



**CANADA'S REPRESENTATIVE**

Geneviève Gervais  
MISSION PROCUREMENT - AAO  
125 SUSSEX DRIVE  
OTTAWA, ONTARIO, CANADA, K1A 0G2

Email: [internationalproposals@international.gc.ca](mailto:internationalproposals@international.gc.ca)

**Request for Proposal (RFP)**

PERFORMANCE OF THE WORK DESCRIBED  
IN THE STATEMENT OF THE DRAFT  
CONTRACT.

<b>Title</b> Marketing, Social Media Management and Promotion Services for the Taste of Canada Campaign	
<b>Solicitation no.</b> 22-215122	<b>Date</b> August 25, 2022
<b>Proposal Delivery</b>  In order for the proposal to be valid, it must be received no later than 2:00 p.m. EDT (Eastern Daylight Time), (Ottawa, Ontario time) on September 26, 2022. This date is referred to herein as the "Closing date".  Only electronic copies will be accepted and received at the following email address:  <a href="mailto:internationalproposals@international.gc.ca">internationalproposals@international.gc.ca</a>  Solicitation #: 22-215122	
<b>Offer to: Department of Foreign Affairs, Trade and Development Canada</b>  <b>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 and services listed herein and on any attached sheets at the price(s) set out therefor.</b>  <b>Name and title of person authorized to sign on behalf of the supplier:</b>	
_____ <b>Signature</b>	_____ <b>Date</b>



**TABLE OF CONTENTS**

**PART 1 - GENERAL INFORMATION..... 4**

1.1 INTRODUCTION..... 4

1.2 SUMMARY ..... 4

1.3 CONTRACT DOCUMENT ..... 5

1.4 INTERPRETATION..... 5

**PART 2 - BIDDER INSTRUCTIONS ..... 6**

2.1 LANGUAGE OF BIDS ..... 6

2.2 REFERENCE CLAUSES..... 6

2.3 STANDARD INSTRUCTIONS ..... 6

2.4 SUBMISSION OF BIDS..... 7

2.5 COMMUNICATIONS, ENQUIRIES, COMMUNICATIONS, SUGGESTED IMPROVEMENTS ..... 8

2.6 APPLICABLE LAWS ..... 9

2.7 ENTIRE REQUIREMENT ..... 9

2.8 DEBRIEFINGS..... 9

2.9 CHALLENGES..... 9

2.10 NO PROMOTION OF BIDDERS INTEREST..... 9

2.11 LEGAL CAPACITY ..... 10

2.12 INCAPACITY TO CONTRACT WITH GOVERNMENT ..... 10

**PART 3 - BID PREPARATION INSTRUCTIONS ..... 11**

3.1 BID PREPARATION INSTRUCTIONS..... 11

3.2 TECHNICAL BID INSTRUCTIONS..... 11

3.3 FINANCIAL BID INSTRUCTIONS ..... 11

3.4 FIRM HOURLY RATES..... 12

3.5 CERTIFICATIONS ..... 12

**ATTACHMENT 1 TO PART 3 - CERTIFICATIONS..... 13**

**ATTACHMENT 2 TO PART 3 - FINANCIAL BID FORM..... 16**

**PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION ..... 18**

4.1 EVALUATION AND SELECTION ..... 18

4.2 TECHNICAL EVALUATION..... 18

4.3 BASIS OF SELECTION – LOWEST PRICE PER POINT ..... 18

**ATTACHMENT 1 TO PART 4 - TECHNICAL EVALUATION CRITERIA ..... 19**

**ATTACHMENT 2 TO PART 4 – BIDDERS’ RESPONSE FRAMEWORK FOR TECHNICAL BID PROVIDED IN ORDER TO ANSWER TO THE MANDATORY CRITERION (M) AND THE POINT RATED CRITERIA (R)..... 22**

**PART 5 - RESULTING CONTRACT CLAUSES..... 30**

5.1 DEFINITIONS ..... 30

5.2 PRIORITY OF DOCUMENTS ..... 31

5.3 AUTHORITIES AND COMMUNICATION ..... 31

5.4 STANDARD CLAUSES AND CONDITIONS ..... 32

5.5 GENERAL CONDITIONS ..... 33

5.6 ENTIRE AGREEMENT..... 33

5.7 APPLICABLE LAWS ..... 33

5.8 NUMBER AND GENDER ..... 33

5.9 POWERS OF CANADA / STATE IMMUNITY ..... 33

5.10 TIME OF THE ESSENCE ..... 33

5.11 EXCUSABLE DELAY ..... 33

5.12 SEVERABILITY ..... 34

5.13 SUCCESSORS AND ASSIGNS ..... 34

5.14 SURVIVAL ..... 34

5.15 PERFORMANCE OF THE WORK..... 34

5.16 CERTIFICATIONS ..... 36

5.17 HEALTH AND SAFETY ..... 37

5.18 PAYMENT TERMS ..... 37

5.19 SUSPENSION AND INFRACTION ..... 38

5.20 INSURANCE TERMS..... 39



5.21 GOVERNANCE AND ETHICS..... 39

5.22 DISPUTE RESOLUTION..... 40

**ANNEX A - STATEMENT OF WORK..... 41**

**ANNEX B - BASIS OF PAYMENT ..... 45**

**ANNEX C - SECURITY REQUIREMENTS CHECK LIST (SRCL) ..... 47**



## PART 1 - GENERAL INFORMATION

### 1.1 INTRODUCTION

The RFP is divided into 5 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 Request for Proposal;
- 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; and
- Part 5 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

Attachment 1 to Part 3 includes the Certifications, Attachment 2 to Part 3 includes the Financial Bid Form, Attachment 1 to Part 4 includes the Evaluation criteria and Attachment 2 to Part 4 includes the Bidders' Response Framework for Technical Bid provided to answer the Mandatory Criterion (M) and the Point Rated Criteria (R).

The annexes include the Statement of Work (Annex A), the Basis of Payment (Annex B), and the Security Requirements Check List (Annex C).

### 1.2 SUMMARY

- 1.2.1 The purpose of this RFP is to select a supplier to enter into a contract with the Department of Foreign Affairs, Trade and Development (DFATD) to provide Marketing, Social Media Management and Promotion Services for the Taste of Canada campaign as described in the Statement of Work (Annex A).
- 1.2.2 The Work is to be performed from the contract award date tentatively set for November 1<sup>st</sup>, 2022, for a period of eight (8) months. However, in the event of unusual circumstances, the contract could be awarded at a sooner or later date. There is also the potential of four (4) additional one (1) year irrevocable option periods under the same terms and conditions.

#### **\*Important Note\***

**Each year, for the entire duration of the contract, the work must completely stop during the months of April, May and partially in June, until the option periods are exercised, if exercised.**

- 1.2.3 The requirement may be subject to the provisions of the:

- Canadian Free Trade Agreement (CFTA)
- Canada - Chile Free Trade Agreement
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Canada - Columbia Free Trade Agreement



- Canada - European Union Comprehensive Economic and Trade Agreement (CETA)
- Canada - Honduras Free Trade Agreement
- Canada - Korea Free Trade Agreement
- Canada - Panama Free Trade Agreement
- Canada - Peru Free Trade Agreement
- Canada - UK Trade Continuity Agreement (Canada-UK TCA)
- Canada - Ukraine Free Trade Agreement
- World Trade Organization - Agreement on Government Procurement (WTO-AGP)

### 1.3 CONTRACT DOCUMENT

The Draft Contract and the Statement of Work which the selected Bidder will be expected to execute are included with this Request for Proposal (RFP) at Part 5, and Annex A, respectively.

### 1.4 INTERPRETATION

In this document, unless the context otherwise requires:

"Applicable Tax" means any tax applicable in the jurisdiction of the Work;

"Bid" is an offer to provide services or supply goods as a result of a solicitation, it also means "Proposal", and the terms can be used interchangeably in this document;

"Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a proposal to perform a contract for goods, services or both. It does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors;

"Canada", "Crown", "Her Majesty", the "Minister" or the "Government" means Her Majesty the Queen in right of Canada as represented by the Minister of Foreign Affairs and any other person duly authorized to act on behalf of that minister; and

"Work" means all the activities, services, goods, equipment, matters and things required to be done, delivered or performed by the Contractor under the Contract.



## PART 2 - BIDDER INSTRUCTIONS

### 2.1 LANGUAGE OF BIDS

Bid documents and supporting information must be submitted in either English or French.

### 2.2 REFERENCE CLAUSES

**2.2.1** 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.

**2.2.2** This procurement document contains references to specific standard instructions, general conditions and clauses found in the SACC Manual which will apply to this particular requirement. Reference clauses are those clauses and conditions that Bidders and suppliers must refer to in the government Standard Acquisition Clauses and Conditions (SACC) Manual: <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual> to obtain the full text. Clause references will include the clause ID number, its effective date and its title (e.g. ID B1204C (2011-05-16)).

**In cases where the reference clause(s) has been modified or deleted to suit this procurement, such change(s) have been identified in this document.**

**NOTE:**

**It is strongly recommended that Bidders visit the above site to better understand these clauses and conditions.**

### 2.3 STANDARD INSTRUCTIONS

**2.3.1** The [2003](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/26) (2022-03-29) Standard Instructions - *Goods or Services - Competitive Requirements* (https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/1/2003/26), are incorporated by reference into and form part of the bid solicitation.

**2.3.2** Except in the case of "PWGSC's Integrity Database", where referred to, the words "Public Works and Government Services Canada" or "PWGSC" are to be substituted to read "**Foreign Affairs, Trade and Development Canada**" or "**DFATD**"; **all references to facsimile number of "819-997-9776" are deleted**; all references to "**Canada Post Corporation's (CPC) Connect service**" are deleted; and the words "Contracting Authority" are to be substituted to read "**Canada's Representative**".

**2.3.3 Subsection 02 (2020-05-28) Procurement Business Number**

This subsection is deleted in its entirety

**2.3.4 Subsection 05 (2018-05-22) Submission of Bids**, paragraph 4 is amended as follows:

**Delete:** sixty (60)

**Insert:** one hundred and twenty (120)

**2.3.5 Subsection 06 (2022-03-29) Late Bids**

This subsection is deleted in its entirety and is hereby replaced by the following:

Bids received after the stipulated bid closing date and time will be:



- returned to the Bidder in the case where hard copies were requested; or
- deleted / destroyed where soft copies were requested, unless they qualify under the provisions of the Delayed Bids clause stipulated in paragraph 2.3.6.

### **2.3.6 Subsection 07 (2022-03-29) Delayed Bids**

This subsection is deleted in its entirety and is hereby replaced by the following:

A bid received after the closing date and time, but before the contract award date may be considered, provided the delay can be proven by the Bidder to have been due solely to a delay in delivery that can be attributed to incorrect handling by Canada, after the bid has been received at the location stipulated on page one (1).

### **2.3.7 Subsection 08 (2022-03-29) Transmission by Facsimile or by Canada Post Corporation's (CPC) Connect service**

This subsection is deleted in its entirety and does not form part of the RFP. Canada does not accept receipt of bid by means of a facsimile or by Canada Post Corporation's (CPC) Connect service.

## **2.4 SUBMISSION OF BIDS**

**2.4.1** Bids must be received by DFATD at the electronic address identified and by the date and time on page 1 of the Request for Proposal (RFP). Bids must NOT be sent directly to Canada's Representative. Canada will not be responsible for bids delivered to a different address. Bids sent directly to Canada's Representative may not be considered.

The e-mail address indicated on page one (1) of the RFP is for the purpose of bid submission and enquiries concerning that RFP. No other communications are to be forwarded to this address.

**2.4.2** Attachments should be in a Portable Document Format (.pdf) software application or Microsoft Office version 2003 or greater.

Bidders should follow the specifications format instructions described below, during the preparation of their bid:

- minimum type face of 10 points;
- all material should be formatted to print on 8.5" x 11" or A4 paper;
- for clarity and comparative evaluation, the Bidder should respond using the same subject headings and numbering structure as in this RFP document.

More than one e-mail can be sent if necessary (if the same file is sent twice, the latest file received will be used for evaluation purposes and the previous one(s) will not be opened).

Canada will take no responsibility if a bid is not received on time because the e-mail was refused by a server for the following reasons:

- the size of attachments exceeds 10 MB;
- the e-mail was rejected or put in quarantine because it contains executable code (including macros);
- the e-mail was rejected or put in quarantine because it contains files that are not accepted by our server, such as, but not limited to, .rar, encrypted .zip, encrypted .pdf, .exe., etc.



Links to an online storage service (such as Google Drive™, Dropbox™, etc.) or to another website, a File Transfer Protocol (FTP) service access, or any other mean of transferring files, **will not** be accepted. All documents submitted must be attached to the e-mail.

**It is strongly recommended** that Bidders confirm with Canada's Representative that their complete bid was received. For this same reason, it is recommended that in cases where more than one (1) e-mail containing documents comprising the quote is submitted, the emails be numbered and the total number of emails sent in response to the RFP also be identified.

**2.4.3** Canada requires that each bid, at closing date and time or upon request from Canada's Representative, be signed by the Bidder or by an authorized representative of the Bidder. If any required signature(s) are not submitted as requested, Canada's Representative may inform the Bidder of a time frame within which to provide the signature(s). Failure to comply with the request of Canada's Representative and to provide the signature(s) within the time frame provided may render the bid non-responsive. If a bid is submitted by a joint venture, it must be in accordance with section 17 Joint Venture, of [2003](#) (2022-03-29) *Standard Instructions - Goods or Services - Competitive Requirements*.

**2.4.4** It is the Bidder's responsibility to:

- (a) obtain clarification of the requirements contained in the RFP, if necessary, before submitting a bid;
- (b) prepare its bid in accordance with the instructions contained in the RFP;
- (c) submit by closing date and time a complete bid;
- (d) send its bid only to the address specified on page 1 of the RFP;
- (e) ensure that the Bidder's name, and the RFP number are clearly visible on the attachment(s) containing the bid; and,
- (f) provide a comprehensible and sufficiently detailed bid, including all requested pricing details, that will permit a complete evaluation in accordance with the criteria set out in the RFP.

**2.4.5** Proposals received on or before the stipulated RFP closing date and time will become the property of Canada. All proposals will be treated as confidential, subject to the provisions of the Access to Information Act (R.S. 1985, c. A-1) and the Privacy Act (R.S., 1985, c. P-21), and other applicable law.

**2.4.6** Unless specified otherwise in the RFP, Canada will evaluate only the documentation provided with a Bidder's proposal. Canada will not evaluate information such as references to Web site addresses where additional information can be found, or technical manuals or brochures not submitted with the proposal.

**2.4.7** A bid cannot be assigned or transferred in whole or in part.

## **2.5 COMMUNICATIONS, ENQUIRIES, COMMUNICATIONS, SUGGESTED IMPROVEMENTS**

**2.5.1** All enquiries and suggested improvements must be submitted in writing only to Canada's Representative, identified on page 1 of the solicitation, no later than three (3) days before the bid closing date. Enquiries and suggestions received after that time may not be answered.

**2.5.2** Bidders should reference as accurately as possible the numbered item of the RFP to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that the Bidder do so, so that





the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

- 2.5.3** Should any Bidder consider that the specifications or Statement of Work contained in this RFP and Draft Contract can be improved technically or technologically, the Bidder is invited to make suggestions in writing. The Bidder must clearly outline the suggested improvements as well as the reason for the suggestion. Suggestions which do not restrict the level of competition nor favour a particular Bidder will be given consideration. Canada reserves the right to accept or reject any or all suggestions.

## **2.6 APPLICABLE LAWS**

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

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.

## **2.7 ENTIRE REQUIREMENT**

The RFP documents contain all the requirements relating to the RFP. Any other information or documentation provided to or obtained by a Bidder from any source are not relevant. Bidders should not assume that practices used under previous contracts will continue, unless they are described in the RFP. Bidders should also not assume that their existing capabilities meet the requirements of the RFP simply because they have met previous requirements.

## **2.8 DEBRIEFINGS**

Bidders may request a debriefing on the results of the RFP process, within 15 working days upon notification of the process results. The debriefing may be in writing, by telephone or in person.

## **2.9 CHALLENGES**

The Canadian International Trade Tribunal (CITT) was established by the Government of Canada to provide a challenge mechanism for suppliers to raise complaints regarding the solicitation or evaluation of bids, or in the awarding of contracts on a designated procurement, in accordance with applicable Trade Agreements. You may raise concerns regarding the solicitation, evaluation or the resulting award, with the DFATD representative in a first attempt to address the concern or if not satisfied, with the CITT by contacting them toll free by telephone at 855-307-2488, or by visiting their website at <http://www.citt.gc.ca/>.

## **2.10 NO PROMOTION OF BIDDERS INTEREST**

Bidders will not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this project.



## 2.11 LEGAL CAPACITY

The Bidder must have the legal capacity to contract. If the Bidder is a sole proprietorship, a partnership or a corporate body, the Bidder must provide, if requested by Canada's Representative, a statement and any requested supporting documentation indicating the laws under which it is registered or incorporated together with the registered or corporate name and place of business. This also applies to Bidders submitting a proposal as a joint venture.

## 2.12 INCAPACITY TO CONTRACT WITH GOVERNMENT

By submitting a proposal, the Bidder certifies that neither the Bidder nor any of the Bidder's affiliates has ever been convicted of an offence under any of the following provisions. Canada may reject a proposal where the Bidder, including the Bidder's officers, agents and employees, has been convicted of an offence under the following provisions of the Criminal Code:

- a) paragraph 80(1)(d) (*False entry, certificate or return*), subsection 80(2) (*Fraud against Her Majesty*) or section 154.01 (*Fraud against Her Majesty*) of the [Financial Administration Act](#); or
- b) section 121 (*Frauds on the government and Contractor subscribing to election fund*), section 124 (*Selling or Purchasing Office*), section 380 (*Fraud*) for fraud committed against Her Majesty or section 418 (*Selling defective stores to Her Majesty*) of the [Criminal Code](#); or
- c) section 462.31 (*Laundering proceeds of crime*) or sections 467.11 to 467.13 (*Participation in activities of criminal organization*) of the [Criminal Code](#); or
- d) section 45 (*Conspiracies, agreements or arrangements between competitors*), 46 (*Foreign directives*) 47 (*Bid rigging*), 49 (*Agreements or arrangements of federal financial institutions*), 52 (*False or misleading representation*), 53 (*Deceptive notice of winning a prize*) under the [Competition Act](#); or
- e) section 239 (*False or deceptive statements*) of the [Income Tax Act](#); or
- f) section 327 (*False or deceptive statements*) of the [Excise Tax Act](#); or
- g) section 3 (*Bribing a foreign public official*) of the [Corruption of Foreign Public Officials Act](#); or
- h) section 5 (*Trafficking in substance*), section 6 (*Importing and exporting*), or section 7 (*Production of substance*) of the [Controlled Drugs and Substance Act](#); or
- i) any provision under any law other than Canadian law having a similar effect to the above-listed provisions.



## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 BID PREPARATION INSTRUCTIONS

Canada requests that Bidders provide their bid in separate PDF files or Microsoft office version 2003 as follows:

Section I: Technical Bid  
Section II: Financial Bid  
Section III: Certifications

**Please note:** bids may be modified or resubmitted only **before** the solicitation closing date, and must be done in writing. This includes electronically transmitted responses. The latest bid received will supersede any previously received bids.

**Section I:** to be labeled "**Technical Bid**";

### 3.2 TECHNICAL BID INSTRUCTIONS

This section should not exceed 60 pages. Material exceeding the 60 page maximum may not be considered. Copies of required Certificates and Licences, and Title pages are not included in the 60 page limit.

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:** to be labeled "**Financial Bid**";

### 3.3 FINANCIAL BID INSTRUCTIONS

Bidders must submit their Financial Bid in accordance with ATTACHMENT 2 TO PART 3 - FINANCIAL BID FORM. Prices must appear in Section II **only** and must not be indicated in any other section of the Bid. Failure to comply may result in the Bid being declared non-compliant and rejected from further consideration. All the information required in the Financial Bid should appear in a separate document and should be identified as the Financial Bid. Financial Bids will only be opened after the evaluation of the Technical Bid is completed. **Estimates provided in ATTACHMENT 2 TO PART 3 - FINANCIAL BID FORM are strictly for evaluation purposes and are not a guarantee under the contract.**



### 3.4 FIRM HOURLY RATES

- 3.4.1** Bidders must quote Hourly Rates in Euro (EUR) on the attached form Financial Bid Form. The Hourly Rates must include, but not necessarily be limited to, all costs resulting from the performance of the Work as described in this RFP, and all costs resulting from the performance of any additional Work described in the Bidder's Bid (unless clearly described as an option).
- 3.4.2** The Contractor will not be reimbursed for travel and living expenses incurred in the performance of the Work.
- 3.4.3** All payments will be made according to the terms of payment set out in the Draft Contract.

**Section III: to be labeled "Certifications":**

### 3.5 CERTIFICATIONS

Bidders must submit the certifications required under ATTACHMENT 1 TO PART 3 – CERTIFICATIONS.



## ATTACHMENT 1 TO PART 3 - CERTIFICATIONS

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

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-compliant, 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.

Canada's Representative 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 Canada's Representative will render the bid non-compliant or constitute a default under the Contract.

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, Canada's Representative 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-compliant.

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

Certification Number	Certification Text	Initial
C1.1	<p><b>INTEGRITY PROVISIONS - DECLARATION OF CONVICTED OFFENCES</b></p> <p>In accordance with the Integrity Provisions of the Standard Instructions, all Bidders must provide with their bid, <b>if applicable</b>, the Integrity declaration form available on the <a href="http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html">Forms for the Integrity Regime</a> website (<a href="http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html">http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html</a>), to be given further consideration in the procurement process.</p>	_____
C1.2	<p><b>INTEGRITY PROVISIONS - REQUIRED DOCUMENTATION</b></p> <p>In accordance with the section titled Information to be provided when bidding, contracting or entering into a real procurement agreement of the <a href="http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html">Ineligibility and Suspension Policy</a> (<a href="http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html">http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html</a>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.</p>	_____
C2	<p><b>STATUS AND AVAILABILITY OF RESOURCES</b></p> <p>The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with equal or higher qualifications and experience. The Bidder must advise Canada's Representative of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement,</p>	_____



Certification Number	Certification Text	Initial
	<p>resignation, dismissal for cause or termination of an agreement for default.</p> <p>If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from Canada's Representative, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-compliant.</p>	
<p><b>C3</b></p>	<p><b>FORMER PUBLIC SERVANT</b></p> <p>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.</p> <p>For the purposes of this clause, "former public servant" is any former member of a department as defined in the <a href="#">Financial Administration Act</a>, 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:</p> <ul style="list-style-type: none"> <li>a) an individual;</li> <li>b) an individual who has incorporated;</li> <li>c) a partnership made of former public servants; or</li> <li>d) a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.</li> </ul> <p>"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.</p> <p>"pension" means a pension or annual allowance paid under the <a href="#">Public Service Superannuation Act</a> (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the <a href="#">Supplementary Retirement Benefits Act</a>, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the <a href="#">Canadian Forces Superannuation Act</a>, R.S., 1985, c. C-17, the <a href="#">Defence Services Pension Continuation Act</a>, 1970, c. D-3, the <a href="#">Royal Canadian Mounted Police Pension Continuation Act</a>, 1970, c. R-10, and the <a href="#">Royal Canadian Mounted Police Superannuation Act</a>, R.S., 1985, c. R-11, the <a href="#">Members of Parliament Retiring Allowances Act</a>, R.S. 1985, c. M-5, and that portion of pension payable to the <a href="#">Canada Pension Plan Act</a>, R.S., 1985, c. C-8.</p>	<p>As per the definition provided, is the Bidder a FPS?  Yes <input type="checkbox"/>  No <input type="checkbox"/></p> <p>As per the definition provided, is the Bidder a FPS in receipt of a pension?  Yes <input type="checkbox"/>  No <input type="checkbox"/></p> <p>As per the definition provided, is the Bidder a FPS who received a lump sum payment?  Yes <input type="checkbox"/>  No <input type="checkbox"/></p> <p>_____</p>



Certification Number	Certification Text	Initial
	<p>If the answer to any of the FPS questions is “yes”, the successful Bidder must comply with the process, fill out and sign the required forms. If applicable, Bidders agree that the successful Bidder’s status, with respect to being a FPS in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with <a href="#">Contracting Policy Notice: 2012-2</a> and the <a href="#">Guidelines on the Proactive Disclosure of Contracts</a>.</p>	
<p><b>C4</b></p>	<p><b>USE OF SUBCONTRACTOR(S)</b>            The Bidder must inform Canada if it chooses to use a subcontractor(s) to complete the Work or a portion of the Work. Canada reserves the right to approve or reject of the use of subcontractors as per the Resulting Contract Clauses part of this RFP.</p>	<p>Does the Bidder intent to use one or more subcontractors?            Yes <input type="checkbox"/>            No <input type="checkbox"/>            _____</p>
<p><b>C5</b></p>	<p><b>JOINT VENTURES</b>            The Bidder must inform Canada if it is a Joint Venture and provide the information required in order to comply with the Bidder Instructions part of this RFP.</p>	<p>Is the Bidder a Joint Venture?            Yes <input type="checkbox"/>            No <input type="checkbox"/>            _____</p>

**CERTIFICATION STATEMENT**

By completing, signing and submitting this attachment, the Bidder certifies that the information submitted by the Bidder in response to Attachment 1 to Part 3 is accurate and complete.

\_\_\_\_\_  
**Name of Authorized Individual**

\_\_\_\_\_  
**Signature of Authorized Individual**

\_\_\_\_\_  
**Date**



**ATTACHMENT 2 TO PART 3 - FINANCIAL BID FORM**

<b>Name of Bidder:</b>	
<b>Address:</b>	
<b>Contact Person:</b>	
<b>Phone Number:</b>	
<b>E-mail:</b>	
<b>Print Name:</b>	
<b>Signature:</b>	
<b>Date (yyyy-mm-dd):</b>	

- B.1.** The Contractor will be paid according to the firm hourly rates indicated in their pricing schedule, in Euro (EUR). The firm hourly rates include all costs necessary to perform the work. Taxes are not included. Canada will be invoiced according to these rates.
- B.2.** During the extended period of the Contract, the Contractor will be paid according to the firm hourly rates indicated in their pricing schedule, in Euro (EUR), to perform all the Work in relation to the contract extension.
- B.3.** **The total estimated usage of Marketing, Social Media Management and Promotion Services is provided in good faith and does not represent a commitment on the part of Canada. Canada's actual usage may be higher or lower. Canada will be invoiced according to the actual usage.**
- B.4.** Travel and living expenses will not be paid for any part of the Contract, including transportation costs to and from the place of duty, or any relocation necessary to satisfy the conditions of the Contract.





**\*Note to Bidders\***

Bidders must submit an hourly rate for each of the three (3) key categories of services and one (1) blended hourly rate. The blended hourly rate is the rate Contractor will be paid for any miscellaneous services not previously listed.

	<b>CATEGORIES OF SERVICES</b>	<b>Firm Hourly Rates (EUR) Taxes Excluded  (A)</b>	<b>Number of Estimated Hours per year  (B)</b>	<b>Subtotal per Year (EUR) Taxes Excluded  (A) X (B)</b>
<b>Initial Period</b>	Account Management and Coordination Services		<b>240</b>	
	Strategic Planning and Development Services		<b>360</b>	
	Creative, Communications and Production Services		<b>1,200</b>	
	Blended Rate / Miscellaneous Services		<b>120</b>	
<b>Option Period 1</b>	Account Management and Coordination Services		<b>240</b>	
	Strategic Planning and Development Services		<b>360</b>	
	Creative, Communications and Production Services		<b>1,200</b>	
	Blended Rate / Miscellaneous Services		<b>120</b>	
<b>Option Period 2</b>	Account Management and Coordination Services		<b>240</b>	
	Strategic Planning and Development Services		<b>360</b>	
	Creative, Communications and Production Services		<b>1,200</b>	
	Blended Rate / Miscellaneous Services		<b>120</b>	
<b>Option Period 3</b>	Account Management and Coordination Services		<b>240</b>	
	Strategic Planning and Development Services		<b>360</b>	
	Creative, Communications and Production Services		<b>1,200</b>	
	Blended Rate / Miscellaneous Services		<b>120</b>	
<b>Option Period 4</b>	Account Management and Coordination Services		<b>240</b>	
	Strategic Planning and Development Services		<b>360</b>	
	Creative, Communications and Production Services		<b>1,200</b>	
	Blended Rate / Miscellaneous Services		<b>120</b>	
<b>Total Estimated Cost (EUR):</b>				



## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 EVALUATION AND SELECTION

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

### 4.2 TECHNICAL EVALUATION

Mandatory and point-rated technical evaluation criteria are included in ATTACHMENT 1 TO PART 4 – TECHNICAL EVALUATION CRITERIA

### 4.3 BASIS OF SELECTION – Lowest Price Per Point

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation; and
  - b. meet all mandatory criteria; and
  - c. obtain the required minimum of 25 points overall for the technical evaluation criteria which are subject to point rating.

The rating is performed on a scale of 40 points.

2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The lowest evaluated price per point will be determined by dividing the proposed total price of the initial contract by the total technical score.
4. 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 rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where only two (2) bids are responsive. The minimum of 25 points is required.

**THE FOLLOWING TABLE IS FOR ILLUSTRATIVE PURPOSES ONLY**

Bidder	Quoted Price Excluding Taxes	Total Technical Points	Cost Per Point
Bidder 1	94,000.00	20	Non-compliant
Bidder 2	81,000.00	30	2,700
Bidder 3	75,000.00	25	3,000
Bidder 4	70,000.00	15	Non-compliant

\* In the above scenario, Bidder 2 would be declared the successful bidder.



## ATTACHMENT 1 TO PART 4 - TECHNICAL EVALUATION CRITERIA

### 1.0 MANDATORY TECHNICAL CRITERION

It is recommended that you use “Attachment 2 to Part 4 – Bidder’s Response Framework for Technical Bid provided in order to answer to the Mandatory Criterion (M) and the Point Rated Criteria (R)” but, it is not mandatory. Please also note that the number of tables provided doesn’t reflect what it needs to be demonstrate so, you may need less or more tables.

The Bid must meet the following mandatory technical criterion. The Bidder must provide the necessary documentation to demonstrate compliance with this requirement. Bids that do not meet the mandatory technical criterion will be considered non-responsive. Each mandatory technical criterion should be addressed separately.

Mandatory Technical Criterion (M)					
N°	Mandatory technical criterion	Instructions for preparing proposals	Page where the information is in the proposal	SATISFIED	
				Yes	No
M1	<p><b>Bidder’s Experience</b></p> <p>The Bidder must demonstrate having at least two (2) years of experience in the provision of managing marketing campaign services acquired within the five (5) years prior to the bid closing date, for project similar to the one listed in Annex A – Statement of Work.</p>	<p>The following information must be provided for each project:</p> <ul style="list-style-type: none"> <li>a) Project title;</li> <li>b) Location (city, country);</li> <li>c) Brief description of the project/campaign;</li> <li>d) Target audience(s);</li> <li>e) Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing; and,</li> <li>f) Dollar value of the project.</li> </ul>			



**2.0 POINT RATED TECHNICAL CRITERIA**

It is recommended that you use “Attachment 2 to Part 4 – Bidder’s Response Framework for Technical Bid provided in order to answer to the Mandatory Criterion (M) and the Point Rated Criteria (R)” but, it is not mandatory. Please also note that the number of tables provided doesn’t reflect what it needs to be demonstrate so, you may need less or more tables.

Proposals that meet all of the mandatory technical criterion will be evaluated and point-rated against the criteria listed below, using the evaluation factors and weighting indicators indicated.

**Bidders must obtain the required minimum of 25 points overall of the 40 points available in order to be evaluated on the basis of their financial proposal.**

Any bid which fails to obtain the required minimum will be declared non-compliant.

Point Rated Technical Criteria (R)				
N°	Point Rated Technical Criterion	Rating Scale		Maximum Points
R1	<b>Experience working on project related to Canadian food and beverage industry</b>	<b>0 points</b>	No experience working on project related to Canadian Agri-Food Industry	<b>/ 10</b>
	Bidder should demonstrate having experience of the Canadian food and beverage industry, in managing marketing campaigns.	<b>3 points</b>	Experience working on one (1) project related to Canadian Agri-Food Industry	
	Experience should have been acquired within the last 5 years.	<b>5 points</b>	Experience working on two (2) projects related to Canadian Agri-Food Industry	
	a) In order to demonstrate the required experience, the Bidder should provide a complete list of past/present projects where the experience was gained.	<b>10 points</b>	Experience working on more than two (2) projects related to Canadian Agri-Food Industry	
	The following information should be provided for each project where the experience was gained:			
	<ul style="list-style-type: none"> <li>i. Project title;</li> <li>ii. Location (city, country);</li> <li>iii. Brief description of the project/campaign;</li> <li>iv. Target audience(s);</li> <li>v. Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing; and,</li> <li>vi. Dollar value of the project.</li> </ul>			



<b>Point Rated Technical Criteria (R)</b>			
<b>N°</b>	<b>Point Rated Technical Criterion</b>	<b>Rating Scale</b>	<b>Maximum Points</b>
<b>R2</b>	<p><b>Understanding of the Requirements</b></p> <p>In order to demonstrate that the Bidder fully understands the requirements and their ability to achieve the requirements, Bidders should describe how they intend to approach the work and meet the requirements listed in Annex A. Statement of Work.</p>	<p>Bidder should demonstrate the following, but is not limited to:</p> <ul style="list-style-type: none"> <li>a. How the Bidder will manage the campaign;</li> <li>b. How the Bidder will manage social media and the overall online presence;</li> <li>c. Reporting capabilities of the Bidder, for example, how the Bidder will measure the performance of the campaign;</li> <li>d. What are the Bidder's processes/procedures to verify and control the quality of the work;</li> <li>e. How communication with client will be managed, communication approach.</li> </ul>	<b>/ 30</b>
<p><b>TOTAL OF THE TECHNICAL SCORE:</b>  <i>* A minimum of 25 points is required in order to evaluate bidder's financial proposal.</i></p>			<b>/ 40</b>

<b>Rating Table: This Rating Table applies to Point Rated Technical Criterion 2 (R2)</b>	
<b>Allocation of Points</b>	<b>Description</b>
<b>0 point</b>	The response includes very limited or no information.
<b>15 points</b>	The response includes some information, however, a substantial amount of information is missing.
<b>20 points</b>	The response includes most of the information required to meet the minimum requirements established however, there are weaknesses.
<b>25 points</b>	The response meets the minimum requirements and contains no significant weakness.
<b>30 points</b>	The response has demonstrated how the Bidder will meet the requirements. The response contains value added elements and demonstrates a complete and thorough understanding of the requirement.



## ATTACHMENT 2 TO PART 4 – BIDDERS’ RESPONSE FRAMEWORK FOR TECHNICAL BID PROVIDED IN ORDER TO ANSWER TO THE MANDATORY CRITERION (M) AND THE POINT RATED CRITERIA (R)

It is recommended that you use “Attachment 2 to Part 4 – Bidder’s Response Framework for Technical Bid provided in order to answer to the Mandatory Criterion (M) and the Point Rated Criteria (R)” but, it is not mandatory. Please also note that the number of tables provided doesn’t reflect what it needs to be demonstrate so, you may need less or more tables.

### Mandatory Technical Criterion – Bidder’s Experience – M1

The Bidder must demonstrate having at least two (2) years of experience in the provision of managing marketing campaign services acquired within the five (5) years prior to the bid closing date, for project similar to the one listed in Annex A – Statement of Work.

Information Required	Description
The following information must be provided for each project:	<ul style="list-style-type: none"> <li>a) Project title;</li> <li>b) Location (city, country);</li> <li>c) Brief description of the project/campaign;</li> <li>d) Target audience(s);</li> <li>e) Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing; and,</li> <li>f) Dollar value of the project.</li> </ul>

Project # 1	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing	
f) Dollar value of the project	



<b>Project # 2</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	

<b>Project # 3</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	



<b>Project # 4</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	

<b>Project # 5</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	





**Point Rated Technical Criterion –Experience working on project related to Canadian food and beverage industry – R1**

Bidder should demonstrate having experience of the Canadian food and beverage industry, in managing marketing campaigns.

Experience should have been acquired within the last 5 years.

Information Required	Description
<p>In order to demonstrate the required experience, the Bidder should provide a complete list of past/present projects where the experience was gained.</p>	<p>The following information should be provided for each project where the experience was gained:</p> <ul style="list-style-type: none"> <li>a) Project title;</li> <li>b) Location (city, country);</li> <li>c) Brief description of the project/campaign;</li> <li>d) Target audience(s);</li> <li>e) Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing; and,</li> <li>f) Dollar value of the project.</li> </ul>

Project # 1	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or “to current” if project is still ongoing	
f) Dollar value of the project	



<b>Project # 2</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	

<b>Project # 3</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	



<b>Project # 4</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	

<b>Project # 5</b>	
a) Project title	
b) Location (city, country);	
c) Brief description of the project/campaign	
d) Target audience(s)	
e) Period of the service (MM/YY to MM/YY) or "to current" if project is still ongoing	
f) Dollar value of the project	



**Point Rated Technical Criterion – Understanding of the Requirements – R2**

In order to demonstrate that the Bidder fully understands the requirements and their ability to achieve the requirements, Bidders should describe how they intend to approach the work and meet the requirements listed in Annex A. Statement of Work.

Information Required	Description
Bidder should demonstrate the following, but is not limited to:	<ul style="list-style-type: none"> <li>a) How the Bidder will manage the campaign;</li> <li>b) How the Bidder will manage social media and the overall online presence;</li> <li>c) Reporting capabilities of the Bidder, for example, how the Bidder will measure the performance of the campaign;</li> <li>d) What are the Bidder’s processes/procedures to verify and control the quality of the work;</li> <li>e) How communication with client will be managed, communication approach.</li> </ul>
a) How the Bidder will manage the campaign	
b) How the Bidder will manage social media and the overall online presence	
c) Reporting capabilities of the Bidder, for example, how the Bidder will measure the performance of the campaign	



<p>d) What are the Bidder's processes/procedures to verify and control the quality of the work</p>	
<p>e) How communication with client will be managed, communication approach</p>	



## PART 5 - RESULTING CONTRACT CLAUSES

### 5.1 DEFINITIONS

In the Contract, unless the context otherwise requires:

"Applicable Tax" means any tax applicable in the jurisdiction of the Work;

"Bid" is an offer to provide services or supply goods as a result of a solicitation, it also means "Proposal", and the terms can be used interchangeably in this document;

"Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a proposal to perform a contract for goods, services or both. It does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors;

"Canada", "Crown", "Her Majesty", the "Minister" or the "Government" means Her Majesty the Queen in right of Canada as represented by the Minister of Foreign Affairs and any other person duly authorized to act on behalf of that minister;

"Canada's Representative" means the person designated to act as Canada's agent and representative for the purposes of this Contract;

"Contract" means the Articles of Agreement, these general conditions, any supplemental general conditions, annexes and any other document specified or referred to as forming part of the Contract, all as amended by agreement of the Parties from time to time;

"Contractor" means the person, entity or entities named in the Contract to supply goods, services or both to Canada;

"Contract Price" means the amount stated in the Contract to be payable to the Contractor for the Work, exclusive of Applicable Taxes;

"Days" means continuous calendar days, including weekends and statutory holidays;

"Government Property" means anything supplied to the Contractor by or on behalf of Canada for the purposes of performing the Contract and anything acquired by the Contractor in any manner in connection with the Work, the cost of which is paid by Canada under the Contract;

"Party" means Canada, the Contractor, or any other signatory to the Contract and "Parties" means all of them;

"Signature" means either signed on paper, whether the original or an electronic copy of the signed paper is sent to the Contractor; and

"Work" means all the activities, services, goods, equipment, matters and things required to be done, delivered or performed by the Contractor under the Contract.



## 5.2 PRIORITY OF DOCUMENTS

The Parties agree to be bound by the following documents:

- (a) Articles of Agreement;
- (b) General Conditions [2035](#) (2022-05-12);
- (c) Statement of Work (Annex A);
- (d) Basis of Payment (Annex B);
- (e) Security Requirements Check List (Annex C);
- (f) Contractor's bid dated yyyy-mm-dd. (*Inserted at Contract award*)

In the event of discrepancies, inconsistencies or ambiguities of the wording of these documents, the document that appears first on the above list shall prevail.

## 5.3 AUTHORITIES AND COMMUNICATION

### 5.3.1 Canada's Representative

Canada's Representative for this Contract is: (*Inserted at Contract award*)

Name:  
Title:  
Department of Foreign Affairs, Trade and Development  
Directorate:  
Address:  
Telephone:  
E-mail address:

Canada's Representative is responsible for the management of the Contract, and any changes to the Contract must be authorized in writing by Canada's Representative. 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 Canada's Representative.

### 5.3.2 Project Authority

The Project Authority for this Contract is: (*Inserted at Contract award*)

Name:  
Title:  
Department of Foreign Affairs, Trade and Development  
Directorate:  
Address:  
Telephone:  
E-mail address:

The Project Authority is the representative of the department 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 Canada's Representative.



### 5.3.3 Communication and Notices

Any notice under the Contract must be in writing and may be delivered by hand, courier, mail, or e-mail. It must be sent to the Party for whom it is intended at the address stated in the Contract. Any notice will only be effective on the day it is received at that address. Any notice to Canada must be delivered to Canada's Representative.

### 5.3.4 Management of the Contract

Subject to the other provisions of this Article, Canada's Representative is responsible for the management of the Contract. Unless otherwise specified, no notice, instruction, authorization, refusal or other communication provided by Canada is valid under this Contract unless it is provided to the Contractor by Canada's Representative. Likewise, no notice, instruction, authorization, refusal or other communication to Canada made by the Contractor or on its behalf is valid unless it is made to Canada's Representative. 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 anyone other than Canada's Representative.

### 5.3.5 Contractor's Representative

The Contractor's Representative is: *(Inserted at Contract award)*

Name:

Title:

Company:

Address:

Telephone:

E-mail address:

The Contractor reserves the right to replace the above-designated Contractor's Representative by sending a notice in writing to Canada's Representative to that effect.

### 5.3.6 Amendment

To be effective, any amendment to the Contract must be done in writing and signed by Canada's Representative and the Contractor's Representative. Canada's right to exercise an Option Period is excluded from this signatures requirement.

### 5.3.7 Assignment

The Contractor must not assign the Contract without first obtaining Canada's written consent. Any assignment made without that consent is void and will have no effect. The assignment will be effective upon execution of an assignment agreement signed by the Parties and the assignee. Assignment of the Contract does not relieve the Contractor from any obligation under the Contract and it does not impose any liability upon Canada.

## 5.4 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.





## 5.5 GENERAL CONDITIONS

[2035](#) (2022-05-12), *General Conditions - Higher Complexity - Services*, apply to and form part of the Contract.

## 5.6 ENTIRE AGREEMENT

The Contract constitutes the entire and only agreement between the Parties and supersedes all previous negotiations, communications and other agreements, whether written or oral, unless they are incorporated by reference in the Contract. There are no terms, covenants, representations, statements or conditions binding on the Parties other than those contained in the Contract.

## 5.7 APPLICABLE LAWS

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

## 5.8 NUMBER AND GENDER

In these Articles of Agreement, the singular includes the plural and vice versa, and words importing the masculine gender include the feminine gender and the neuter, and vice versa.

## 5.9 POWERS OF CANADA / STATE IMMUNITY

All rights, remedies, powers and discretions granted or acquired by Canada under the Contract or by law are cumulative, not exclusive. Notwithstanding anything in this Contract, Canada does not waive any right or immunity that it has or may have by virtue of international or domestic law.

## 5.10 TIME OF THE ESSENCE

Time is of the essence. The Contractor must provide in a timely manner all components of the Work.

## 5.11 EXCUSABLE DELAY

**5.11.1** A delay in the performance by the Contractor of any obligation under the Contract that is caused by an event that:

- is beyond the reasonable control of the Contractor;
- could not reasonably have been foreseen;
- could not reasonably have been prevented by means reasonably available to the Contractor;
- occurred without the fault or neglect of the Contractor;

will be considered an "Excusable Delay" if the Contractor advises Canada's Representative of the occurrence of the delay or of the likelihood of the delay as soon as the Contractor becomes aware of it. The Contractor must also advise Canada's Representative, within fifteen (15) working days, of all the circumstances relating to the delay and provide to Canada's Representative for



approval a clear work around plan explaining in detail the steps that the Contractor proposes to take in order to minimize the impact of the event causing the delay.

**5.11.2** Any delivery date or other date that is directly affected by an Excusable Delay will be postponed for a reasonable time that will not exceed the duration of the Excusable Delay.

**5.11.3** However, if an Excusable Delay has continued for 30 Days or more, Canada's Representative may, by giving notice in writing to the Contractor, terminate the Contract. In such a case, the Parties agree that neither will make any claim against the other for damages, costs, expected profits or any other loss arising out of the termination or the event that contributed to the Excusable Delay. The Contractor agrees to repay immediately to Canada the portion of any advance payment that is unliquidated at the date of the termination.

**5.11.4** Unless Canada has caused the delay by failing to meet an obligation under the Contract, Canada will not be responsible for any costs incurred by the Contractor or any of its subcontractors or agents as a result of an Excusable Delay.

## 5.12 SEVERABILITY

If any provision of the Contract is declared by a court of competent jurisdiction to be invalid, illegal or unenforceable, that provision will be removed from the Contract without affecting any other provision of the Contract.

## 5.13 SUCCESSORS AND ASSIGNS

The Contract is to the benefit of and binds the successors and permitted assignees of Canada and of the Contractor.

## 5.14 SURVIVAL

All the Parties' obligations of confidentiality and representations set out in the Contract as well as the provisions, which by the nature of the rights or obligations might reasonably be expected to survive, will survive the expiry or termination of the Contract.

## 5.15 PERFORMANCE OF THE WORK

### 5.15.1 Description of Work

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

### 5.15.2 Period of the Contract

The period of the Contract is from \_\_\_\_\_ to \_\_\_\_\_ inclusive. *(inserted at contract award)*.

#### **\*Important Note\***

**Each year, for the entire duration of the contract, the work must completely stop during the months of April, May and partially in June, until the option periods are exercised, if exercised.**



### 5.15.3 Option to Extend the Contract

The Contractor grants to Canada an irrevocable option to extend the term of the Contract by up to four (4) additional one (1) year option periods 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 at Annex B.

### 5.15.4 Exercise of Option to Extend

Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 days before the expiry date of the Contract. The option may only be exercised by Canada's Representative, and will be evidenced for administrative purposes only, through a Contract amendment.

### 5.15.5 Independent Contractor

The Contractor is an independent Contractor engaged by Canada to perform the Work. Nothing in the Contract is intended to create a partnership, a joint venture or an agency between Canada and the other Party or Parties. The Contractor must not represent itself as an agent or representative of Canada to anyone. Neither the Contractor nor any of its personnel is engaged as an employee or agent of Canada. The Contractor is responsible for all deductions and remittances required by law in relation to its employees.

### 5.15.6 Conduct

The Contractor must:

- (a) perform the Work diligently and efficiently;
- (b) perform the Work with honesty and integrity;
- (c) except for Government Property, supply everything necessary to perform the Work;
- (d) select and employ a sufficient number of qualified persons;
- (e) perform the Work in accordance with standards of quality acceptable to Canada and in full conformity with the specifications and all the requirements of the Contract; and,
- (f) provide effective and efficient supervision to ensure that the quality of workmanship meets the requirements of the Contract.

### 5.15.7 Assigned Individuals

If specific individuals are identified in Annex A to perform the Work:

- (a) the Contractor must provide the services of those individuals unless the Contractor is unable to do so for reasons beyond its control;
- (b) the Contractor must obtain Canada's written approval, through Canada's Representative, before replacing, removing or adding an individual to the approved team, and, more specifically, before any services are rendered by such individual; and
- (c) the Contractor must not, in any event, allow performance of the Work by unauthorized replacement individuals.

### 5.15.8 Resources

Canada reserves the right to conduct periodic background checks on personnel employed or subcontracted by the Contractor.



Canada reserves the right, in its sole discretion, to decide that personnel employed or subcontracted by the contractor are unsuitable. In such circumstances, the Contractor shall ensure that personnel are removed from property and replaced with personnel suitable to Canada.

#### **5.15.9 Replacements**

Canada may order that a replacement individual stops performing the Work. In this case, the Contractor must immediately comply with the order and secure a further replacement in accordance with section *Assigned Individuals*. The fact that Canada does not order that a replacement stop performing the Work does not relieve the Contractor from its responsibility to meet the requirements of the Contract.

#### **5.15.10 Compliance with Local Law**

In the performance of Services under this Contract, the Contractor will comply with all applicable provisions of the laws in force in Düsseldorf, Germany.

#### **5.15.11 Inspection and Acceptance**

All the Work is subject to inspection and acceptance by Canada. Inspection and acceptance of the Work by Canada do not relieve the Contractor of its responsibility for defects or other failures to meet the requirements of the Contract. Canada will have the right to reject any work that is not in accordance with the requirements of the Contract and require its correction or replacement at the Contractor's expense.

#### **5.15.12 Security Requirements**

There is no security requirement applicable to this Contract

#### **5.15.13 Green Procurement**

**5.15.13.1** The Contractor should make every effort to ensure that all documents prepared or delivered under this contract are printed double-sided on Ecologo certified recycled paper or on paper with equivalent post-consumer recycled content, to the extent it is procurable.

**5.15.13.2** The Contractor should make every effort to use environmentally preferred goods, services and processes, as required, to reduce any environmental impacts resulting from the performance of the Work. Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental performance considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; and reduced toxic and hazardous substances.

### **5.16 CERTIFICATIONS**

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



## 5.17 HEALTH AND SAFETY

Contractor must comply with all requirements of applicable Canadian (federal, provincial, municipal), foreign and local environmental, health and safety laws and regulations. The Contractor must follow the prevention and infection control measures of the workplace or put in place by the Canadian mission (i.e. practise physical distancing, practise proper hand washing, avoid touching face with unwashed hands, etc.) and follow the proper protocols to complete the required work such as utilizing the appropriate equipment and personal protective equipment (PPE) as necessary. The Contractor is responsible for all costs associated with the compliance to protective measures and any other costs related to the general health and safety of its employees and agents.

## 5.18 PAYMENT TERMS

### 5.18.1 Basis of Payment

Canada will pay the Contractor in accordance to the Basis of Payment included as Annex B. Payment under this Contract, except advance payments, will be conditional on the performance, completion and delivery of the Work, or any part of the Work to the satisfaction of Canada.

### 5.18.2 Limitation of Price

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

### 5.18.3 Method of Payment – Monthly Payments

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.

### 5.18.4 Audit

Any amount paid or claimed under the Contract is subject to government audit both before and after payment is made. The Contractor must keep proper accounts and records of the cost of performing the Work and keep all documents relating to such cost for 6 years after it receives the final payment under the Contract.



### 5.18.5 Invoicing Instructions

#### 5.18.5.1 The Contractor must ensure that each invoice it provides to Canada

- (a) is submitted in the Contractor's name;
- (b) is submitted each month do so for each delivery or shipment;
- (c) only applies to the Contract;
- (d) shows the date, the name and address of the Project Authority, the description of the Work and the Contract number;
- (e) details the claimed fees and disbursements, if applicable, in accordance with the Basis of Payment, exclusive of Applicable Taxes;
- (f) sets out Applicable Taxes, such as the Contractor's output VAT, as a separate item along with corresponding registration numbers from the tax authorities;
- (g) identifies all items that are zero-rated, exempt from Applicable Taxes or to which it does not apply.

#### 5.18.5.2 By submitting an invoice, the Contractor certifies in each case that the invoice is consistent with the Work delivered and is in accordance with the Contract.

### 5.18.6 Discrepancies

If the contents of the invoice and its substantiating documentation are not in accordance with the Contract or the Work is not in acceptable condition, Canada will notify the Contractor within 15 Days of the invoice receipt. The 30-Day payment period begins upon receipt of the revised invoice or the replacement or corrected Work. Failure by Canada to notify the Contractor within 15 Days will only result in the date specified in subsection 16 of [2035](#) (2022-05-12) *General Conditions - Higher Complexity - Services*, to apply for the sole purpose of calculating interest on overdue accounts.

### 5.18.7 Termination Payments

If a termination for convenience notice is given pursuant to section 30 of [2035](#) (2022-05-12) *General Conditions - Higher Complexity - Services*, the Contractor will be entitled, in accordance with the Basis of Payment (Annex B), to be paid only the amounts that have been reasonably and properly incurred to perform the Contract to the extent that the Contractor has not already been paid or reimbursed by Canada. Under no circumstance will Canada be liable to the Contractor for early termination of this Contract.

### 5.18.8 Remittance to appropriate tax authority

The Contractor agrees to remit to the appropriate government tax authority any amount of applicable tax legally required to be remitted by the Contractor, pursuant to applicable tax laws.

## 5.19 SUSPENSION AND INFRACTION

### 5.19.1 Suspension of the Work

Canada may at any time, by written notice, order the Contractor to suspend or stop the Work or part of the Work under the Contract. The Contractor must immediately comply with any such order in a way that minimizes the cost of doing so.



## 5.19.2 Infraction

Canada may terminate this Contract or reduce or suspend any payments under it if the Contractor fails to honour the provisions in the section titled *Governance and Ethics*.

## 5.20 INSURANCE TERMS

### 5.20.1 Insurance at Discretion of Contractor

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

## 5.21 GOVERNANCE AND ETHICS

### 5.21.1 Conflict of Interest and Values and Ethics Codes for the Public Service

The Contractor acknowledges that individuals who are subject to the provisions of the Conflict of Interest Act (S.C. 2006, c. 9, s. 2), the Conflict of Interest Code for Members of the House of Commons, the Values and Ethics Code for the Public Service, Code of Conduct for Canadian Representatives Abroad or all other codes of values and ethics applicable within specific organizations cannot derive any direct benefit resulting from the Contract. The Contractor will notify Canada in writing of any situation, of which the Contractor is or becomes aware, in which one of the Contractor's agents, employees or contractors derives, or is in a position to derive, an unauthorized benefit.

### 5.21.2 Incapacity to Contract with the Government

The Contractor certifies that no one convicted under any of the provisions under subsection (a) or (b) are to receive any benefit under the Contract. In addition, the Contractor certifies that except for those offences where a criminal pardon or a record suspension has been obtained or capacities restored by the Governor in Council, neither the Contractor nor any of the Contractor's affiliates has ever been convicted of an offence under any of the following provisions:

- (a) paragraph 80(1)(d) (False entry, certificate or return), subsection 80(2) (Fraud against Her Majesty) or section 154.01 (Fraud against Her Majesty) of the Canadian Financial Administration Act (R.S.C. 1985, c. F-11); or
- (b) section 121 (Frauds on the government and Contractor subscribing to election fund), section 124 (Selling or Purchasing Office), section 380 (Fraud) for fraud committed against Her Majesty or section 418 (Selling defective stores to Her Majesty) of the Criminal Code of Canada (R.S.C. 1985, c. C-46); or
- (c) section 462.31 (Laundering proceeds of crime) or sections 467.11 to 467.13 (Participation in activities of criminal organization) of the Criminal Code of Canada (R.S.C. 1985, c. C-46); or
- (d) section 45 (Conspiracies, agreements or arrangements between competitors), 46 (Foreign directives) 47 (Bid-rigging), 49 (Agreements or arrangements of federal financial institutions), 52 (False or misleading representation), 53 (Deceptive notice of winning a prize) under the Canadian Competition Act (R.S.C. 1985, c. C-34); or
- (e) section 239 (False or deceptive statements) of the Canadian Income Tax Act (R.S.C., 1985, c. 1 (5th Supp.)); or
- (f) section 327 (False or deceptive statements) of the Canadian Excise Tax Act, (R.S.C., 1985, c. E-15); or



- (g) section 3 (Bribing a foreign public official) of the Canadian Corruption of Foreign Public Officials Act (S.C. 1998, c. 34); or
- (h) section 5 (Trafficking in substance), section 6 (Importing and exporting), or section 7 (Production of substance) of the Canadian Controlled Drugs and Substance Act (S.C. 1996, c. 19); or
- (i) any provision under the local law having a similar effect to the above-listed provisions.

### 5.21.3 Anti-Terrorism

Consistent with numerous United Nations Security Council resolutions, including S/RES/1267 (1999) concerning Al Qaida and the Taliban, and associated individuals and entities, both Canada and the Contractor are firmly committed to the international fight against terrorism, and in particular, against the financing of terrorism. The Contractor acknowledges that neither it, nor any of its employees, Directors, or agents is an entity listed, in relation to terrorists groups and those who support them, under subsection 83.05 of the Criminal Code of Canada, and as identified thereto in a "List of Entities" which may be found at < <http://laws-lois.justice.gc.ca/eng/regulations/SOR-2002-284/index.html> > and that it is not nor will it knowingly work with any party and entity appearing on the New Consolidated List established and maintained by the UN Security Council's 1267 Committee. Furthermore, the Contractor acknowledges that it will not knowingly directly or indirectly collect, provide or make available funds or property intending that they be used, or knowing that they will be used, to carry out or facilitate terrorist activities, or knowing that the funds or property will be used or will benefit a terrorist entity as identified in the List of Entities.

## 5.22 DISPUTE RESOLUTION

### 5.22.1 Discussion and Negotiation

If a dispute arises out of, or in connection with this Contract, the parties shall meet to pursue resolution through negotiation or other appropriate dispute resolution process before resorting to litigation.

### 5.22.2 Procurement Ombudsman

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the Canadian Department of Public Works and Government Services Act (S.C. 1996, c. 16) will, on request and consent of the parties to bear the cost of such process, participate in an alternative dispute resolution process to resolve any dispute between the parties respecting the interpretation or application of a term and condition of this contract. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by email at [boa.opo@boa.opo.gc.ca](mailto:boa.opo@boa.opo.gc.ca).





## ANNEX A - STATEMENT OF WORK

### Marketing, Social Media Management and Promotion Services Taste of Canada campaign (Austria, Germany & Switzerland)

#### 1. INTRODUCTION

The Consulate of Canada in Germany requires marketing, social media management and promotion services for the Taste of Canada campaign (TOC) that represents the interest of the Canadian industries in the three Central European countries of Germany (D), Austria (A), and Switzerland (CH) also known as DACH Region.

#### 2. BACKGROUND

The TOC initiative started in May 2020 as a two-way initiative. On the one side, there is a German-language consumer website as well as marketing activities on social media in order to raise awareness of the Canadian food and beverage products. On the other side, there is a Business-to-Consumer (B2C) component and a virtual marketplace, an e-commerce platform named MyEnso, where Canadian food and beverage products are sold.

The initiative succeeded in educating German consumers about Canadian food and beverage products and in increasing visibility/awareness of Canadian food and beverage products. The TOC website ([www.tasteofcanada.de](http://www.tasteofcanada.de)) gives information on Canadian cuisine and typical Canadian products, promotes Canada as a culinary destination as well as upcoming food events. It also features small video sequences in order to introduce consumers to special Canadian products as well as a listing of Canadian manufacturers/German importers and their respective Canadian brands including a link to their own online shop.

The website as well as the newly created TOC Facebook (<https://www.facebook.com/tasteofcanadaDE/>), Instagram ([https://www.instagram.com/tasteofcanada\\_de/](https://www.instagram.com/tasteofcanada_de/)) and YouTube (<https://www.youtube.com/channel/UC-8JTo4jDfkFn3EXrpD-czQ>) channels have proven to be useful tools to further inform German-speaking consumers about Canada and Canadian foods, and to promote Canada-themed B2C activities in the German market.

The Canada Brand World on the MyEnso platform (<https://www.myenso.de/content/brand/taste-of-canada>) was created as part of the TOC initiative in June 2020. The Canada Brand World is linked to the TOC website and is featured in our TOC social media activities as a one-stop shop for Canadian food and beverage products, and also in printed promotional materials.

#### 3. OBJECTIVES

The objective of this invitation to tender is to award a contract to a qualified service provider in order to renew the TOC campaign to support Canadian food and beverage exporters to enter German market and to promote Canadian food and beverage products to German-speaking end consumers.



The Consulate of Canada in Düsseldorf is planning, in close co-operation with the Embassies of Canada in Bern and Vienna to expand the TOC marketing initiative to all three German-speaking markets (Austria, Germany, Switzerland) and to increase the digital activities, thereby supporting Canadian food and beverage companies in raising their visibility in the DACH region.

#### 4. TASKS/REQUIREMENTS

##### \*Important Note\*

- 1) **Each year, for the entire duration of the contract, the work must completely stop during the months of April, May and partially in June, until the option periods are exercised, if exercised.**
- 2) The timelines indicated below do not take into consideration the period where the work will be completely stopped and are only provided as an estimate so they may vary. The Project Authority will confirm to the Contractor the timelines at the award of the contract and as the work progresses during the whole period of the contract.

##### 4.1 Campaign management

The Contractor, in close co-operation with the Project Authority, must:

- take over the overall **co-ordination** of the TOC campaign (Oct 2022 to June 2023)
- **develop a long-term marketing and promotional strategy** to raise awareness and increase visibility of Canadian food and beverages products available in DACH markets. The strategy needs to be aligned with the [overall EU marketing strategy of Agriculture and Agri-Food Canada](#). The strategy must focus on, but not be limited to, food and beverage products sold as part of the Canada Brand World on MyEnso. The strategy must also include activities regarding major Canadian events (e.g. Canada Day, Thanksgiving, etc.) and must include:
  - Possible joint activities with Destination Canada and meal-kit delivery service such as Picnic, Knuspr or Foodist (May 23 to June 23)
  - E-commerce/retail activities around Canada Day (June 23)
- **organize joint projects** with local media/tourism partners (e.g. leading German-speaking travel magazine, Air Canada, Destination Canada, etc.) (Oct. 22 to June 23)
- conduct **mail-outs** and press releases to journalists/bloggers
  - Mail-out to at least 1,000 journalists/bloggers in November 22 to establish a list of qualified contacts for follow-up activities in Jan 23 to June 23, e.g. newsletter/information mail-outs, media co-operations, etc.
- **handle the onboarding process** of new partners for the initiative in the DACH region.
  - The Project Authority will provide the Contractor a list of recruited Austrian and Swiss importers for the campaign Oct. 22 to June 23)
  - Canadian Embassies in Vienna and Bern will work with the Contractor to add sub-pages for their respective markets to the TOC website (Oct. 22 to Dec. 22)
- **educate** German-speaking consumers in the DACH region about Canadian food and beverage products and about Canada as a culinary destination (Oct. 22 to June 23)



## 4.2 Online Presence/Social Media

The Contractor must:

- **handle the overall operation of TOC social media channels with client's approval and oversight** (Oct. 22 to June 23)
- **develop social media posts and create German-language content** for use on TOC social media channels targeting consumers in the DACH region. (Oct 2022 to June 2023)
  - Publish a minimum of 2 to 3 social media post per week, but not limited to;
  - posts must include weekly features on TOC partners and their products on TOC Facebook and Instagram channels.
  - posts must also include the development of recipes, videos, background information on Canadian foods, B2C newsletters, as well as the organization of photoshoots, work with external freelancers (if required)
- **maintain and promote the current TOC blog** on the campaign website, featuring the campaign, campaign partners, upcoming events, recipes or information about Canadian food and beverage products (Oct 22 to June 23)
- **implement promotional activities** featuring Canadian food and beverage products
  - Ongoing raffles on social media channels (Oct. 22 to June 23)
  - Joint projects with local media/tourism partners (e.g. leading German-speaking travel magazine, Air Canada, etc.) (Jan. 23 to June 23)
  - Creation of content for use on TOC social media channels, e.g. development of recipes, facts, videos, background information on Canadian foods, B2C newsletter, etc. (Oct. 22 to June 23)
- **operate, maintain, and further develop the TOC website** while ensuring compliance with current provisions of the German [Federal Data Protection Act](#) (e.g. correct imprint and privacy statement) (Oct. 22 to June 23)
- **add further content/background information** on specific Canadian food/beverage categories to TOC website (Oct. 22 to Dec. 22)
- Installation of a virtual product shelf for all TOC products in the DACH markets with a direct link to the respective online shop of the local partner (Oct. 22 to Dec. 22)
- **arrange for Search Engine Optimization (SEO) and Search Engine Advertising (SEA) management** and website optimization (Oct. 22 to June 23)
- **increase visibility of and traffic to the TOC website landing page** by strategically tagging marketing content to optimise ranking on frequently used search engines (e.g. "Google", "Bing", "Baidu", "Yahoo", "Yandex", etc.) (Oct. 22 to June 23)



- **grant access and editing rights** to Project Authority to allow modifications to the landing page, as deemed necessary (i.e. by adding, changing, and removing content) (Oct. 22 to June 23)
- **arrange for graphic and web design work** including co-ordination and management of external freelancers (if required) (Oct. 22 to June 23)
- **monitor abuse and unauthorized use** of *Taste of Canada* and *Goût du Canada* EU trade marks (Oct. 22 to June 23)

Project Authority might ask the Contractor to provide miscellaneous services, not listed previously, regarding the TOC campaign.

## 5. DELIVERABLES

- 1) In order to capture the information regarding the activities of a month, a monthly electronic report presenting the progression of each elements identified in section "4. Tasks/Requirements" must be provided to the Project Authority on the first working day of the following month. For example, the progress report for October activities must be sent to the Project Authority on the 1<sup>st</sup> of November.
- 2) A monthly electronic report on social media and web traffic analytics measuring performance must also be provided to the Project Authority. As for the progress report in 1) this report must also be provided to the Project Authority on the 1<sup>st</sup> of each following month or on the first working day of this month.
- 3) At least one monthly virtual meeting must be held between the Contractor and the Project Authority and, up to a maximum of four (4), when needed. The Project Authority will schedule the meetings.

## 6. LANGUAGE OF WORK

The work must be performed and delivered in German **AND/OR** in English, when required.

## 7. TRAVEL

Not applicable.

## 8. GOVERNMENT-FURNISHED EQUIPMENT/INFORMATION

Not applicable.



### ANNEX B - BASIS OF PAYMENT

#### Firm Hourly Rates

The Contractor will be paid firm hourly rates as follows, for Work performed in accordance with the Contract. Any Applicable Tax is extra.

During the extended period of the Contract, the Contractor will be paid the following firm hourly rates, in accordance with the rates indicated in the column (A) to perform all the Work in relation to the contract extension.

	CATEGORIES OF SERVICES	Firm Hourly Rates (EUR) Taxes Excluded  (A)
<b>Initial Period</b>	Account Management and Coordination Services	
	Strategic Planning and Development Services	
	Creative, Communications and Production Services	
	Blended Rate / Miscellaneous Services	
<b>Option Period 1</b>	Account Management and Coordination Services	
	Strategic Planning and Development Services	
	Creative, Communications and Production Services	
	Blended Rate / Miscellaneous Services	
<b>Option Period 2</b>	Account Management and Coordination Services	
	Strategic Planning and Development Services	
	Creative, Communications and Production Services	
	Blended Rate / Miscellaneous Services	
<b>Option Period 3</b>	Account Management and Coordination Services	
	Strategic Planning and Development Services	
	Creative, Communications and Production Services	
	Blended Rate / Miscellaneous Services	



	<b>CATEGORIES OF SERVICES</b>	<b>Firm Hourly Rates (EUR) Taxes Excluded  (A)</b>
<b>Option Period 4</b>	Account Management and Coordination Services	
	Strategic Planning and Development Services	
	Creative, Communications and Production Services	
	Blended Rate / Miscellaneous Services	



# ANNEX C - SECURITY REQUIREMENTS CHECK LIST (SRCL)



Contract Number / Numéro du contrat
Security Classification / Classification de sécurité

## SECURITY REQUIREMENTS CHECK LIST (SRCL)

### LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine GAC	2. Branch or Directorate / Direction générale ou Direction BRLIN	
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail BRLIN Generic SRCL 4: Professional service providers not requiring access to Embassy premises or systems (ex. market research, advertising, printing, subscriptions, web design, chauffeur services, conference services, couriers, etc.)		
5. a) Will the supplier require access to Controlled Goods? / Le fournisseur aura-t-il accès à des marchandises contrôlées?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? / Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? / Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c.) / (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c.)	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. / Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. c) Is this a commercial courier or delivery requirement with no overnight storage? / S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable / À ne pas diffuser <input type="checkbox"/>		
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information		
PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A <input type="checkbox"/>
PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B <input type="checkbox"/>
PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	NATO SECRET / NATO SECRET <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>
SECRET <input type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET <input type="checkbox"/>
TOP SECRET / TRÈS SECRET <input type="checkbox"/>		TOP SECRET / TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>



Contract Number / Numéro du contrat

Security Classification / Classification de sécurité

**PART A (continued) / PARTIE A (suite)**

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?  
 Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui  
 If Yes, indicate the level of sensitivity:  
 Dans l'affirmative, indiquer le niveau de sensibilité :

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?  
 Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate?  No / Non  Yes / Oui  
 Short Title(s) of material / Titre(s) abrégé(s) du matériel :  
 Document Number / Numéro du document :

**PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)**

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

<input type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL	<input type="checkbox"/> SECRET SECRET	<input type="checkbox"/> TOP SECRET TRÈS SECRET
<input type="checkbox"/> TOP SECRET-SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/> NATO SECRET NATO SECRET	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS			

Special comments:  
 Commentaires spéciaux : No security clearance required. Should not be provided with protected/classified information

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.  
 REMARQUE: Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?  
 Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail?  No / Non  Yes / Oui  
 If Yes, will unscreened personnel be escorted?  
 Dans l'affirmative, le personnel en question sera-t-il escorté?  No / Non  Yes / Oui

**PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)**

**INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS**

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?  
 Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?  
 Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC?  No / Non  Yes / Oui

**PRODUCTION**

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?  
 Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ?  No / Non  Yes / Oui

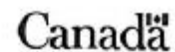
**INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)**

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?  
 Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS?  No / Non  Yes / Oui

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?  
 Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale?  No / Non  Yes / Oui

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité







Contract Number / Numéro du contrat
Security Classification / Classification de sécurité

**PART C - (continued) / PARTIE C - (suite)**

For users completing the form manually use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.  
 Les utilisateurs qui remplissent le formulaire manuellement doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form online (via the Internet), the summary chart is automatically populated by your responses to previous questions.  
 Dans le cas des utilisateurs qui remplissent le formulaire en ligne (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

**SUMMARY CHART / TABLEAU RÉCAPITULATIF**

Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED / NATO DIFFUSION RESTREINTE	NATO CONFIDENTIAL / NATO CONFIDENTIEL	NATO SECRET	COMSEC TOP SECRET / COMSEC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET
											A	B	C			
Information / Assets / Renseignements / Biens / Production																
IT Media / Support TI / IT Link / Lien électronique																

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?  
 La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE?  No / Non  Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".  
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?  
 La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE?  No / Non  Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).  
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

Security Classification / Classification de sécurité
------------------------------------------------------



Contract Number / Numéro du contrat
Security Classification / Classification de sécurité

PART D - AUTHORIZATION / PARTIE D - AUTORISATION			
13. Organization Project Authority / Chargé de projet de l'organisme			
Name (print) - Nom (en lettres moulées)	Title - Titre	Signature	
Robers, Florian		Digitally signed by Robers, Florian Date: 2022.03.14 10:05:03 +01'00'	
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date
14. Organization Security Authority / Responsable de la sécurité de l'organisme			
Name (print) - Nom (en lettres moulées)	Title - Titre	Signature	
Tiberiu Agoston	MPSS		
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date
466-3323		tiberiu.agoston@international.gc.ca	
15. Are there additional instructions (e.g. Security Guide, Security Classification Guide) attached? Des instructions supplémentaires (p. ex. Guide de sécurité, Guide de classification de la sécurité) sont-elles jointes?			
			<input checked="" type="checkbox"/> No / <input type="checkbox"/> Yes / <input type="checkbox"/> Non / <input type="checkbox"/> Oui
16. Procurement Officer / Agent d'approvisionnement			
Name (print) - Nom (en lettres moulées)	Title - Titre	Signature	
Geneviève Gervais	Procurement Specialist	Gervais, Genevieve Digitally signed by Gervais, Genevieve Date: 2022.08.15 20:07:04 -0400'	
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date
343-573-6038	N/A	genevieve.gervais@international.gc.ca	
17. Contracting Security Authority / Autorité contractante en matière de sécurité			
Name (print) - Nom (en lettres moulées)	Title - Titre	Signature	
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date