



Solicitation No. T8080-230359
Advance Contract Award Notice
Public Showcase and Dissemination of the Quiet Vessel Initiative (QVI) Research Results

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

1. BACKGROUND:

TC-IC's Quiet Vessel Initiative (QVI) seeks to promote the studies and development of Underwater Radiated Noise (URN) mitigating technologies and design. The Quiet Vessel Initiative is part of the Government of Canada's commitment to address underwater vessel noise and protect the marine environment. Quiet vessel designs and technologies are increasingly being implemented by commercial shipbuilders and operators.

Since 2019, the Quiet Vessel Initiative has been funding studies that test the most promising technologies, vessel designs, retrofits, and operational practices to make vessels quieter. QVI's goals are to:

- Support the use of safe, environmentally responsible, and effective low-noise technologies and operational practices through research and testing.
- Create opportunities to engage Indigenous groups about quiet vessel solutions and include traditional knowledge and participation in the project.
- Fund the development of technologies to improve marine mammal detection and reduce the risks of vessel strikes.

As QVI has funded a multitude of highly technical research and development projects since its inception, TC-IC now seeks to ensure the results of projects funded through QVI are summarized and made publicly available so that the results can be more widely understood and used by various partners, academia, and industry.

2. DEFINITION OF REQUIREMENT:

The Quiet Vessel Initiative is supporting the development of safe, environmentally responsible, and effective low-noise technologies and operational practices through research and testing. The requirement includes the need to summarize and disseminate specified research documents and results to a wider audience, including academia, industry, and the public. The contractor must create new articles, infographics, and other communications products based on documents provided by Transport Canada. The communication products must be posted online through a website controlled by the contractor, and through other communication channels such as email newsletters and social media.

The work will involve the following:

1. Must develop various communication products to disseminate Transport Canada's Quiet Vessel Initiative project results to partners, industry, and academia. At a minimum, the contractor must develop four (4) articles of approximate length of 4000 words and must include an infographic created by the contractor. The contractor must also develop a microsite, published by the contractor on their own website, to disseminate Transport Canada's Quiet Vessel Initiative project results and the developed communication products.



2. Optionally, the contractor must develop various communication products for Transport Canada's Innovation Centre Marine RD&D group's other programs, such as the Ballast Water Innovation Program, Clean Marine, and the Whales' Initiative. This additional task may include the development of articles, infographics, videos, newsletters, and microsites.
3. The contractor must disseminate project results on various communication channels operated by the contractor. This may include sharing articles on an industry newsletter, posting on various social media channels, and having information available on the contractor's website.
4. Must provide monthly updates on the status of the project including updates on content development progress, published communication products, discussion of the ongoing public outreach efforts, key metrics on the performance of the disseminated content (page views, engagement, etc.), and ongoing content work.
5. Must provide a final report compiling and discussing feedback received through the dissemination project, including providing recommendations on future dissemination work based on general trends observed through the feedback, analysis of the key metrics collected, and other pertinent information.

3. CRITERIA FOR ASSESSMENT OF THE STATEMENT OF CAPABILITIES (MINIMUM ESSENTIAL REQUIREMENTS:

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

- Own and operate a website centered on the marine industry in Canada with a reach of over 100,000 users annually. The website must include a section focused on underwater radiated noise, including an overview of the subject and provide an overview of the current underwater initiatives ongoing in Canada. The website must be publicly available, free of charge, and have been in operation for at least two (2) years.
- Operate communication channels specific to marine shipping content (including underwater radiated noise) such as social media channels and newsletters. At a minimum, the contractor must currently operate communication channels and have operated these channels for at least two (2) of the past five (5) years on the following platforms: X (previously Twitter), Facebook, and LinkedIn.
- Knowledge and understanding of underwater noise, with previous experience summarizing technical reports, creating new communications products derived from technical reports, and disseminating technical information related to underwater noise.
- Has at least two (2) years of combined experience in collaborating with Canadian governments (Provincial and Federal) and the industry on marine related topics.

4. APPLICABILITY OF THE TRADE AGREEMENT(S) TO THE PROCUREMENT

This procurement is subject to the following trade agreement(s):

- Canadian Free Trade Agreement (CFTA)
- Canada-Chile Free Trade Agreement (CCFTA)
- Canada-Columbia Free Trade Agreement
- Canada-Peru Free Trade Agreement (CPFTA)



- Canada-Honduras Free Trade Agreement
- Canada-Korea Free Trade Agreement
- Canada-Panama Free Trade Agreement
- Canada-United Kingdom Trade Continuity Agreement (Canada-UK TCA)
- Canada-Ukraine (CUFTA)
- World Trade Organization - Agreement on Government Procurement (WTO-AGP)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Canada-European Union Comprehensive Economic and Trade Agreement (CETA)

5. JUSTIFICATION FOR THE PRE-IDENTIFIED SUPPLIER

There is a current need to publish clear language information about research that was conducted through the quiet vessel initiative (QVI). The objective of QVI was to de-risk vessel quieting technologies and to test technologies such that the findings could be trusted by industry to feasibly make their marine vessels quieter. As such, the information obtained from research and development projects conducted through QVI needs to be communicated in a manner that can be widely understood, via a trusted, impartial source. Given the need to communicate information quickly (to support evidence building in support of the International Maritime Organization's draft underwater noise guidelines), TC has a need to start working on information dissemination, and competing the requirement will be longer, and will likely end up costing TC considerably more.

Clear Seas has a clear understanding of the complex topic of underwater noise and has already developed some content on the subject. They would be able to immediately translate the technical QVI findings into clear language communications and get the information out to their existing networks. As a non-project organization, they are impartial and fact-based and the costs are reasonable to get this highly complex information to the public in a very short period of time (i.e., publications can start within 6 months).

Established in 2014, Clear Seas provides impartial information on marine shipping in Canada. The not-for-profit organization has extensive experience collaborating with industry and Canadian governments on marine related topics.

Clear Seas operates and maintains several microsites about marine shipping including a microsite on the topic of underwater noise and marine mammals since 2018 with a reach of over 135,000 users in the last fiscal year. These microsites are contained within their main website. Clear Seas has exclusive ownership of their website/microsites and are the owners of the IP contained within them. Additionally, Clear Seas operates several communication channels (i.e., social media, newsletters) which are ideally placed for communicating with the industry. Social media platforms used by Clear Seas within the last five years include LinkedIn, X (previously Twitter), and Facebook.

6. GOVERNMENT CONTRACTS REGULATIONS EXCEPTION(S)

The following exception(s) to the *Government Contracts Regulations* is (are) invoked for this procurement under subsection 6(d) - Only One Entity Capable of Performing the Work.

7. OWNERSHIP OF INTELLECTUAL PROPERTY:

Ownership of any Foreground Intellectual Property arising out of the proposed contract will vest in the Contractor.

8. CONTRACT PERIOD:

The proposed contract is from award date to March 31st, 2025, inclusive.



The contract will include one (1) additional one (1) year period under the same conditions to be activated at the discretion of Transport Canada.

9. ESTIMATED COST:

The estimated value of the contract, including option(s), is under \$350,000.00 (GST/HST extra).

10. IDENTIFICATION OF CONTRACTOR:

Clear Seas Centre for Responsible Marine Shipping
630 - 355 Burrard St, Vancouver, BC, V6C 2G8

CLOSING DATE AND TIME FOR WRITTEN SUPPLIER RESPONSES CHALLENGING THIS REQUIREMENT IS 2:00P.M., EASTERN TIME, THURSDAY DECEMBER 14, 2023.

INQUIRES ANDS SUBMISSION OF STATEMENTS OF CAPABILITIES:

Inquiries and statements of capabilities are to be directed to:

Meranda Hodgson, Procurement Officer
Transport Canada

E-mail: meranda.hodgson@tc.gc.ca