fully qualified and available to provide the services described herein, may submit a Statement of Capabilities in writing to the Contracting Officer identified in this Notice (See below) on or before the closing date. The Statement of Capabilities must clearly demonstrate how the supplier meets the requirement described herein.

20. CLOSING DATE FOR A SUBMISSION OF A STATEMENT OF CAPABILITIES

The closing date and time for accepting written statements of capabilities challenging this requirement, is **December 08, 2021 at 2p.m. Eastern Standard Time (EST)**. As it is intended to proceed in a timely manner, responses received after the closing date will not be considered.

Inquiries and statements of capabilities are to be directed to:

Larry Hotte

Procurement Specialist (Consultant)

Fisheries and Oceans Canada

Procurement Hub – Ottawa Office

200 Kent Street,

Ottawa ON K1A 0E6

E-mail: Laurent.Hotte@dfo-mpo.gc.ca

Please note that the Department of Fisheries and Oceans Canada will not accept hard copy submissions. **Email submissions must be less than 10MB; if the file(s) are larger please split them into more than one email. Emails with links to bid documents will not be accepted.** The Department is not responsible for misdirected or delayed submissions. All submissions must be received by the closing date and time specified above.

All submissions should note the following file number in the subject line of the e-mail: **30001442**

Statement of Capabilities received on or before the closing date will be considered solely for the purpose of deciding whether or not to conduct a competitive procurement. Information provided will be used by DFO for technical evaluation purposes only, and will not be construed as a proposal. Your written Statement of Capabilities must provide sufficient evidence that demonstrates it is capable of fulfilling the Fisheries and Oceans Canada's requirement. Suppliers who submit a Statement of Capabilities prior to the closing date and time will be notified in writing as to the Department's decision whether it will continue with the aforementioned procurement, or proceed to a full bid solicitation process.

If other potential suppliers submit a statement of capabilities during the fifteen (15) calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.