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PART 1 - GENERAL INFORMATION

1.1 Security Requirements

1. Before award of a contract, the following conditions must be met:
 - a) the Bidder must hold a valid organization security clearance as indicated in Part 6 - Resulting Contract Clauses;
2. Before access to sensitive information is provided to the Bidder, the following conditions must be met:
 - a) the Bidder's proposed individuals requiring access to sensitive information, assets or sensitive work sites must meet the security requirements as indicated in Part 6 - Resulting Contract Clauses;
 - b) the Bidder's security capabilities must be met as indicated in Part 6 – Resulting Contract Clauses;
3. For additional information on security requirements, Bidders should refer to the Contract Security Program of Public Works and Government Services Canada (<http://www.tpsgcpwgsc.gc.ca/esc-src/introduction-eng.html>) website.

1.2 Accessibility

Considering accessibility criteria and features is obligatory with this requirement. For additional information consult the [*Treasury Board Contracting Policy*](#).

1.3 Statement of Work

The work to be performed is detailed under Annex "A" Statement of Work.

1.4 Debriefings

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

1.5 Trade Agreements

This requirement is subject to the provisions the following trade agreements:

Canadian Free Trade Agreement (CFTA)
Canada Chile Free Trade Agreement
Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
Canada Colombia Free Trade Agreement
Canada European Union Comprehensive Economic and Trade Agreement (CETA)
Canada Honduras Free Trade Agreement
Canada Korea Free Trade Agreement
North American Free Trade Agreement
Canada Panama Free Trade Agreement
Canada Peru Free Trade Agreement (CPFTA)
Canada Ukraine Free Trade Agreement (CUFTA)
World Trade Organization Agreement on Government Procurement (WTO-GPA)
Canada UK Trade Continuity Agreement (Canada UK TCA)



PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

The [2003](#) (2022-03-29) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 3.a) of Section 01, Integrity Provisions - Bid of the Standard Instructions (20043) incorporated by reference above is deleted in its entirety and replaced with the following:

- a. at the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the [Ineligibility and Suspension Policy](#). During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of names.

2.2 Submission of Bids

Bid must be submitted only to mira.abdillahi2@hc-sc.gc.ca, by the date, time and place indicated on page 1 of the bid solicitation.

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

2.3 Former Public Servant

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

Definitions

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

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



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

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

Former Public Servant in Receipt of a Pension

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

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

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

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

Work Force Adjustment Directive

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

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;



- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

2.4 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.

2.5 Bid Challenge and Recourse Mechanisms

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



PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that bidders provide their bid in separate attachments as follows

- Section I: Technical Bid – one electronic copy by email;
- Section II: Financial Bid – one electronic copy by email; and
- Section III: Certifications – one electronic copy by email.

Due to the nature of the bid solicitation, bids transmitted by epost Connect service and by facsimile will not be accepted.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Section I: Technical Bid

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

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

Section II: Financial Bid

Bidders must submit their financial bid in accordance with Attachment 1 to Part 3. The total amount of Applicable Taxes must be shown separately

Section III: Certifications

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



ATTACHMENT 1 TO PART 3 – PRICING SCHEDULE

The table found below must be completed and included with the Bidder’s pricing proposal.

The Bidder must submit an hourly rate for various levels of urgencies:

For Graphic design and animation services:

- Urgent – 24 hours. These products could include social media content, PowerPoint presentation, simple infographic
- Rush – 72 hours. These products could include infographics, charts/graphs, dashboards, series of social media posts
- Standard – up to 5 days. These products could include detailed infographics, charts/graphs, animations
- After hours – between 5 p.m. and midnight
- Weekends and holidays – Saturday and Sunday and holidays

For Content Development and Writing:

- Urgent – 24 hours. These products could include social media content, PowerPoint presentation, simple infographic
- Rush – 72 hours. These products could include infographics, charts/graphs, dashboards, series of social media posts
- Standard – up to 5 days. These products could include detailed infographics, charts/graphs, animations
- After hours – between 5 p.m. and midnight
- Weekends and holidays – Saturday and Sunday and holidays

The payment schedule must be based on the actual work performed at the time the milestone would be completed.

The Bidder must not propose any options, provide any optional pricing, or stipulate any conditions. Any Bidder that includes any options or conditions whatsoever will be deemed non-responsive and no further evaluation will be done.

1. Initial Contract Period – Contract award to May 1st, 2023

Description of Service	Firm inclusive hourly rate
1.1 Urgent – 24 hours – for graphic design and animation services	\$
1.2 Rush – 72 hours – for graphic design and animation services	\$
1.3 Standard – up to 5 days – for graphic design and animation services	\$
1.4 After hours – for graphic design and animation services	\$
1.5 Weekends and holidays – for graphic design and animation services	\$
1.6 Urgent – 24 hours – for content development & writing	\$
1.7 Rush – 72 hours – for content development & writing	\$
1.8 Standard – up to 5 days – for content development & writing	\$
1.9 After hours – for content development & writing	\$
1.10 Weekends and holidays – for content development & writing	\$
Total Evaluated Hourly Rate for this period (1.1 + 1.2 + 1.3 + 1.4 + 1.5 + 1.6 + 1.7 + 1.8 + 1.9 + 1.10)	\$

2. During the extended period of the Contract, the Contractor will be paid the following firm hourly rates to perform all the Work in relation to the contract extension.

2.1 Option Period 1– May 2nd, 2023 to May 1st, 2024

Description of Service	Firm inclusive hourly rate
2.1.1 Urgent – 24 hours – for graphic design and animation services	\$
2.1.2 Rush – 72 hours – for graphic design and animation services	\$



2.1.3 Standard – up to 5 days – for graphic design and animation services	\$
2.1.4 After hours – for graphic design and animation services	\$
2.1.5 Weekends and holidays – for graphic design and animation services	\$
2.1.6 Urgent – 24 hours – for content development & writing	\$
2.1.7 Rush – 72 hours – for content development & writing	\$
2.1.8 Standard – up to 5 days – for content development & writing	\$
2.1.9 After hours – for content development & writing	\$
2.1.10 Weekends and holidays – for content development & writing	\$
Total Evaluated Hourly Rate for this period (2.1.1 + 2.1.2 + 2.1.3 + 2.1.4 + 2.1.5 + 2.1.6 + 2.1.7 + 2.1.8 + 2.1.9 + 2.1.10)	\$

2.2 Option Period 2– May 2nd, 2024 to May 1st, 2025

Description of Service	Firm inclusive hourly rate
2.2.1 Urgent – 24 hours – for graphic design and animation services	\$
2.2.2 Rush – 72 hours – for graphic design and animation services	\$
2.2.3 Standard – up to 5 days – for graphic design and animation services	\$
2.2.4 After hours – for graphic design and animation services	\$
2.2.5 Weekends and holidays – for graphic design and animation services	\$
2.2.6 Urgent – 24 hours – for content development & writing	\$
2.2.7 Rush – 72 hours – for content development & writing	\$
2.2.8 Standard – up to 5 days – for content development & writing	\$
2.2.9 After hours – for content development & writing	\$
2.2.10 Weekends and holidays – for content development & writing	\$
Total Evaluated Hourly Rate for this period (2.2.1 + 2.2.2 + 2.2.3 + 2.2.4 + 2.2.5 + 2.2.6 + 2.2.7 + 2.2.8 + 2.2.9 + 2.2.10)	\$

2.3 Option Period 3– May 2nd, 2025 to May 1st, 2026

Description of Service	Firm inclusive hourly rate
2.3.1 Urgent – 24 hours – for graphic design and animation services	\$
2.3.2 Rush – 72 hours – for graphic design and animation services	\$
2.3.3 Standard – up to 5 days – for graphic design and animation services	\$
2.3.4 After hours – for graphic design and animation services	\$
2.3.5 Weekends and holidays – for graphic design and animation services	\$
2.3.6 Urgent – 24 hours – for content development & writing	\$
2.3.7 Rush – 72 hours – for content development & writing	\$
2.3.8 Standard – up to 5 days – for content development & writing	\$
2.3.9 After hours – for content development & writing	\$
2.3.10 Weekends and holidays – for content development & writing	\$
Total Evaluated Hourly Rate for this period (2.3.1 + 2.3.2 + 2.3.3 + 2.3.4 + 2.3.5 + 2.3.6 + 2.3.7 + 2.3.8 + 2.3.9 + 2.3.10)	\$

2.4 Option Period 4– May 2nd, 2026 to May 1st, 2027

Description of Service	Firm inclusive hourly rate
2.4.1 Urgent – 24 hours – for graphic design and animation services	\$
2.4.2 Rush – 72 hours – for graphic design and animation services	\$
2.4.3 Standard – up to 5 days – for graphic design and animation services	\$



2.4.4 After hours – for graphic design and animation services	\$
2.4.5 Weekends and holidays – for graphic design and animation services	\$
2.4.6 Urgent – 24 hours – for content development & writing	\$
2.4.7 Rush – 72 hours – for content development & writing	\$
2.4.8 Standard – up to 5 days – for content development & writing	\$
2.4.9 After hours – for content development & writing	\$
2.4.10 Weekends and holidays – for content development & writing	\$
Total Evaluated Hourly Rate for this period (2.4.1 + 2.4.2 + 2.4.3 + 2.4.4 + 2.4.5 + 2.4.6 + 2.4.7 + 2.4.8 + 2.4.9 + 2.4.10)	\$

3. Total Evaluated Rate

3.1 Total sum initial Period	\$
3.2 Total sum Option Period 1	\$
3.3 Total sum Option Period 2	\$
3.4 Total sum Option Period 3	\$
3.5 Total sum Option Period 4	\$
Total evaluated rate (3.1+3.2+3.3+3.4+3.5)/5	\$



PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

W2q4.1 Evaluation Procedures

- a) Bid will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.

4.1.1 Technical Evaluation

4.1.1.2 Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below.

The Bidder must provide the necessary documentation to support compliance with this requirement.

Bids which fail to meet the mandatory technical criteria will be declared non-responsive and rated criteria will not be assessed. Each mandatory technical criterion should be addressed separately.

Number	MANDATORY TECHNICAL CRITERIA	Proposal Page #
M1	<p>EXPERIENCE OF THE FIRM</p> <p>The Bidder must demonstrate they have five (5) years specialized experience providing graphic design, animation services and content creation within the last ten (10) years. The Supplier must provide:</p> <ul style="list-style-type: none"> • The number of years the Bidder's firm has specialized in the provision of graphic design, animation services and content creation. 	
	RESOURCE EXPERIENCE	
M2	<p>The Bidder must demonstrate, by providing detailed resumes, that they have two (2) senior designer resources meeting the minimum years of experience as outlined. The Bidder must provide CVs and copies of degrees with their proposal.</p> <p>Designer (Senior) -</p> <ul style="list-style-type: none"> • Post secondary degree from a recognized institution • 5 years within the last 6 years of experience in graphic design, including hands-on experience in design and production for printed and electronic products 	
M3	<p>The Bidder must demonstrate, by providing a detailed resume, that the proposed junior resource meets the minimum years of experience as outlined.</p> <p>Designer (Junior) -</p> <ul style="list-style-type: none"> • 3 years of experience within the last 4 years in graphic design including hands-on experience in design and production for printed and electronic products 	
M4	<p>The Bidder must demonstrate, by providing a detailed resume, that the proposed resource meets the minimum years of experience as outlined.</p> <p>Writer/ Content developer (Junior)</p>	



	<ul style="list-style-type: none">• 3 years of experience within the last 4 years in writing and content development including hands-on experience related to content development for a variety of products.	
M5	<p>The Bidder must demonstrate, by providing two (2) past projects, that the writer has experience in developing content and writing messages to create a promotional product such as Web content, social media, poster, promotional brochure /factsheet, etc. The example must have been created and completed within the last six (6) years from bid closing.</p> <ol style="list-style-type: none">1) Two (2) completed products where content creation, and writing of message was required (in English and French) that has been produced in regular standards timeframe (5 business days) <p>The Bidder must provide the following details as to how the stated experience was obtained for each of these products:</p> <ol style="list-style-type: none">a) Title and description of the product;b) The name of the client organization (to whom the services were provided);c) A brief description of the type and scope of services provided as it relates to the criteria;d) A description of the target audience(s);e) The dates and duration of the project (indicating the years/months of engagement and the start and end dates of the work) clearly indicating the period of continuous work;f) Value of the contract, or range; andg) Name of the employee who has produced the product.	
M6	<p>The Bidder must demonstrate, by providing 3 past projects, that the senior and junior designers each have experience in graphic design and animation services, using a Macintosh platform with Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro) to create graphic communications products for a variety** of mediums: print, electronic, web, social media, animation, etc. Each of the different examples must have been produced and completed within the last six (6) years from bid closing.</p> <ol style="list-style-type: none">1) One (1) completed infographic that was posted on the web and/or shared on social media (English and French) that has been produced in regular standards timeframe (5 business days).2) One (1) completed creative design (i.e. social media content, PowerPoint presentation, simple infographic) that dealt with an urgent driven topic that required a quick response (English and French). "urgent" is defined as within 24 hours to produce and complete the creative product.	



	<p>3) A short animation that was produced in regular standards (5 business days or more)</p> <p>The Bidder must provide the following details as to how the stated experience was obtained for each product:</p> <ul style="list-style-type: none"> a) Title and description of the graphic design or animation project; b) The name of the client organization (to whom the services were provided); c) A brief description of the type and scope of services provided as it relates to the criteria; d) A description of the target audience(s); e) The dates and duration of the project (indicating the years/months of engagement and the start and end dates of the work) clearly indicating the period of continuous work; f) Value of the contract, or range; and g) Name of the designer who has produced the product. 	
M7	<p>The Bidder must demonstrate, by providing 2 past projects, that the junior and senior designers have experience in graphic design and animation services, using a Macintosh platform with Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro) to create graphic communications products for a variety** of mediums: print, electronic, web, social media, animation, etc. Each of the different examples must have been produced and completed within the last four (4) years from bid closing.</p> <ul style="list-style-type: none"> 1) One-pager document/factsheet or pamphlet that was produced rushed. "Rushed" is defined as within 72 hours to produce and complete the creative product. 2) Social media post that was rushed produced (less 72 hours) <p>The Bidder must provide the following details as to how the stated experience was obtained for each product:</p> <ul style="list-style-type: none"> a) Title and description of the graphic design or animation project; b) The name of the client organization (to whom the services were provided); c) A brief description of the type and scope of services provided as it relates to the criteria; d) A description of the target audience(s); e) The dates and duration of the project (indicating the years/months of engagement and the start and end dates of the work) clearly indicating the period of continuous work; f) Value of the contract, or range; and g) Name of the designer who has produced the product. 	
M8	<p>The Bidder must demonstrate that at least one of the proposed resources has one example of a graphic</p>	



	<p>design project that was produced within the five years, while respecting the Government of Canada (GoC) Communications Policy, the Federal Identity Program and controlling brand and corporate identity. (Print, electronic, web, social media, animation, etc.).</p> <p>NOTE: The Bidder must indicate which graphic designer(s) have worked on this GoC product. The project can be one already identified or a different one.</p>	
M9	<p>ABILITY TO COMMUNICATE IN ENGLISH AND FRENCH</p> <p>The Bidder must demonstrate that the junior and senior designers have the capability to provide all services described in the Statement of Work (SOW), in English and French, Reference letters from past clients must be provided for each proposed resource.</p>	

ITEM	RATED TECHNICAL CRITERIA	Points
R1	<p>For the first 2 projects provided in M6 (1- infographic; 2- urgent creative graphic design project)) for each of the senior designers, points will be allocated for each item responding to: POINTS ALLOCATION: The submission will be scored as follows; (5 points each x 2 criteria x 2 projects x 2 designers)</p> <p>Overall visual look and Creativity of product: (5 points)</p> <p>At a minimum, the following criteria will be evaluated: The sample should:</p> <ul style="list-style-type: none"> a) be appealing/attractive/appropriate to the target audience; b) demonstrate some creativity, is innovative/has an original style. c) Have an overall professional look and feel <p>Graphically, product is very well produced in terms of graphic standards. Product is very appealing visually: The product has a lot of creativity, catches the attention with an excellent selection of images and visuals, is well balanced and not too busy visually. Definitely looks like it was produced professionally. Product would completely resonate/ is appropriate for the target audience (5 pts)</p> <p>Graphically, product is well produced in terms of graphic standards. Product is appealing visually: The product has some level of creativity but does not necessarily stand out. Product use a good selection of images and visual. Does looks like it was produced professionally. Product could be appropriate for the target audience. Product is average (3 pts)</p>	<p>Minimum 24 pts Maximum 40 pts</p>



	<p>Graphically, product is not well produced at all in terms of graphic standards, and is not pleasing for the eyes. Images and visuals are not used properly. The product is not original at all and is below the standard of the industry. Product is too busy and not well balanced. Doesn't look like it was produced professionally. Product would not appeal at all to the target audience. 0 pts</p> <p>Effectiveness and clarity of the communications : (5 points) Effective use of visual to communicate the messages in product samples.</p> <p>At a minimum, we are looking for the following criteria:</p> <ol style="list-style-type: none"> 1. appropriate use of text and language, 2. visuals reinforce the messages, 3. easily readable <p>Graphically, the product communicates the message very effectively at first glance. Messages have been extremely well selected and make it very easy to understand. Visual reinforces the messaging in a very effective way (5 pts)</p> <p>Graphically, the product communicates the message somewhat effectively. Messages have been well selected and make it very easy to understand. Visual reinforces the messaging in an effective way. Product communicates the message, without being outstanding. (3 pts)</p> <p>Graphically, the product does not communicates the message effectively. Messages have not been well selected and actually makes it very difficult to understand. Visuals does not help reinforce the messaging at all. To the contrary, it confuses the users. Product does not communicate the message. (0 pts)</p>	
R2	<p>For the project provided in M4 (writing and content creation), points will be allocated for each item responding to: POINTS ALLOCATION: The submission will be scored as follows; (5 points each x 1 criteria x 2 projects)</p> <p>Overall clearness of written product: (5 points)</p> <p>At a minimum, the following criteria will be evaluated: The sample should:</p> <ol style="list-style-type: none"> d) be catchy and appealing/attractive/appropriate to the target audience; e) demonstrate some cleverness, be innovative and have an original style. 	<p>Minimum 6 pts Maximum 10 pts</p>



	<p>Written content is very well written in terms of promotional message. The way the product has been written is very appealing: The product has a lot of creativity, catches the attention, is punchy and catchy. Product would completely resonate/ is appropriate for the target audience (5 pts)</p> <p>Written content is well written, in terms of promotional message. The way the product has been written is appealing: The product has some creativity, could catch the attention, is somewhat interesting and catchy. Product would resonate/ is appropriate for the target audience (3 pts)</p> <p>Written content is not well written, in terms of promotional message. The way the product has been written is not appealing: The product does not have any creativity, would not catch the attention, is not interesting, nor catchy. Product would not resonate/ is not appropriate for the target audience (0 pt)</p>	
R3	<p>For the projects provided in M6 (Short animation, produced within standards), for each of the senior designers, points will be allocated for each item responding to:</p> <p>POINTS ALLOCATION: The submission will be scored as follows;</p> <p>Overall project details: (10 points) x 2 designers</p> <p>Demonstration of technical skills in animation samples:</p> <p>At a minimum, the following criteria will be evaluated: The sample should use:</p> <ol style="list-style-type: none"> 1. graphic animation sequences; 2. typography or on-screen text; 3. motion graphics and animations; 4. effective music and sound and 5. special effects and graphics <p>Scoring utilized for R.2, please select one of the 3 scores below:</p> <p>The animation was extremely well produced, technically. The animation's transition were really well done and seamless, the text on screen was very appropriate and in-tune, music was very well adapted for the animation and special effects were very well used. (10 pts)</p> <p>The animation was well produced, technically. The animation's transition were good, text on screen was appropriate, music was adapted for the animation and they were some special effects. Animation was average (6 pts)</p>	<p>Minimum 12 pts Maximum 20 pts</p>



	<p>The animation was not really well produced, technically. The animation's transition were not the greatest, text on screen was not really appropriate, music could have been better adapted for the animation, special effects were not appealing. (3 pts)</p> <p>Technically, the animation was not well produced at all. The animation's transition were very obvious and not well done, text on screen was not appropriate, music wasn't adapted for the animation and they were no special effects. (0 pt)</p>	
R4	<p>POINTS ALLOCATION: The submission will be scored as follows; (Maximum 10 points)</p> <p><u>Compliance with Policy on Communications and Federal Identity</u></p> <p>For the project submitted in M8 (Government of Canada product)</p> <ul style="list-style-type: none"> • No FIP errors, everything is displayed and presented in accordance with the Federal Identify Program and is extremely well presented, visually (10 pts) • Everything is displayed and presented in accordance with the Federal Identify Program but could have been better presented, visually (6 pts) • One aspect is incorrect and not compliant with the FIP policy (3 pts) • More then 2 FIP related issues (0 pt) 	<p>Minimum 6 pts Maximum 10 pts</p>
	TOTAL POINTS	<p>Minimum : 48 points Maximum : 80 points</p>

4.2 Basis of Selection

Highest Combined Rating of Technical Merit and Price (60%/40%)

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 48 points overall for the technical evaluation criteria which are subject to point rating.
The rating is performed on a scale of 80 points.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60 % for the technical merit and 40 % for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60 %.



5. To establish the pricing score: each responsive bidder's rate shall be averaged to determine their proposal rate for evaluation purposes which will be prorated against the lowest average rate and the ratio of 40%. The total evaluated rate is calculated as per Attachment 1 to Part 3 section 3.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. 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 all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating Technical Merit (60%) and Price (40%)

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.84	75.56	80.89
Overall Rating		1st	3rd	2nd



PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

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

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

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

5.1 Certifications Required with the Bid

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

5.1.1 Integrity Provisions - Declaration of Convicted Offences

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

5.2 Certifications Precedent to Contract Award and Additional Information

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

5.2.1 Integrity Provisions – Required Documentation

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

5.2.2 Additional Certifications Precedent to Contract Award

5.2.2.1 Status and Availability of Resources

[A3005T](#) (2010-08-16) Status and Availability of Resources

5.2.2.2 Education and Experience

[A3010T](#) (2010-08-16) Education and Experience



PART 6 - RESULTING CONTRACT CLAUSES

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

6.1 Security Requirements

6.1.1 Senior Designer

The Contractor personnel requiring access to SECRET information, assets or sensitive work site(s) must EACH hold a valid SECRET level Security Clearance granted or approved by Health Canada/PHAC or the Canadian Industrial Security Directorate (CISD), Public Services and Procurement Canada (PSPC).

2. The Contractor MUST NOT remove any PROTECTED or CLASSIFIED information or assets from the identified work site(s), and the Contractor must ensure its personnel are made aware of and comply with this restriction.

3. Subcontracts which contain security requirements are NOT to be awarded without the prior written permission of Health Canada/PHAC.

6.1.2 Junior Designer and Junior Content Developer

Unscreened contractors must be escorted by an employee or Commissionaire at all times when visiting Government of Canada facilities.

Information which is to be used in the development of the contracted products, as reference material or otherwise made available to the contractor must be unclassified material and considered to be releasable to the public by Health Canada/Public Health Agency of Canada and/or the Government of Canada.

No Protected or classified information is to be made available to the contractor, used in the production of the contracted product, or produced as a result of this contract.

6.2 Statement of Work

The work to be performed is detailed under Annex "A" Statement of Work.

6.3 Task Authorization

6.3.1 Task Authorization Process

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

1. The Project Authority will provide the Contractor with a description of the task using the Task Authorization form specified in Annex D.
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within 1 calendar day of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.



4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

6.3.2 Canada's Obligation – - Task Authorizations

B9030C (2011-05-16) Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and
"Minimum Contract Value" means 3%.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

6.4 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>) issued by Public Works and Government Services Canada.

6.4.1 General Conditions

2010B (2022-01-28), General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.

6.5 Term of Contract

6.5.1 Period of the Contract

The period of the Contract is from contract award to May 1, 2023

6.5.2 Option to extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional of one year period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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

6.6 Authorities

6.6.1 Contracting Authority

Name: Mira Abdillahi
Telephone: (613) 941-2107
E-mail address: mira.abdillahi2@hc-sc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform



work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

6.6.2 Project Authority

The Project Authority for the Contract is: [\(to be updated at contract award\)](#)

Contact Name:

Telephone:

Facsimile:

E-mail address:

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

6.6.3 Contractor's Representative

Contact Name: [\(to be updated at contract award\)](#)

Telephone:

Facsimile:

E-mail address:

6.7 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

6.8 Payment

6.8.1 Basis of Payment

Ceiling Price

The Contractor will be paid for its costs reasonably and properly incurred in the performance of the Work, in accordance with the Basis of payment at Annex B, to a ceiling price of \$ _____ [\(insert amount at contract award\)](#). Customs duties are excluded and Applicable Taxes are extra.

6.8.2 Method of Payment as defined in the Task Authorization

[H1000C](#) (2008-05-12) Single Payment

6.9 Invoicing Instructions

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

Each invoice must be supported by:

- a. a copy of the release document and any other documents as specified in the Contract.

2. Invoices must be distributed as follows:

One (1) copy must be forwarded to the Project Authority and p2p.invoices-factures.sc@hc-sc.gc.ca for certification and payment



6.10 Certifications and Additional Information

6.10.1 Compliance

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

6.11 Applicable Laws

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

6.12 Priority of Documents

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

- a) the Articles of agreement;
- b) the General Conditions 2010B Professional Services (Medium complexity);
- c) Annex A, Statement of Work;
- d) Annex B, Basis of Payment;
- e) Annex C, Security Requirements Check List;
- f) Annex D, Task Authorization Form; and
- g) the Contractor's bid dated _____ (to be updated at contract award)

6.13 Dispute Resolution

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



ANNEX "A" - STATEMENT OF WORK

1. TITLE

Writer/Content development, Graphics and animation services for urgent needs

2. SCOPE

2.1. Introduction

The services of a junior designer, senior designer and junior writer/content development are required for developing and writing of content as well as the production of visual and multimedia communication products for the Communications and Public Affairs Branch (CPAB) and its program clients. Work may be needed on an urgent basis.

2.2. Objectives of the Requirement

The objective of this requirement is to develop and write content as well as create visual and multimedia communication products that will engage with Canadians through web, social media and online consultations. Writing of content and messages, graphic design visuals as well as animated multimedia products are required as part of this contract.

2.3. Background and Specific Scope of the Requirement

In order to reach and engage with Canadians effectively and efficiently, the Government of Canada has identified the need for communications approaches that integrate the use of digital technologies and creative imagery. These communication approaches include the use of innovative ways to engage with Canadians (e.g. through web, social media, video and online consultations). Departments must abide by the "Digital First" principles outlined in the Policy on Communications and Federal Identity and its related Management Directive.

As a result, government departments are increasing the number and quality of multimedia communications products intended for the public. The increased use of social media channels by government departments also requires more multimedia content adapted to those channels (e.g. Facebook, YouTube, and Twitter). This has increased the demand for communications products such as graphics and animations. Due to the pandemic and the strain that it has put on the departmental communications resources, CPAB has limited in-house capacity to produce these creative products under tight timelines and requires the services of a Contractor to meet its short-term, immediate needs.

The Communications and Public Affairs Branch, through its Director, Marketing, Partnerships and Creative Services Unit, plays a key role in ensuring that departmental communications products meet the needs of its stakeholders and comply with requirements from the Treasury Board of Canada Secretariat (TBS) and the Privy Council Office (PCO). The Unit provides multimedia advice and support to the HC Communications and Public Affairs Branch and other programs, branches and sectors.

The Unit works under tight and intensive timelines to meet its day-to-day operational requirements (providing timely information via video, web and social media in support of ministerial events, the media and the public). The Unit requires additional capacity to handle the workload associated with the creation of content and messages, as well as visual and multimedia communications products to meet growing requirements and often tight deadlines. Typical requirements to be outsourced include but are not limited to: promotional messages, graphics, PDF templates, PowerPoint presentations and animations.

Projects will vary in scope and size, tasks will be assigned using task authorizations, where specific requirements will be detailed by the project authority on an "as needed" basis during the period of the contract.

3. REQUIREMENTS



3.1. Tasks, Activities, Deliverables and/or Milestones

The Contractor must develop content and visual and multimedia communications products such as key messages (copy text), graphics, infographics, roadmaps, templates, PowerPoint presentations and animations on an “as required” basis under tight timelines with short notice. Products must meet all applicable TBS standards and policies tied to video production, web and social media (e.g. accessibility, FIP, official languages). Timeframes and requirements for each task will be determined by the Project Authority and Contractor through specific task authorizations. The Contractor will work with content experts who are identified by HC and PHAC to develop and edit graphics and animations.

The Contractor must complete upon request the following tasks, including but not limited to:

- Development of slogans, promotional messages, content creation
- Develop graphics, infographics, roadmaps, PowerPoint presentations, animations for both electronic and print media;
- Create templates that will allow HC staff to update content, regularly;
- Develop graphics and animation graphics for use in videos;
- Caption/sub-title animations as required;
- Research, source and select images and/or stock photography to be used in graphics and animations;
- Deliver final, edited files as well as all source and raw footage files to project authority as per format specified in the task authorizations forms;
- Meet the timelines listed in the project schedule defined by the Project Authority (specified in task authorization forms,
- Provide reasonable advance notice should the Contractor be unable to meet the project schedule;
- Ensure the deliverables comply with quality standards previously outlined in section 3.2, if and when applicable;
- Supply voiceover and captioning as required; and
- Deliver all working files to the Project Authority via Drop Box or other acceptable file transfer service that is accessible by the Government of Canada.

Deliverables will be outlined by the Project Authority and assigned on an “as needed” basis and may vary based on departmental priorities and operational requirements.

Format of deliverables (e.g., source layered graphic files, PDF editable template) will be specified in the individual task authorization(s). The Contractor must deliver products that meets requirements.

The Contractor must provide products under the following timelines:

- Urgent – 24hrs;
- Rush – 72hrs;
- Standard – up to 5 days or as agreed upon between parties,
- After Hours: between 5p.m. and midnight; and
- Weekends and holidays: Saturday and Sunday and holidays.

For Graphic design and animation services:

- Urgent – 24 hours. These products could include social media content, PowerPoint presentation, simple infographic
- Rush – 72 hours. These products could include infographics, charts/graphs, dashboards, series of social media posts
- Standard – up to 5 days. These products could include detailed infographics, charts/graphs, animations
- After hours – between 5 p.m. and midnight
- Weekends and holidays – Saturday and Sunday and holidays

For Content Development and Writing:



- Urgent – 24 hours. These products could include social media content, PowerPoint presentation, simple infographic
- Rush – 72 hours. These products could include infographics, charts/graphs, dashboards, series of social media posts
- Standard – up to 5 days. These products could include detailed infographics, charts/graphs, animations
- After hours – between 5 p.m. and midnight
- Weekends and holidays – Saturday and Sunday and holidays

Timelines will be identified by the Project Authority via the issued Task Authorization.

3.2. Specifications and Standards

Standards for this work include all of TBS policies, standards and guidelines relating to the creation of digital communications products for the Government of Canada. These include but are not limited to the following:

- Policy on Communications and Federal Identity, including related guidelines for publishing, video, web and social media;
- Publishing procedures;
- Standard on Web Accessibility;
- Standard on Social Media; and
- Official Languages Act.

3.3. Technical, Operational and Organizational Environment

Deliverables must be compatible with the Minister of Health's web presence as well as social media channels including YouTube, Facebook and Twitter, and follow Government and CPAB specifications for such channels. (Format specifications under section 4.2 Contractor's Obligations.)

3.4. Method and Source of Acceptance

Once the work for a project is complete, the contractor will communicate with the Project Authority and provide all graphics and source files through a service that is accessible by the Government of Canada. The Project Authority will review all materials submitted by the Contractor to ensure they meet the technical requirements of the Department.

The Project Authority is the Inspection Authority. All reports, deliverable items, documents, goods and all services rendered under the Contract are subject to inspection by the Inspection Authority or representative. Should any report, document, good or service not be in accordance with the requirements of the Statement of Work and to the satisfaction of the Inspection Authority, as submitted, the Inspection Authority will have the right to reject it or require its correction at the sole expense of the Contractor before recommending payment.

3.5. Reporting Requirements

The Contractor must submit one (1) electronic copy of a summary of the work completed after each TA.

4. ADDITIONAL INFORMATION

4.1. Canada's Obligations

The Project Authority will provide the following support for each task, when applicable:

- Access to key messages and media lines;
- access to images and image banks;
- access to a staff member who will be available to coordinate activities;
- provide content in both official languages;
- provide subject matter direction as required;
- respond to the Contractor's questions in a timely manner;
- review, provide input and final approval on drafts and final products; and



- provide French translations of captions, scripts, text supply.

The Project Authority may supply a portion of the graphics or animation content or other related products where and when applicable.

4.2. Contractor's Obligations

The Contractor must use its own equipment and software for the performance of this Statement of Work;

Personnel assigned to this contract must be ready to work in close and frequent contact with the Project Authority and other departmental personnel.

4.3. Location of Work, Work site and Delivery Point

The work will be performed at the Contractor's premises.

4.4. Language of Work

All work must be completed in English and French.

5. PROJECT SCHEDULE

5.1. Schedule and Estimated Level of Effort

Work in the evenings, on Holidays and weekends will be required.

The Public holidays for 2022-2023 are:

- New Year
- Family Day
- Good Friday
- Easter Monday
- Victoria Day
- Saint-Jean-Baptiste Day (Quebec only)
- Canada Day
- Civic Day
- Labour Day
- National Day for Truth and Reconciliation
- Thanksgiving Day
- Remembrance Day
- Christmas Day
- Boxing Day



ANNEX “B” - BASIS OF PAYMENT

The Contractor will be paid firm hourly rates as follows, for work performed in accordance with the Contract. Customs duties excluded and Applicable Taxes are extra.

- Urgent – 24 hours. These products could include social media content, PowerPoint presentation, simple infographic, slogan, social media copy text
- Rush – 72 hours. These products could include infographics, charts/graphs, dashboards, series of social media posts, advertising text.
- Standard – up to 5 days. These products could include detailed infographics, charts/graphs, animations, content and messages for a factsheet.
- After hours – between 5 p.m. and midnight
- Weekends and holidays – Saturday and Sunday and holidays

The payment schedule must be based on the actual work performed at the time the Task Authorization would be completed.

1. Initial Contract Period – Contract award to May 1st, 2023

Description of Service	Firm inclusive hourly rate
1.1 Urgent – 24 hours – for graphic design and animation services	\$
1.2 Rush – 72 hours – for graphic design and animation services	\$
1.3 Standard – up to 5 days – for graphic design and animation services	\$
1.4 After hours – for graphic design and animation services	\$
1.5 Weekends and holidays – for graphic design and animation services	\$
1.6 Urgent – 24 hours – for content development & writing	\$
1.7 Rush – 72 hours – for content development & writing	\$
1.8 Standard – up to 5 days – for content development & writing	\$
1.9 After hours – for content development & writing	\$
1.10 Weekends and holidays – for content development & writing	\$

1. During the extended period of the Contract, the Contractor will be paid the following firm hourly rates to perform all the Work in relation to the contract extension.

- 1.1 Option Period 1– May 2nd, 2023 to May 1st, 2024

Description of Service	Firm inclusive hourly rate
2.1.1 Urgent – 24 hours – for graphic design and animation services	\$
2.1.2 Rush – 72 hours – for graphic design and animation services	\$
2.1.3 Standard – up to 5 days – for graphic design and animation services	\$
2.1.4 After hours – for graphic design and animation services	\$
2.1.5 Weekends and holidays – for graphic design and animation services	\$
2.1.6 Urgent – 24 hours – for content development & writing	\$
2.1.7 Rush – 72 hours – for content development & writing	\$
2.1.8 Standard – up to 5 days – for content development & writing	\$
2.1.9 After hours – for content development & writing	\$
2.1.10 Weekends and holidays – for content development & writing	\$

- 1.2 Option Period 2– May 2nd, 2024 to May 1st, 2025

Description of Service	Firm inclusive hourly rate
2.2.1 Urgent – 24 hours – for graphic design and animation services	\$
2.2.2 Rush – 72 hours – for graphic design and animation services	\$



2.2.3 Standard – up to 5 days – for graphic design and animation services	\$
2.2.4 After hours – for graphic design and animation services	\$
2.2.5 Weekends and holidays – for graphic design and animation services	\$
2.2.6 Urgent – 24 hours – for content development & writing	\$
2.2.7 Rush – 72 hours – for content development & writing	\$
2.2.8 Standard – up to 5 days – for content development & writing	\$
2.2.9 After hours – for content development & writing	\$
2.2.10 Weekends and holidays – for content development & writing	\$

1.3 Option Period 3– May 2nd, 2025 to May 1st, 2026

Description of Service	Firm inclusive hourly rate
2.3.1 Urgent – 24 hours – for graphic design and animation services	\$
2.3.2 Rush – 72 hours – for graphic design and animation services	\$
2.3.3 Standard – up to 5 days – for graphic design and animation services	\$
2.3.4 After hours – for graphic design and animation services	\$
2.3.5 Weekends and holidays – for graphic design and animation services	\$
2.3.6 Urgent – 24 hours – for content development & writing	\$
2.3.7 Rush – 72 hours – for content development & writing	\$
2.3.8 Standard – up to 5 days – for content development & writing	\$
2.3.9 After hours – for content development & writing	\$
2.3.10 Weekends and holidays – for content development & writing	\$

1.4 Option Period 4– May 2nd, 2026 to May 1st, 2027

Description of Service	Firm inclusive hourly rate
2.4.1 Urgent – 24 hours – for graphic design and animation services	\$
2.4.2 Rush – 72 hours – for graphic design and animation services	\$
2.4.3 Standard – up to 5 days – for graphic design and animation services	\$
2.4.4 After hours – for graphic design and animation services	\$
2.4.5 Weekends and holidays – for graphic design and animation services	\$
2.4.6 Urgent – 24 hours – for content development & writing	
2.4.7 Rush – 72 hours – for content development & writing	
2.4.8 Standard – up to 5 days – for content development & writing	
2.4.9 After hours – for content development & writing	
2.4.10 Weekends and holidays – for content development & writing	

1. Total Evaluated Rate

3.1 Total sum initial Period	\$
3.2 Total sum Option Period 1	\$
3.3 Total sum Option Period 2	\$
3.4 Total sum Option Period 3	\$
3.5 Total sum Option Period 4	\$
Total evaluated rate (3.1+3.2+3.3+3.4+3.5)/5	\$



ANNEX "C" - SECURITY REQUIREMENTS CHECK LIST (Senior Resource)



Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000231882
Security Classification / Classification de sécurité unclassified

**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 Health Canada		2. Branch or Directorate / Direction générale ou Direction CPAB
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 Graphic design and animation work that as required, on a rapid or urgent need.		
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 type="checkbox"/> No / Non <input checked="" 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 checked="" 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 checked="" 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 / SECRET <input checked="" type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET / 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"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité
unclassified





Contract Number / Numéro du contrat 1000231882
Security Classification / Classification de sécurité unclassified

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 checked="" 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 : Secret for at least one individual in the organisation, but not all require a secret clearance. TA will specify the lev

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



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Security Classification / Classification de sécurité unclassified

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 / CLASSIFIÉE			NATO				COMSEC						
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET / TRÈS SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED / NATO DIFFUSION RESTRIÉE	NATO CONFIDENTIAL / NATO CONFIDENTIEL	NATO SECRET	COSMIC TOP SECRET / COSMIC 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).



ANNEX "D" – TASK AUTHORIZATION (TA) FORM

Contract Number:			
Task Authorization (TA) No. / PO Number:			
TA Validity Period:		Start:	End:
Financial Coding:			
Contractor's Name and Address			
.			
Original Authorization			
Total Estimated Cost of Task (GST/HST extra) before any revisions:			
TA Revisions Previously Authorized (as applicable)			
TA Revision No.	Authorized Increase or Decrease (GST/HST extra): \$		
TA Revision No.	Authorized Increase or Decrease (GST/HST extra): \$		
TA Revision No.	Authorized Increase or Decrease (GST/HST extra): \$		
New TA Revision (as applicable)			
TA Revision No.	Authorized Increase or Decrease (GST/HST extra):		
Total Estimated Cost of Task (GST/HST extra) after this revision:			
Contract Security Requirements (as applicable)			
This task includes security requirements.			
<p>X No <input type="checkbox"/> Yes. Refer to the Security Requirements Checklist (SRCL) annex of the Contract.</p>			



Required Work
SECTION A - Task Description of the Work required
SECTION B - Applicable Basis of Payment
SECTION C - Cost Breakdown of Task

SECTION D - Applicable Method of Payment

Authorization
By signing this TA, the Project Authority certifies that the content of this TA is in accordance with the Contract.
Name of Project Authority _____
Signature _____ Date: _____
Contractor's Signature
Name and title of individual authorized to sign for the Contractor _____
Signature _____ Date _____