



<p><b>RETURN BIDS TO: RETOURNER LES SOUMISSIONS À:</b></p> <p><b>Bid Receiving - Environment and Climate Change Canada / Réception des soumissions – Environnement et changement climatique Canada</b></p> <p><b>Electronic Copy/Copie Électronique:</b> <a href="mailto:soumissionsbids@ec.gc.ca">soumissionsbids@ec.gc.ca</a></p> <p><b>BID SOLICITATION DEMANDE DE SOUMISSIONS</b></p> <p><b>PROPOSAL TO: ENVIRONMENT AND CLIMATE CHANGE CANADA</b></p> <p>We offer to perform or provide to Canada the services detailed in the document including any attachments and annexes, in accordance with the terms and conditions set out or referred to in the document, at the price(s) provided.</p> <p><b>SOUSSION À: ENVIRONNEMENT ET CHANGEMENT CLIMATIQUE CANADA</b></p> <p>Nous offrons d'effectuer ou de fournir au Canada, aux conditions énoncées ou incluses par référence dans le document incluant toutes pièces jointes et annexes, les services détaillés dans le document, au(x) prix indiqué(s).</p>	<b>Title – Titre</b>	
	Net-Zero Advisory Board (NZAB) Graphics design	
	<b>EC Bid Solicitation No. /SAP No. – N° de la demande de soumissions EC / N° SAP</b> 5000071501B	
	<b>Date of Bid solicitation (YYYY-MM-DD) – Date de la demande de soumissions (AAAA-MM-JJ)</b> 2024-02-13	
	<b>Bid Solicitation Closes (YEAR-MM-DD) - La demande de soumissions prend fin (AAAA-MM-JJ)</b>  2024-02-28 at – à 2:00 P.M.	<b>Time Zone – Fuseau horaire</b>  EDT – Eastern Daylight Saving Time
	F.O.B – F.A.B See herein	
	<b>Address Enquiries to - Adresser toutes questions à</b> Samantha Hatzinikou <a href="mailto:samantha.hatzinikou@ec.gc.ca">samantha.hatzinikou@ec.gc.ca</a>	
	<b>Telephone No. – N° de téléphone</b>	<b>Fax No. – N° de Fax</b>
	<b>Delivery Required (YEAR-MM-DD) – Livraison exigée (AAAA-MM-JJ)</b>	
	<b>Destination of Services / Destination des services</b> See Herein	
	<b>Security / Sécurité</b> There is no security requirement applicable to this solicitation.	
	<b>Vendor/Firm Name and Address - Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. – N° de téléphone</b>	<b>Fax No. – N° de Fax</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm: (type or print) / Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>		
<b>Signature</b>	<b>Date</b>	



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Attachment 3 to Part 4 Point Rated Technical Criteria



## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

The bid solicitation is divided into seven 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 bid solicitation;
- 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;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, and Task Authorization Form.

The Attachments include the Financial Bid Presentation Sheet and Mandatory Technical Criteria and Point Rated Technical Criteria

### **1.2 Summary**

- 1.2.1 This bid solicitation is a re-tender of the requirement described in bid solicitation number 5000071501 dated 2023-08-17 with a bid closing date of 2023-09-15 at 2:00PM ET; this document replaces the previous version entirely.
- 1.2.2 Environment and Climate Change Canada has a requirement to solicit a supplier that can provide Graphic Design Professional Services on an “as and when requested” basis, upon issuance of a Task Authorization to design, create, and produce standard templates and promotional materials in support of the work of the Net-Zero Advisory Body (NZAB), as detailed in the Statement of Work, Annex A to the bid solicitation. The period of the contract is from contract award to March 31, 2025 inclusive with the option to extend the term of the contract by up to four (4) additional one-year periods under the same conditions.
- 1.2.3 Bidders must provide a list of names, or other related information as needed, pursuant to section 01 Integrity Provisions of Standard Instructions 2003.
- 1.2.4 For services requirements, bidders in receipt of a pension or a lump sum payment must provide the required information as detailed in article 2.3 of Part 2 of the bid solicitation.
- 1.2.5 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA), the Canada–Chile Free Trade Agreement, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the Canada–Colombia Free Trade Agreement, the Canada–Honduras Free Trade Agreement, the Canada–Korea Free Trade Agreement, the Canada–Panama Free Trade Agreement, Canada–Peru Free



Trade Agreement, the Comprehensive Economic Free Trade Agreement [CETA], the World Trade Organization – Agreement on Government Procurement [WTO-AGP], and the Canada-Ukraine Free Trade Agreement.



### **1.3 Debriefings**

Bidders 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.



## **PART 2 - BIDDER INSTRUCTIONS**

### **2.1 Standard Instructions, Clauses and Conditions**

All instructions, clauses and conditions identified in the bid solicitation 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.

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.

The [2003](#) (2023-06-08) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

The standard instructions 2003 are modified as follows:

**Under “Text” at 02:**

**Delete:** “Procurement Business Number”

**Insert:** “Deleted”

**At Section 02 Procurement Business Number**

**Delete:** In its entirety

**Insert:** “Deleted”

**At Section 05 Submission of Bids, Subsection 05 (2d):**

**Delete:** In its entirety

**Insert:** “send its bid only to Environment and Climate Change Canada as specified on page 1 of the bid solicitation or to the address specified in the bid solicitation;”

**At Section 06 Late Bids:**

**Delete:** “PWGSC”

**Insert:** “Environment and Climate Change Canada”

**At Section 07 Delayed Bids:**

**Delete:** “PWGSC”

**Insert:** “Environment and Climate Change Canada”

**At Section 08 Transmission by Facsimile, Subsection 08 (1):**

**Delete:** In its entirety

**At Section 12 Rejection of Bid, Subsection 12 (1) a. and b.:**

**Delete:** In their entirety

**Insert:** “Deleted”

**At Section 17 Joint Venture, Subsection 17 (1) b.:**

**Delete:** “the Procurement Business Number of each member of the joint venture,”

**Insert:** “Deleted”

**At Section 20 Further Information, Subsection 20 (2):**

**Delete:** In its entirety

**Insert:** “Deleted”



Subsection 5.4 of [2003](#), Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days  
Insert: 180 days

## 2.2 Submission of Bids

Bids must be submitted to Environment and Climate Change Canada at the address and 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 to Environment and Climate Change Canada will not be accepted.

## 2.3 Former Public Servant – Competitive Bid

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 an 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 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than 10 calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation 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 question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

### 2.5 Applicable Laws

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

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.



## 2.6 Improvement of Requirement During Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favor a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least 10 days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

## 2.7 Basis for Canada's Ownership of Intellectual Property

Environment and Climate Change Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reason(s), as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): the Intellectual Property in Foreground Information consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

## 2.8 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers 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) Suppliers 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**

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

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (1 soft copy in PDF format by email)

Section II: Financial Bid (1 soft copy in PDF format by email)

Section III: Certifications (1 softcopy in PDF format by email)

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

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

#### **Note for electronic submission of bids:**

In order to be considered, bids must be received by the date and time indicated on the cover page to herein as the "Closing Date." Bids received after the Closing Date will be considered non-responsive and will not be considered for contract award. Bids submitted by email must be submitted ONLY to the following email address:

Email Address: [soumissionsbids@ec.gc.ca](mailto:soumissionsbids@ec.gc.ca)

Attention: Samantha Hatzinikou

Solicitation Number: 5000071501B

Bidders should ensure that their name, address, Closing Date of the solicitation and Solicitation Number are clearly indicated in the body of their email. Bids and supporting information may be submitted in either English or French.

The total size of the email, including all attachments, must be less than 15 megabytes (MB). It is each Bidder's responsibility to ensure that the total size of the email does not exceed this limit.

Bids sent by fax will not be accepted.

It is important to note that emails systems can experience systematic delays and, at times, large attachments may cause systems to hold or delay transmission of emails. It is solely the Bidder's responsibility to ensure that the Contracting Authority receives a bid on time, in the mailbox that has been identified for bid receipt purposes. Date stamps for this form of transmission are not acceptable.

#### **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.

Part 4, Evaluation Procedures, contains additional instructions that bidders should consider when preparing their technical bid.

## **Section II: Financial Bid**

**3.1.1** Bidders must submit their financial bid in accordance with the Financial Bid Presentation Sheet in Attachment 1 to Part 3. The total amount of Applicable Taxes must be shown separately.

### **3.1.2 Price Breakdown**

In their financial bid, the bidders are requested to provide a detailed breakdown of the price for the following elements for the performance of the Work, as applicable:

- (a) Professional fees: For each individual and (or) labour category to be assigned to the Work, the bidders should indicate: i) the firm hourly rate or the firm daily rate, inclusive of overhead and profit; and ii) the estimated number of hours or days, as applicable. The bidders should indicate the number of hours in one working day.
- (b) Applicable Taxes: The bidders should indicate the Applicable Taxes separately.

**3.1.3** Bidders should include the following information in their financial bid:

- (a) Their legal name; and
- (b) The name of the contact person (including this person's mailing address, phone number and email address) authorized by the Bidder to enter communications with Canada with regards to their bid; and any contract that may result from their bid.

## **Section III: Certifications**

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



### ATTACHMENT 1 TO PART 3 - FINANCIAL BID PRESENTATION SHEET

The Bidder must complete this Financial Bid Presentation Sheet and include it in its financial bid.

The inclusion of volumetric data in this document does not represent a commitment by Canada that Canada's future usage of the services described in the bid solicitation will be consistent with this data.

The Contractor will be paid firm hourly rates for work performed in accordance with the prices below. Customs duties are included, and Applicable Taxes are extra.

Urgent service: The Contractor must respond to an urgent Task Authorization request and schedule a virtual meeting with the Project Authority within two hours of receipt of the communication, to discuss the requirement and set project timelines. A maximum of four business hours will be allotted to the Contractor to respond to an urgent Task Authorization request.

#### 1.0 Initial Contract Period

##### 1.1 Standard Rates

From contract award to March 31, 2025	
Resource type	Category of Service
	A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design
3.3.1 Creative Design Director (1)	\$/hour
3.3.2 Senior Graphics Designer (2)	\$/hour
3.3.3 Junior Graphics Designer (3)	\$/hour
3.3.4 Project Manager (4)	\$/hour
<b>(A): Total Initial Contract Period Standard Rates (1+2+3+4)</b>	<b>\$ _____</b>

##### 1.2 Urgent Rates

From contract award to March 31, 2025	
Resource type	Category of Service
	A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design
3.3.1 Creative Design Director (5)	\$/hour
3.3.2 Senior Graphics Designer (6)	\$/hour
3.3.3 Junior Graphics Designer (7)	\$/hour
3.3.4 Project Manager (8)	\$/hour
<b>(B): Total Initial Contract Period Urgent Rates (5+6+7+8)</b>	<b>\$ _____</b>

<b>Total Initial Contract Period Cost: (A) + (B)</b>	<b>\$ _____</b>
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## 2.0 Optional Contract Period 1

### 2.1 Standard Rates

From April 1, 2025, to March 31, 2026	
Resource type	Category of Service
	A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design
3.3.1 Creative Design Director (9)	\$/hour
3.3.2 Senior Graphics Designer (10)	\$/hour
3.3.3 Junior Graphics Designer (11)	\$/hour
3.3.4 Project Manager (12)	\$/hour
<b>(C): Total Optional Contract Period 1 Standard Rates (9+10+11+12)</b>	<b>\$ _____</b>

### 2.2 Urgent Rates

From April 1, 2025, to March 31, 2026	
Resource type	Category of Service
	A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design
3.3.1 Creative Design Director (13)	\$/hour
3.3.2 Senior Graphics Designer (14)	\$/hour
3.3.3 Junior Graphics Designer (15)	\$/hour
3.3.4 Project Manager (16)	\$/hour
<b>(D): Total Optional Contract Period 1 Urgent Rates (13+14+15+16)</b>	<b>\$ _____</b>

<b>Total Optional Contract Period 1 Cost: (C) + (D)</b>	<b>\$ _____</b>
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## 3.0 Optional Contract Period 2

### 3.1 Standard Rates

From April 1, 2026, to March, 2027	
Resource type	Category of Service
	A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design
3.3.1 Creative Design Director (17)	\$/hour
3.3.2 Senior Graphics Designer (18)	\$/hour
3.3.3 Junior Graphics Designer (19)	\$/hour
3.3.4 Project Manager (20)	\$/hour
<b>(E): Total Optional Contract Period 2 Standard Rates (17+18+19+20)</b>	<b>\$ _____</b>



**3.2 Urgent Rates**

<b>From April 1, 2026, to March, 2027</b>	
<b>Resource type</b>	<b>Category of Service</b>
	<b>A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design</b>
3.3.1 Creative Design Director (21)	\$/hour
3.3.2 Senior Graphics Designer (22)	\$/hour
3.3.3 Junior Graphics Designer (23)	\$/hour
3.3.4 Project Manager (24)	\$/hour
<b>(F): Total Optional Contract Period 2 Urgent Rates (21+22+23+24)</b>	<b>\$ _____</b>

<b>Total Optional Contract Period 2 Cost: (E) + (F)</b>	<b>\$ _____</b>
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**4.0 Optional Contract Period 3**

**4.1 Standard Rates**

<b>From April 1, 2027, to March 31, 2028</b>	
<b>Resource type</b>	<b>Category of Service</b>
	<b>A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design</b>
3.3.1 Creative Design Director (25)	\$/hour
3.3.2 Senior Graphics Designer (26)	\$/hour
3.3.3 Junior Graphics Designer (27)	\$/hour
3.3.4 Project Manager (28)	\$/hour
<b>(G): Total Optional Contract Period 3 Standard Rates (25+26+27+28)</b>	<b>\$ _____</b>

**4.2 Urgent Rates**

<b>From April 1, 2027, to March 31, 2028</b>	
<b>Resource type</b>	<b>Category of Service</b>
	<b>A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design</b>
3.3.1 Creative Design Director (29)	\$/hour
3.3.2 Senior Graphics Designer (30)	\$/hour
3.3.3 Junior Graphics Designer (31)	\$/hour
3.3.4 Project Manager (32)	\$/hour
<b>(H): Total Optional Contract Period 3 Urgent Rates (29+30+31+32)</b>	<b>\$ _____</b>

<b>Total Optional Contract Period 3 Cost: (G) + (H)</b>	<b>\$ _____</b>
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**5.0 Optional Contract Period 4**

**5.1 Standard Rates**

<b>From April 1, 2028, to March 31, 2029</b>	
<b>Resource type</b>	<b>Category of Service</b>
	<b>A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design</b>
3.3.1 Creative Design Director (33)	\$/hour
3.3.2 Senior Graphics Designer (34)	\$/hour
3.3.3 Junior Graphics Designer (35)	\$/hour
3.3.4 Project Manager (36)	\$/hour
<b>(I): Total Optional Contract Period 4 Standard Rates (33+34+35+36)</b>	<b>\$ _____</b>

**5.2 Urgent Rates**

<b>From April 1, 2028, to March 31, 2029</b>	
<b>Resource type</b>	<b>Category of Service</b>
	<b>A.1 Printed and Unprinted Design A.2 Digital Design A.3 Exhibits and Display Design</b>
3.3.1 Creative Design Director (37)	\$/hour
3.3.2 Senior Graphics Designer (38)	\$/hour
3.3.3 Junior Graphics Designer (39)	\$/hour
3.3.4 Project Manager (40)	\$/hour
<b>(J): Total Optional Contract Period 4 Urgent Rates (37+38+39+40)</b>	<b>\$ _____</b>

<b>Total Optional Contract Period 4 Cost: (I) + (J)</b>	<b>\$ _____</b>
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**6.0 Total Contract Value**

Total Initial Contract Period Cost	\$ _____
Total Optional Contract Period 1 Cost	\$ _____
Total Optional Contract Period 2 Cost	\$ _____
Total Optional Contract Period 3 Cost	\$ _____
Total Optional Contract Period 4 Cost	\$ _____
<b>Total Contract Value</b>	<b>\$ _____</b>





## **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

### **4.1 Evaluation Procedures**

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### **4.1.1 Technical Evaluation**

##### **4.1.1.1 Mandatory Technical Criteria**

Refer to Attachment 1 to Part 4 Evaluation Templates; and  
Refer to Attachment 2 to Part 4 Mandatory Technical Criteria

##### **4.1.1.2 Point Rated Technical Criteria**

Refer to Attachment 1 to Part 4 Evaluation Templates; and  
Refer to Attachment 3 to Part 4 Point Rated Technical Criteria

#### **4.1.2 Financial Evaluation**

*SACC Manual Clause [A0220T](#) (2014-06-26), Evaluation of Price-Bid*

For evaluation purposes only, the price of the bid will be determined as follows:

- 4.1.2.1** The volumetric data included in the Financial Bid Presentation Sheet detailed in Attachment 1 to Part 3 are provided for bid evaluated price determination purposes only.

They are not to be considered as a contract guarantee.

### **4.2 Basis of Selection**

#### **4.2.1 Highest Combined Rating of Technical Merit and Price**

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 65 points overall for the technical evaluation criteria which are subject to point rating.  
The rating is performed on a scale of 130 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 70 % for the technical merit and 30 % 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 70 %.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30 %.
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
<b>Overall Technical Score</b>		115/135	89/135	92/135
<b>Bid Evaluated Price</b>		\$55,000.00	\$50,000.00	\$45,000.00
<b>Calculations</b>	<b>Technical Merit Score</b>	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	<b>Pricing Score</b>	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
<b>Combined Rating</b>		83.84	75.56	80.89
<b>Overall Rating</b>		1st	3rd	2nd



### ATTACHMENT 1 TO PART 4 - EVALUATION TEMPLATES

Where indicated, Bidders must use and include the following templates to their technical bid to demonstrate Mandatory Technical Criteria and Point Rated Technical Criteria.

#### TEMPLATE A (Required for MTC1 and RTC1)

Reference Contract		
Bidder Name	<<Insert Bidder name>>	
Client Organization Information	<< Insert Contract Title >>	
	Client Organization Name	
	Project Authority Name	
	Project Authority Title	
	Project Authority Telephone No.	
Project Authority Email Address		
Contract number (when available)		
Contract value (including applicable taxes and excluding option years not yet exercised);		
Total amount invoiced, including applicable taxes		
Contract start and end date (mm/yyyy to mm/yyyy)		
Contracted with the Bidder submitting the bid (does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors)	<input type="checkbox"/> No <input type="checkbox"/> Yes	
Mapping of Deliverables Provided	Visual Design	
	Posters, brochures, leaflets, fact sheets, flyers, letterhead, publications, masthead, name tags, pamphlets	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Reports, publications, strategy documents, policy documents	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Infographics, charts, graphs, photos, maps, tables	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Illustrations and images (produced in black & white, specially mixed colors or four-color process)	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Informational kits (kit folders with inserts etc.)	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Digital templates such as PowerPoint templates, email invitations, e-newsletter, word templates, overhead presentations, photographs, etc.	<input type="checkbox"/> No <input type="checkbox"/> Yes
	E-publications, such as e-bulletins, blogs	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Interactive/dynamic and/or accessible files such as .PDF;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Visual identifiers, logos	<input type="checkbox"/> No <input type="checkbox"/> Yes
Brand identity	<input type="checkbox"/> No <input type="checkbox"/> Yes	



	<b>Graphic standards manuals</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Digital Platform Design</b>	
	<b>Social media graphics &amp; templates, channel branding graphics, avatars, social post graphics, web banners, bumper buttons, display adds, twitter handle;</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Website layout (partial, existing, or new);</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Digital display graphics;</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Graphic interfaces and menu pages for navigation purposes.</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes



**TEMPLATE B** (Required for MTC2 and RTC2)

Reference Contract		
<b>Bidder Name</b>		<<Insert Bidder name>>
<b>Client Organization Information</b>	<< Insert Contract Title >>	
	<b>Client Organization Name</b>	
	<b>Project Authority Name</b>	
	<b>Project Authority Title</b>	
	<b>Project Authority Telephone No.</b>	
	<b>Project Authority Email Address</b>	
<b>Contract number (when available)</b>		
<b>Contract value (including applicable taxes and excluding option years not yet exercised);</b>		
<b>Total amount invoiced, including applicable taxes</b>		
<b>Contract start and end date (mm/yyyy to mm/yyyy)</b>		
<b>Contracted with the Bidder submitting the bid (does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors)</b>		<input type="checkbox"/> No <input type="checkbox"/> Yes
<b>Names of resources provided</b>	<b>Creative Director</b>	<b>Provide name</b>
	<b>Project Manager</b>	<b>Provide name</b>
	<b>Senior Graphic Designer</b>	<b>Provide name</b>
	<b>Junior Graphic Designer</b>	<b>Provide name</b>
<b>Mapping of Services Provided</b>	<b>Creative Consultation</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Concept development and direction</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Design rendering</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Creative Illustration</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Text layout</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Layout and Production</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Project Management</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes



**TEMPLATE C** (Required for MT1, MT3, MT4, RT1, RT2, RT3)

Reference Project		
Bidder Name	<<Insert Bidder name>>	
Resource Name	<<Insert Resource name>>	
Client Organization Information	<< Insert Project Title >>	
	Client Organization Name	
	Client Reference Name	
	Client Reference Title	
	Client Reference Telephone No.	
	Client Reference Email Address	
Project start and end date (mm/yyyy to mm/yyyy)		
Mapping of Deliverables Provided	<b>Visual Design</b>	
	Posters, brochures, leaflets, fact sheets, flyers, letterhead, publications, masthead, name tags, pamphlets;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Reports, publications, strategy documents, and policy documents;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Infographics, charts, graphs, photos, maps, tables;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Illustrations and images (produced in black & white, specially mixed colors or four-color process);	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Informational kits (kit folders with inserts etc.);	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Digital templates such as PowerPoint templates, email invitations, e-newsletter, word templates, overhead presentations, photographs, etc.;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	E-publications, such as e-bulletins, blogs;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Interactive/dynamic and/or accessible files such as .PDF;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Visual identifiers, logos;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Brand identity;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Graphic standards manuals.	<input type="checkbox"/> No <input type="checkbox"/> Yes
	<b>Digital Platform Design</b>	
	Social media graphics & templates, channel branding graphics, avatars, social post graphics, web banners, bumper buttons, display adds, twitter handle;	<input type="checkbox"/> No <input type="checkbox"/> Yes
	Website layout (partial, existing, or new);	<input type="checkbox"/> No <input type="checkbox"/> Yes
Digital display graphics;	<input type="checkbox"/> No <input type="checkbox"/> Yes	
Graphic interfaces and menu pages for navigation purposes.	<input type="checkbox"/> No <input type="checkbox"/> Yes	



## ATTACHMENT 2 TO PART 4 - MANDATORY TECHNICAL CRITERIA

The Mandatory Criteria listed below will be evaluated on a simple met/not met basis. Proposals which fail to meet the entirety of the mandatory criteria will be deemed non-responsive and will not be considered for the point rated portion of the evaluation.

### 1.0 MANDATORY TECHNICAL CRITERIA

#### 1.1 CORPORATE EXPERIENCE

MTC#	MANDATORY TECHNICAL CRITERIA CORPORATE EXPERIENCE	MET/ NOT MET	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
MTC1	<p><b>Corporate Experience – Graphic Design</b></p> <p>The Bidder must provide <b>three</b> (3) reference contracts for client organization(s) demonstrating professional work experience providing graphic design deliverables that are the same or similar* to those described under section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design, of the Annex A - Statement of Work (SOW)</b>.</p> <p>The following parameters <b>must</b> apply to each reference contract:</p> <ol style="list-style-type: none"> <li>1. Awarded within the last 5 years</li> <li>2. Minimum contract value of \$25K, (amendments and applicable taxes included, option periods not yet exercised excluded);</li> <li>3. On-going or completed duration greater than four months (does not include non-exercised option periods);</li> <li>4. Bidder has invoiced at least 35% of overall contract value; and</li> <li>5. Contracted with the Bidder submitting a bid for this requirement. "Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid 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.</li> </ol> <p>For <b>each</b> reference contract, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the contract's objectives, requirement, and the Bidder's contribution including a description of services provided and a list of deliverables; and</li> <li>ii. A minimum of <b>two</b> examples of design products delivered, as a separate attachment or in thumbnail format.</li> </ol> <p>The Bidder must also complete <b>Template A</b> for each reference contract providing the following information:</p> <ol style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) The contract number (when available);</li> </ol>	<input type="checkbox"/> Met <input type="checkbox"/> Not Met	<p>Provide three reference contracts for client organization(s) where the Bidder provided the same or similar* graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template A must be completed for each reference contract.</b></p>



MTC#	MANDATORY TECHNICAL CRITERIA CORPORATE EXPERIENCE	MET/ NOT MET	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p>d) The contract value (including applicable taxes and excluding any option years that have not yet been exercised);</p> <p>e) The total amount invoiced, including applicable taxes (Canada reserves the right to validate by requesting copies of invoices);</p> <p>f) The contract start and end dates; and</p> <p>g) Mapping of the deliverables provided that are the same or similar* to those described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</p> <p><i>*The Bidder must demonstrate it provided the same or similar deliverables by mapping the deliverables provided in <b>each</b> reference contract to at least 50% of the deliverables defined in <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A- SOW</b>. If 50% of the deliverables result in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		
MTC2	<p><b>Corporate Experience – Resources</b></p> <p>The Bidder must provide <b>two (2)</b> reference contracts for client organization(s) demonstrating professional work experience providing resources who provided the same or similar* services described under section <b>3.1 Tasks of the Annex A - SOW</b>.</p> <p>The following parameters <b>must</b> apply to each reference contract:</p> <ol style="list-style-type: none"> <li>1. Awarded within the last 5 years;</li> <li>2. Minimum contract value of \$25K, (amendments and applicable taxes included, option periods not yet exercised excluded);</li> <li>3. On-going or completed duration greater than four months (does not include non-exercised option periods);</li> <li>4. Provided a minimum of three separate resources** for the resource categories described in <b>Section 3.2.1 Creative Design Director, 3.2.2 Senior Graphic Designer, and 3.2.3 Junior Graphic Designer and 3.2.4 Project Manager of Annex A - SOW</b>; and</li> <li>5. Contracted with the Bidder submitting a bid for this requirement. "Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid 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.</li> </ol> <p>For <b>each</b> reference contract the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the contract's objectives, requirement, and the Bidder's contribution including a description of services provided and a list of deliverables; and</li> <li>ii. A minimum of <b>two</b> examples of design products delivered, as a separate attachment or in thumbnail format.</li> </ol>	<input type="checkbox"/> Met <input type="checkbox"/> Not Met	<p>Provide two reference contracts for client organization(s) where the Bidder provided resources who provided all the services described under Section 3.1 Tasks of the Annex A - SOW.</p> <p><b>Template B must be completed for each reference contract.</b></p>





MTC#	MANDATORY TECHNICAL CRITERIA CORPORATE EXPERIENCE	MET/ NOT MET	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p>The Bidder must also complete <b>Template B</b> for each reference contract providing the following information:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) The contract number (when available);</li> <li>d) The contract value (including applicable taxes and excluding any option years that have not yet been exercised);</li> <li>e) The total amount invoiced, including applicable taxes (Canada reserves the right to validate by requesting copies of invoices);</li> <li>f) The contract start and end dates; and</li> <li>g) Mapping of services provided by the resources to those described under <b>Section 3.1 Tasks of Annex A – SOW.</b></li> </ul> <p><i>*The Bidder must demonstrate it provided the same or similar services by mapping the services provided in <b>each</b> reference contract to <b>a minimum of five</b> of the tasks defined in <b>Section 3.1 Tasks of Annex A – SOW.</b></i></p> <p><i>**The Bidder must demonstrate it provided <b>a minimum of three</b> separate resources, but the same individual could have supported in more than one resource category.</i></p>		
MTC3	<p><b>Proposed Team</b></p> <p>The Bidder must propose a dedicated team that consists of a minimum of one resource from each of the following categories:</p> <ul style="list-style-type: none"> <li>a) Creative Design Director (1)</li> <li>b) Project Manager (1)</li> <li>c) Senior Graphic Designer (1)</li> <li>d) Junior Graphic Designer (1)</li> </ul> <p>The same individual must not be proposed for more than one category.</p> <p>The number of resources required during the term of the contract may differ by project and it is understood that the same resource may be deployed to more than one project at the same time. Additional resources may be required based on individual project timelines and required deliverables.</p> <p>The Bidder must provide a list of names of each proposed resource including their proposed resource category as member of the design team and a detailed c.v. for each resource.</p>	<input type="checkbox"/> Met <input type="checkbox"/> Not Met	<p>Provide a list of resource names, proposed resource category, and detailed c.v.'s.</p>



1.2 RESOURCES

MT#	<p style="text-align: center;"><b>MANDATORY TECHNICAL CRITERIA RESOURCE EXPERIENCE</b></p> <p style="text-align: center;"><b>3.2.1 CREATIVE DESIGN DIRECTOR</b></p>	<p style="text-align: center;"><b>MET/ NOT MET</b></p>	<p style="text-align: center;"><b>BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID</b></p>
<p><b>MT1</b></p>	<p><b>Resource Experience – Creative Design Director</b></p> <p>The Bidder must demonstrate that the proposed Creative Design Director resource* identified in MTC3 has professional work experience on <b>three (3)</b> reference projects, as a Creative Design Director articulating the client organization's vision and directing a team to provide graphic design deliverables that are the same or similar** to those described in <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</b></p> <p>The following parameters <b>must</b> apply to each reference project:</p> <ol style="list-style-type: none"> <li>1) Completed within the last 10 years.</li> </ol> <p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> <li>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</li> </ol> <p>The Bidder must complete <b>Template C</b> for each reference project in which the following information must be included:</p> <ol style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates;</li> <li>d) Mapping of the deliverables provided that are the same or similar** to the ones described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ol> <p><i>**“Resource” means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the "Proposed Team" in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design deliverables of the Annex A- SOW.</b> to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>	<p><input type="checkbox"/> Met <input type="checkbox"/> Not Met</p>	<p>Provide three reference <b>projects</b> for client organization(s) where the proposed Creative Design Director resource identified in MTC3 provided creative direction services for the same or similar* graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for each reference project.</b></p>



MT#	<p align="center"><b>MANDATORY TECHNICAL CRITERIA RESOURCE EXPERIENCE 3.2.4 PROJECT MANAGER</b></p>	<p align="center"><b>MET/ NOT MET</b></p>	<p align="center"><b>BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID</b></p>
<b>MT2</b>	<p><b>Resource Experience - Project Manager</b></p> <p>The Bidder must demonstrate the proposed resource* identified in MTC3 has professional work experience on <b>three (3)</b> reference projects as a Project Manager:</p> <p>The following parameters <b>must</b> apply to each reference project:</p> <p>1) Completed within the last 10 years.</p> <p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>1. The name of the client organization for whom the services were provided, along with a minimum of one contact reference for each project (name, phone number and valid email address) that can confirm the stated experience;</li> <li>2. Project start and end dates;</li> <li>3. summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> <li>4. A list of the tasks and activities performed by the proposed resource under each project cited.</li> </ol> <p><i>**“Resource” means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the “Proposed Team” in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p>	<p><input type="checkbox"/> Met <input type="checkbox"/> Not Met</p>	<p>Provide three reference <b>projects</b> demonstrating experience as a Project Manager.</p>
<b>MT#</b>	<p align="center"><b>MANDATORY TECHNICAL CRITERIA RESOURCE EXPERIENCE 3.2.2 SENIOR GRAPHIC DESIGNER</b></p>	<p align="center"><b>MET/ NOT MET</b></p>	<p align="center"><b>BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID</b></p>
<b>MT3</b>	<p><b>Resource Experience – Senior Graphic Designer</b></p> <p>The Bidder must demonstrate the proposed Senior Graphic Designer resource* identified in MTC3 has professional work experience on <b>two (2)</b> reference projects, as a Graphic Designer defining client requirements and creating graphic illustrations to produce graphic design deliverables that are the same or similar to** to those described in Section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</b></p> <p>The following parameters <b>must</b> apply to each reference project:</p> <p>1. Completed within the last 10 years.</p>	<p><input type="checkbox"/> Met <input type="checkbox"/> Not Met</p>	<p>Provide two reference <b>projects</b> for client organization(s) using where the proposed Senior Graphic Designer resource identified in MTC3 provided graphic designer services for</p>



	<p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ul style="list-style-type: none"> <li>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> <li>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</li> </ul> <p>The Bidder must complete <b>Template C</b> for each reference project in which the following information must be included:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates; and</li> <li>d) Mapping of the deliverables provided that are the same or similar** to the ones described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ul> <p><i>**“Resource” means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the “Proposed Team” in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design</b> deliverables of the SOW to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		<p>the same or similar* graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for each reference project.</b></p>
<p><b>MT#</b></p>	<p><b>MANDATORY TECHNICAL CRITERIA RESOURCE EXPERIENCE 3.2.3 JUNIOR GRAPHIC DESIGNER</b></p>	<p><b>MET/N OT MET</b></p>	<p><b>BIDDER’S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID</b></p>
<p><b>MT4</b></p>	<p><b>Resource Experience – Junior Graphic Designer</b></p> <p>The Bidder must demonstrate the proposed resource* identified in MTC3 has a minimum professional work experience on <b>one (1)</b> reference project as a Graphic Designer and/or supporting a Graphic Designer, providing client organization(s) with design solutions and creating graphics illustrations to produce deliverables that are the same or similar** to those described in Section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW</b>.</p> <p>The following parameters <b>must</b> apply to the reference project:</p> <ul style="list-style-type: none"> <li>1. Completed within the last 5 years.</li> </ul> <p>The Bidder <b>must</b> provide:</p>	<p><input type="checkbox"/> Met <input type="checkbox"/> Not Met</p>	<p>Provide one reference <b>project</b> for a client organization using where the proposed Junior Graphic Designer resource identified in MTC3 provided graphic designer services for the same or similar* graphic design deliverables to</p>



<p>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</p> <p>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</p> <p>The Bidder must complete <b>Template C</b> in which the following information must be included:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates; and</li> <li>d) Mapping of the deliverables provided that are the same or similar** to the ones described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ul> <p><i>**“Resource” means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the "Proposed Team" in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design deliverables of the Annex A- SOW.</b> to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>	<p>those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for the reference project.</b></p>
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## ATTACHMENT 3 TO PART 4 - POINT RATED TECHNICAL CRITERIA

### 1.0 POINT RATED EVALUATION CRITERIA

	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
<b>1.1 CORPORATE EXPERIENCE</b>			
<b>RTC1</b>	<p><b>Corporate Experience – Graphic Design</b></p> <p>In addition to the reference contracts provided for MTC1, the Bidder should demonstrate professional work experience providing graphic design deliverables that are the same or similar* to those described under section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design, of the Annex A - SOW.</b></p> <p>The following parameters <b>must</b> apply to each reference contract:</p> <ol style="list-style-type: none"> <li>1. Awarded within the last 5 years;</li> <li>2. Minimum contract value of \$25K, (amendments and applicable taxes included, option periods not yet exercised excluded);</li> <li>3. On-going or completed duration greater than four months (does not include non-exercised option periods);</li> <li>4. Bidder has invoiced at least 35% of overall contract value; and</li> <li>5. Contracted with the Bidder submitting a bid for this requirement. <i>“Bidder” means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid 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.</i></li> </ol> <p>For <b>each</b> reference contract, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the contract’s objectives, requirement, the Bidder’s contribution including a description of services provided, a list of deliverables; and</li> <li>ii. A minimum of <b>two</b> examples of design products delivered, as a separate attachment or in thumbnail format.</li> </ol> <p>The Bidder must also complete <b>Template A</b> for each</p>	<p>1 additional contract = 10 points            2 additional contracts = 15 points            3 additional contracts = 20 points            4 additional contracts = 25 points            Maximum of 5 additional contracts = 30 points</p>	<p>Provide reference contract(s) for client organization(s) where the Bidder provided the same or similar* graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW. These contracts must be additional to those provided for MTC1.</p> <p><b>Template A must be completed for each reference contract.</b></p>





	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p>reference contract providing the following information:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) The contract number (when available);</li> <li>d) The contract value (including applicable taxes and excluding any option years that have not yet been exercised);</li> <li>e) The total amount invoiced, including applicable taxes (Canada reserves the right to validate by requesting copies of invoices);</li> <li>f) The contract start and end dates; and</li> <li>g) Mapping of the deliverables provided that are the same or similar* to those described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ul> <p><i>*The Bidder must demonstrate it provided the same or similar deliverables by mapping the deliverables provided in <b>each</b> reference contract to at least 50% of the deliverables defined in <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A- SOW</b>. If 50% of the deliverables result in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		
<p><b>RTC2</b></p>	<p><b>Corporate Experience – Resources</b></p> <p>In addition to the reference contracts provided for MTC2, the Bidder should demonstrate professional work experience providing resources who provided all the services described under section <b>3.1 Tasks of the Annex A - SOW</b>.</p> <p>The following parameters <b>must</b> apply to each reference contract:</p> <ul style="list-style-type: none"> <li>1. Awarded within the last 5 years;</li> <li>2. Minimum contract value of \$25K, (amendments and applicable taxes included, option periods not yet exercised excluded);</li> </ul>	<p>1 additional contract = 10 points            2 additional contracts = 15 points            3 additional contracts = 20 points            4 additional contracts = 25 points            Maximum of 5 additional contracts = 30 points</p>	<p>Provide reference contract(s) for client organization(s) where the Bidder provided resources who provided all the services described under Section 3.1 Tasks of the Annex A – SOW. These contracts must be additional to those provided for MTC2.</p> <p><b>Template B must be completed for each reference contract.</b></p>



	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p>3. On-going or completed duration greater than four months (does not include non-exercised option periods);</p> <p>4. Provided four separate resources that are the same or similar to those described in section <b>3.2.1 Creative Design Director, 3.2.2 Senior Graphic Designer, 3.2.3 Junior Graphic Designer and 3.2.4 Project Manager of Annex A – SOW</b>; and</p> <p>5. Contracted with the Bidder submitting a bid for this requirement. <i>“Bidder” means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid 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.</i></p> <p>For <b>each</b> reference contract, the Bidder <b>must</b> provide:</p> <ul style="list-style-type: none"> <li>i. A summary of the contract’s objectives, requirement, the Bidder’s contribution including a description of services provided and a list of deliverables; and</li> <li>ii. A minimum of <b>two</b> examples of design products delivered, as a separate attachment or in thumbnail format.</li> </ul> <p>The Bidder must also complete <b>Template B</b> for each reference contract providing the following information:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client organization reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience.</li> <li>c) The contract number (when available);</li> <li>d) The contract value (including applicable taxes and excluding any non-exercised option years);</li> <li>e) The contract start and end dates;</li> <li>f) The names of the four separate resources provided; and</li> <li>g) Mapping of all services provided by the resources to those described under <b>Section 3.1 Tasks of Annex A – SOW</b></li> </ul>		





	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
<b>1.2 RESOURCES</b>			
<b>RT1</b>	<p><b>Creative Design Director</b></p> <p>The Bidder should demonstrate the proposed Creative Design Director resource* identified in MTC3 has professional work experience**, in addition to MT1, as a Creative Design Director articulating the client organization's vision and directing a team to provide graphic design deliverables that are the same or similar*** to those described in <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</b></p> <p>The following parameters <b>must</b> apply to each reference project:</p> <ol style="list-style-type: none"> <li>1) Completed within the last 10 years;</li> </ol> <p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> <li>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</li> </ol> <p>The Bidder must complete <b>Template C</b> for each reference project in which the following information must be included:</p> <ol style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates; and</li> <li>d) Mapping of the deliverables provided that are the same or similar** to those described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ol> <p><i>***"Resource" means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the</i></p>	<p>1 additional project = 5 points            2 additional projects = 10 points            3 additional projects = 15 points            4 additional projects = 20 points            Maximum of 5 additional projects = 25 points</p>	<p>Provide reference <b>projects</b> for client organization(s) where the proposed Creative Design Director resource identified in MTC3 provided creative direction services for the same or similar* graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for each reference project.</b></p>



	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p><i>"Proposed Team" in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**If the proposed Resource worked as a Creative Design Director on project(s) as part of a reference contract provided for Corporate Experience criteria MTC1 and/or MTC2 of Section 1.1 (Corporate Experience) of the Mandatory Technical Evaluation, those reference projects may also be used as project references in RT1.</i></p> <p><i>***The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design</b> deliverables of the SOW to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		
RT2	<p><b>Senior Graphic Designer</b></p> <p>The Bidder should demonstrate the proposed Senior Graphic Designer resource* identified in MTC3 has professional experience**, in addition to MT3, as a Graphic Designer defining client requirements and creating graphic illustrations to produce graphic design deliverables that are the same or similar to*** to those described in Section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW</b>.</p> <p>The following parameters <b>must</b> apply to each reference project:</p> <ol style="list-style-type: none"> <li>1. Completed within the last 10 years;</li> </ol> <p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> </ol>	<p>1 additional project = 5 points            2 additional projects = 10 points            3 additional projects = 15 points            4 additional projects = 20 points            Maximum of 5 additional projects = 25 points</p>	<p>Provide reference <b>projects</b> for client organization(s) where the proposed Senior Graphic Designer resource identified in MTC3 provided graphic designer services for the same or similar graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for each reference project.</b></p>



	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
	<p>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</p> <p>The Bidder must complete <b>Template C</b> for each reference project in which the following information must be included:</p> <ul style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates; and</li> <li>d) Mapping of the deliverables provided that are the same or similar** to the ones described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ul> <p><i>**“Resource” means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the “Proposed Team” in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**If the proposed Resource worked as a Graphic Designer on project(s) as part of a reference contract provided for Corporate Experience criteria MTC1 and/or MTC2 of Section 1.1 (Corporate Experience) of the Mandatory Technical Evaluation, those reference projects may also be used as project references in RT2.</i></p> <p><i>***The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design</b> deliverables of the SOW to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		



	POINT RATED TECHNICAL CRITERIA	POINTS	BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID
RT3	<p><b>Junior Graphic Designer</b></p> <p>The Bidder should demonstrate the proposed Junior Graphic Designer resource* identified in MTC3 has professional experience** as a Graphic Designer and/or supporting a Graphic Designer, in addition to MT4, providing client organization(s) with design solutions and creating graphics illustrations to produce deliverables that are the same or similar*** to those described in Section <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW</b>.</p> <p>The following parameters <b>must</b> apply to each reference project:</p> <ol style="list-style-type: none"> <li>1. Completed within the last 10 years;</li> </ol> <p>For <b>each</b> reference project, the Bidder <b>must</b> provide:</p> <ol style="list-style-type: none"> <li>i. A summary of the project objectives, needs and issues which necessitated the contribution of the resource; and</li> <li>ii. A minimum of <b>one</b> example of design products delivered, as a separate attachment or in thumbnail format.</li> </ol> <p>The Bidder must complete <b>Template C</b> for each reference project in which the following information must be included:</p> <ol style="list-style-type: none"> <li>a) The name of the client organization (to whom services were provided);</li> <li>b) Client reference information (name, title, telephone number and e- mail address of the Project Authority) for validation of the stated experience;</li> <li>c) Project start and end dates; and</li> <li>d) Mapping of the deliverables provided that are the same or similar** to the ones described under <b>Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of Annex A – SOW</b> that can be validated by the client organization.</li> </ol> <p><i>***Resource means the specific person the Bidder will employ or contract to complete the work on behalf of the Bidder. The resource listed as the "Proposed Team" in MTC3 must be the same person as the resource identified for MT1, MT2 and MT3, respectively. It is acceptable that some or all the</i></p>	<p>1 additional project = 5 points            2 additional projects = 10 points            3 additional projects = 15 points            Maximum of 4 additional projects = 20 points</p>	<p>Provide reference projects for client organization(s) where the proposed Junior Graphic Designer resource identified in MTC3 provided graphic designer services for the same or similar graphic design deliverables to those described under Section 3.3.1 Visual Design and/or 3.3.2 Digital Platform Design of the Annex A – SOW.</p> <p><b>Template C must be completed for each reference project.</b></p>



	<b>POINT RATED TECHNICAL CRITERIA</b>	<b>POINTS</b>	<b>BIDDER'S RESPONSE INCLUDING PAGE NUMBER(S) AND REFERENCE TO ADDITIONAL SUBSTANTIATING MATERIALS INCLUDED IN BID</b>
	<p><i>reference projects provided may have taken place when the resource was employed or contracted with a different company, business, organization or any other entity than the Bidder.</i></p> <p><i>**If the proposed Resource worked as a Graphic Designer on project(s) as part of a reference contract provided for Corporate Experience criteria MTC1 and/or MTC2 of Section 1.1 (Corporate Experience) of the Mandatory Technical Evaluation, those reference projects may also be used as project references in RT3.</i></p> <p><i>*** The Bidder must demonstrate similar deliverables by mapping at least 50% of the <b>3.3.1 Visual Design and/or 3.3.2 Digital Platform Design</b> deliverables of the SOW to the deliverables identified in the reference project. In the event that 50% of the deliverables results in a decimal (for example 4.8 deliverables), the number of deliverables would be rounded down (i.e., 4 deliverables would be accepted as being equivalent).</i></p>		
		<b>Minimum required points</b>	<b>65</b>
		<b>Total points obtained</b>	—
		<b>Maximum points available</b>	<b>130</b>



## **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 Precedent to Contract Award**

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

#### **5.1.1 Integrity Provisions – Associated Information**

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions 2003. The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

### **5.2 Additional Certifications Precedent to Contract Award**

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications 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 comply with the request of the Contracting Authority and to provide the certifications within the time frame provided will render the bid non-responsive.

#### **5.2.1 Status and Availability of Resources**

**5.2.1.1** *SACC Manual* clause [A3005T](#) (2010-08-16) Status and Availability of Resources

#### **5.2.2 Education and Experience**

**5.2.2.1** *SACC Manual* clause [A3010T](#) (2010-08-16) Education and Experience



## **PART 6 – SECURITY AND OTHER REQUIREMENTS**

### **6.1 Security Requirements**

There is no security requirement applicable to the Contract.

### **6.2 Insurance Requirements**

The Bidder must provide a letter from an insurance broker or an insurance company licensed to operate in Canada stating that the Bidder, if awarded a contract as a result of the bid solicitation, can be insured in accordance with the Insurance Requirements specified in the contract.

If the information is not provided in the bid, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-responsive.



## **PART 7 - RESULTING CONTRACT CLAUSES**

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

### **7.1 Statement of Work**

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

#### **7.1.2 Task Authorization**

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.

##### **7.1.2.1 Task Authorization Process**

###### **Task Authorization Process:**

1. The Technical Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex C.
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(bases) and methods of payment as specified in the Contract.
3. For regular services, the Contractor must provide the Technical Authority within a maximum of 2 calendar days 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. For urgent services, the Contractor must provide the Technical Authority within a maximum of 4 business hours 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.
5. The Contractor must not commence work until a TA authorized by the Technical 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.

##### **7.1.2.2 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 \$10,000.00.
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.

## 7.2 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.

### 7.2.1 General Conditions

[2035](#) (2022-12-01) General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

### 7.2.2 Supplemental General Conditions

[4007](#) (2022-12-01) Canada to own intellectual property rights in Foreground Information, apply to and form part of the Contract.

### 7.2.3 Specific Person(s)

The Contractor must provide the services of the following person(s) to perform the Work as stated in the Contract: \_\_\_\_\_.

## 7.3 Security Requirements

7.3.1 There is no security requirement applicable to the Contract.

## 7.4 Term of Contract

### 7.4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2025 inclusive.

### 7.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to 4 additional 1-year period(s) 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.

## 7.5 Authorities

### 7.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name:



Title:

E-mail address:

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.

### 7.5.2 Technical Authority

The Technical Authority for the Contract is:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

E-mail address: \_\_\_\_\_

The Technical Authority named above 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 Technical Authority, however the Technical 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.

### 7.5.3 Contractor's Representative

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

E-mail address: \_\_\_\_\_

### 7.6 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: 2019-01](#) of the Treasury Board Secretariat of Canada.

### 7.7 Payment

#### 7.7.1 Basis of Payment – Individual task authorizations

The Contractor will be paid for the Work specified in the authorized task authorization, in accordance with the Basis of payment at Annex B.

Canada's liability to the Contractor under the authorized task authorization must not exceed the limited expenditure specified in the authorized task authorization. Custom duties are included, and Applicable Taxes are extra.



No increase in the liability of Canada or in the price of the Work specified in the authorized task authorization resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

### **7.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations**

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ \_\_\_\_\_. Customs duties are included, and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
  - a. when it is 75 percent committed, or
  - b. four (4) months before the contract expiry date, or
  - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions, whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

### **7.7.3 Time Verification**

SACC *Manual* clause [C0711C](#) (2008-05-12), Time Verification

## **7.8 Invoicing Instructions**

### **7.8.1 Terms of Payment – Monthly Payment**

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.

## **7.9 Certifications and Additional Information**

### **7.9.1 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.



### 7.10 Applicable Laws

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

### 7.11 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 supplemental general conditions 4007 Canada to own Intellectual Property Rights in Foreground Information;
- (c) the general conditions 2035 (2022-12-01) - Services (High Complexity);
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) Annex C, the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated \_\_\_\_\_.

### 7.12 Insurance

SACC Manual clause [G1005C](#) (2016-01-28) Insurance - No Specific Requirement

### 7.13 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

Net-Zero Advisory Body Graphic Design Services

### 2. SCOPE

#### 2.1. Introduction

The Net-Zero Advisory Body (NZAB) Secretariat in Environment and Climate Change Canada (ECCC) is seeking graphic design professional services, on an “as and when requested” basis, to support of the work of the NZAB.

#### 2.2. Objectives of the Requirement

The objective of the Work is for the Contractor to provide graphic design services to develop, design and edit the layout of major reports and templates, and to create digital graphics for web and social media content, in support of NZAB business requirements.

The Contractor must design, create, and produce NZAB’s documents, including but not limited to: templates, reports, graphs, diagrams, charts and materials such as posters, pamphlets, and banners.

#### 2.3. Background

The Government of Canada has enacted the [Canadian Net-Zero Emissions Accountability Act](#) (CNZEAA) to provide transparency and accountability in Canada’s effort to achieve net-zero greenhouse gas emissions. In 2021, the CNZEAA established the NZAB, an advisory group whose mandate is to provide the Minister of Environment and Climate Change with independent advice on achieving net-zero emissions by 2050.

To fulfill its mandate, the NZAB conducts engagement and outreach, analysis, research activities and provides advice in public reports, including, but not limited to:

- An Annual Report that synthesizes analysis across lines of inquiry and provides advice to the Minister;
- A “What We heard” report; and
- A Corporate Plan.

To deliver on its mandate, the NZAB requires graphic design professional services to provide a common look and feel to its public reports, to increase and maintain a strong online presence through its website and social media, and to develop materials to support its engagement and outreach activities (in-person and virtual).

#### 2.4. Scope of Work

The Contractor must provide graphic design services to the NZAB on an “as and when requested” basis, in support of its mandate, upon issuance of a Task Authorization (TA).

The Contractor must produce high quality graphic design services to achieve specified deliverables, in accordance with the work described in each TA and client specifications. The Contractor will work with the client to ensure the deliverables meet expectations in terms of content, quality, and timelines. The Contractor is encouraged to use their training and creativity to provide recommendations, while ensuring graphic design principles are followed and the product is aligned with NZAB’s specifications. The Contractor must be open to client’s suggestions and direction. At times, the Contractor may be asked to



work on a short notice to deliver key products within a short timeframe, which may require working outside of regular business hours.

The products can be designed in available software, but delivered products must be in easily editable formats (e.g., PowerPoint, Word, PDF). The Contractor is also expected to be able to provide advice to the client on various design products.

### **3. REQUIREMENTS**

The work will be requested using TA forms. Each issued TA will define the nature of the work requested, identify the category of service(s) and their associated tasks, provide the specifications of the required products, and include the details of the expected deliverables. Upon receipt of a TA, the Contractor will provide the level of effort required for each category of service identified to perform the work requested. The TA forms will be issued based on individual projects for the NZAB and the Contractor may be required to work on multiple requirements to meet program timelines.

#### **3.1. Tasks**

The Contractor must provide the following services on an “as and when requested” basis and in accordance with the requirements and deliverables specified in each TA:

##### **3.1.1 Creative and/or Art Direction Services**

###### **3.1.1.1 Creative Consultation**

The Contractor will provide creative consultation services that may include, but are not limited to, the following tasks:

- a) Creative consultation(s) with industry, stakeholders, and/or client;
- b) Brainstorming exercises; and
- c) Research services related to the development of the concept and presentation of creative ideas.

###### **3.1.1.2 Concept development and direction**

As required, the Contractor will provide concept development and direction services that may include, but is not limited to, the following tasks:

- a) Review and update of existing concepts;
- b) Development of concept(s) for new designs;
- c) Development of the design and provision of one or multiple design concepts based on consultation and as required by the Project Authority; and
- d) Provision of art direction to designers to ensure a high-quality product in keeping with the approved concept and design.

Only the design(s) or concept(s), selected from the proposed designs and concepts presented to the Project Authority, will become the property of the Crown.

##### **3.1.2 Design rendering Services**

As required, the Contractor will provide design rendering services that that may include, but are not limited to, the following tasks:

- a) Design of preliminary design thumbnails;
- b) Creation of visual renderings on the developed concept and on the design interpretations;
- c) Design of single or multi-color sketches;
- d) Preparation of charts, graphs, tables, and similar "graphic" items;



- e) Creation of images and/or scan of supplied images/photos for print or digital media using web-safe color pallets and formats;
- f) Layout of supplied photographs, images or combination of images and text
- g) Retouching of supplied photographs and/or images;
- h) Revision of the selected concept to produce a final design for approval;
- i) Preparation and provision of comprehensive color mock-ups of all design proposals and their subsequent revisions;
- j) Development of samples, prototypes, or storyboards; and
- k) Creation or retouching of illustrations, line illustrations, continuous tone illustrations and photographs.

### **3.1.3 Creative Illustration Services**

As required, the Contractor will provide creative illustration services that may include, but are not limited to, the following tasks:

- a) Development of electronic format or hard copy image thumbnails for approval;
- b) Development of single or multi-color sketches or full comprehensive illustrations; and
- c) Preparation of final production files of illustrations.

### **3.1.4 Text Layout Services**

If requested, the Contractor will design, draw and/or select the type for written text using a combination of typefaces, point sizes, line length, leading (line spacing), kerning/tracking (letter spacing), computerized or drawn lettering, as part of the graphic design project.

As required, the Contractor will provide text layout services that may include, but are not limited to, the following tasks:

- a) Preparation of typographic design/text layout;
- b) Provision of type styles and typefaces that are crisp and sharp and conform to current industry standards for quality;
- c) Conversion/formatting of supplied text; and
- d) Provision of proofs.

### **3.1.5 Layout and Production Services**

The process of putting all the designed elements together to create the final files (i.e. camera-ready artwork) that will be supplied to the Project Authority for use in the production of the final product (print and/or digital).

As required, the Contractor will provide layout and production services that may include, but are not limited to, the following tasks:

- a) Preparation of typographic elements as part of the design and layout of supplied text;
- b) Layout of text and/or images to final format;
- c) Import of charts, graphs and tables for inclusion in layouts;
- d) Import of images (illustrative, photographic etc.) for inclusion in the layouts;
- e) Resolution of design issues as they arise during the layouts;
- f) Modification or correction of text or images; and
- g) Preparation of final electronic artwork/final files.



### **3.1.6 Project Management Services**

As required, the Contractor will provide project management services that may include, but are not limited to, the following tasks:

- a) Project manage all assigned projects from the concept development and creative design stages to delivery of final files;
- b) Provide status reports for work in process, as required by the Project Authority; and
- c) Manage the TAs and budget during the complete process to ensure that each project stays on time and on budget; and
- d) Any other related tasks.

### **3.2. Resource Categories**

The Contractor will assign a team of consultants that will be dedicated to the contract, consisting of the following resource categories:

#### **3.2.1 Creative Design Director**

The Contractor must assign one Creative Design Director who will be responsible for determining the overall style or tone desired for each project and associated deliverable. The Creative Design Director will articulate their vision and deadline expectations to the Senior and Junior Graphic Designers.

#### **3.2.2 Senior Graphic Designer**

The Contractor must assign one senior Graphic Designer who will be responsible for defining requirements, visualizing, and creating graphics including illustrations, logos, layouts, and photos. The Senior Graphics Designer will be responsible for the visual aspects of each deliverable.

#### **3.2.3 Junior Graphic Designer**

The Contractor must assign one junior Graphic Designers who will be responsible for producing preliminary versions of designs, engaging in design solutions by designing products, preparing layouts, making file changes and processing client feedback to improve designs.

#### **3.2.4 Project Manager**

The Contractor must assign one Project Manager who will be responsible for coordination and oversight of all aspects of the design project from the planning phase to its completion. This includes but is not limited to, all aspects of design management, quality assurance, scheduling and tracking, account management, meetings, design presentations.

### **3.3. Deliverables**

The deliverables must be provided to the Project Authority on the specified electronic media (such as CD, DVD, and USB key) or digital transfer platform. The use of reusable electronic devices is preferable, whenever possible.

The Contractor must provide the deliverables identified in each issued TAs, which include, but are not limited to, the following:





### 3.3.1: Visual Design

Visual design is defined as graphic design used to create a visual composition intended for printed or imprinted application or media, and/or as a digital deliverable.

The Contractor may be required to deliver the visual composition and layout of a variety of products that can include, but are not to be limited to, the following:

- a) Posters, brochures, leaflets, fact sheets, flyers, letterhead, publications, masthead, name tags, pamphlets;
- b) Reports, publications, strategy documents, policy documents;
- c) Infographics, charts, graphs, photos, maps, tables;
- d) Illustrations and images (produced in black & white, specially mixed colors or four-color process);
- e) Informational kits (kit folders with inserts etc.);
- f) Digital templates such as PowerPoint templates, email invitations, e-newsletter, word templates, overhead presentations, photographs, etc.;
- g) E-publications, such as e-bulletins, blogs;
- h) Interactive/dynamic and/or accessible files such as .PDF;
- i) Visual identifiers, logos;
- j) Brand identity; and
- k) Graphic standards manuals.

### 3.3.2: Digital Platform Design

Digital Platform design is defined as graphic design used to create the layout and appearance of the elements within a webpage or for other digitally accessible platforms.

The Contractor may be required to deliver the layout and appearance of elements within a variety of digital platforms that can include, but are not to be limited to, the following:

- a) Social media graphics and templates, channel branding graphics, avatars, social post graphics, web banners, bumper buttons, display adds, twitter (now known as X) handle;
- b) Website layout (partial, existing, or new);
- c) Digital display graphics; and
- d) Graphic interfaces and menu pages for navigation purposes.

### 3.3.3 Format of Deliverables

The format of the deliverables will be identified at the TA stage. The Contractor must provide the following, but not limited to, format(s) as part of the deliverables:

- a) Artwork must be set according to printer or electronic/web master specifications, as required;
- b) All illustrations and photographs must be in place in final files;
- c) Filename extensions must be properly updated in all layouts and must include appropriate extensions (i.e., filename.eps, filename.qxd);
- d) For final files created in Illustrator: ensure that files are embedded and saved as an .eps as opposed to an .ai file. Convert fonts to outlines on all vector artwork;
- e) Provide all logos created as VECTOR EPS files and not raster files such as Photoshop EPS, JPEGs, GIFs or TIFFs; and
- f) All final deliverables destined for Web sites, or any digital platforms must be created and compiled using industry standard software packages and must be ready for posting.



### 3.3.4 Materials

The Contractor will deliver all completed projects together with all draft material to the Project Authority upon completion of the requirements under a TA. The Contractor must provide:

- a) Final files and final artwork;
- b) All related files (i.e., layered, or native files, text files, electronic files, graphics, images, font and color information);
- c) All working files, source files or graphics produced and purchased during the production of the required deliverables;
- d) All original material supplied by the Project Authority;
- e) When required by the Project Authority, color laser proof (output from a laser printer, laser-image setter or equivalent) identifying all particulars of production and demonstrating the layout and appearance of the final product;
- f) Special instructions, including for example: trapping, spreading, choking information;
- g) Scanned images as well as all other electronic sources required;
- h) Instructions indicating the dominant and secondary color for any duotones must be indicated or resolved in final form;
- i) Sets of files for posting on Web sites or on other digital platforms must be accompanied with specifications form that includes a file directory that lists all folders and files included and identifies which file serves as the home page, the development software (including version number) used and any other information necessary to ensure correct appearance and functionality after posting; and
- j) When required by the Project Authority, final error-free camera-ready hard copy boards (for line illustrations or continuous tone illustrations).

### 3.4. Specifications and Standards

All products must be free from license fees and/or talent/agency fees, and copies of all releases must be provided to the Project Authority.

The Contractor must produce deliverables that are in accordance with the [WCAG 2.0](#) web content accessibility standards, when applicable.

All written reports and documents must be created in a format that is accessible, as per the Accessibility, Accommodation, and Adaptive Computer Technology Program (AACT) "How to create the accessible documents" guide Version 1.5.

The graphic design products will be dependent on content developers. The contractor will be expected to develop products, as content becomes available. This means there will be times when no new tasks will be assigned and times when multiple products may need to be developed in a short period of time.

Flexibility is essential.

### 3.5. Service Standards - Response Time & Initial Meeting

#### 3.5.1 Regular Service:

The Contractor must confirm receipt of a TA request and schedule a virtual meeting with the Project Authority, within one business day of receipt of the communication, to discuss the requirement and set project timelines.

After a regular TA is issued, the Contractor must assign a team of resources within one business day of receipt.

A maximum of two business days will be allotted to the Contractor to respond to a regular TA request.



### **3.5.2 Urgent Service:**

The Contractor must confirm receipt of an urgent TA request and schedule a virtual meeting with the Project Authority. within two hours of receipt of the communication, to discuss the requirement and set project timelines.

After an urgent TA is issued, the Contractor must assign a team of resources within two business hours of receipt.

A maximum of four business hours will be allotted to the Contractor to respond to an urgent TA request.

### **3.6 Technical, Operational and Organizational Environment**

The Contractor must produce work of professional quality and use only material that will result in a final product of the quality level ordered by the Project Authority. The Contractor must initiate any quality control procedures that are necessary to achieve error-free components including (but not limited to) layout quality assurance, copy editing/proofing and quality assurance of functionality and format of the deliverables.

### **3.7 Method and Source of Acceptance**

All work must be to current standards and must meet the requirements and specifications provided in the TA. The Contractor is responsible for any errors in components and deliverables produced by the Contractor and for any problems associated with file preparation. Errors must be corrected by the Contractor at no cost to Canada. Errors will result in the work being rejected immediately. All rejected work will be returned to the Contractor for correction at the Contractor's expense.

The work will be considered complete only when it has been accepted and approved by the Project Authority.

### **3.8 Reporting Requirements**

3.8.1 The Contractor must submit monthly reports, in electronic format, on the progress of the Work, to the Project Authority and the Contracting Authority.

3.8.2 The progress report must contain two parts:

- a. PART 1: The Contractor must answer the following three questions and each negative response must be supported with an explanation:
  - (i) Is the project on schedule?
  - (ii) Is the project within budget?
  - (iii) Is the project free of any areas of concern in which the assistance or guidance of Canada may be required?
  
- b. PART 2: A brief narrative report, yet sufficiently detailed to enable the Project Authority to evaluate the progress of the Work, containing as a minimum:
  - (i) A description of the progress of each task and of the Work during the period of the report.
  - (ii) Sufficient sketches, diagrams, photographs, etc., must be included, if necessary, to describe the progress accomplished.
  - (iii) An explanation of any variation from the work plan.



### **3.9 Project Management Control Procedures**

The Project Authority will monitor and control the work through progress meetings and discussions, which may take place in person, by email, and/or by telephone as needed. To measure performance throughout the contract, the Project Authority will evaluate each Deliverable by asking for demonstrations in person and/or results in electronic format.

## **4. ADDITIONAL INFORMATION**

### **4.1. Canada's Obligations**

Canada will provide the following:

- a. Draft documents, templates, promotional materials, and any other information required for the Contractor to complete the Work;
- b. Access to publications and reports;
- c. Access to facilities (if required);
- d. Access to a staff member who will be available to coordinate activities;
- e. Provide comments on draft items within five (5) working days; and
- f. Provide other assistance or support.

### **4.2. Contractor's Obligations**

#### **4.2.1 Quality Assurance**

The Contractor must produce work of professional quality and use only material that will result in a final product of the quality level ordered by the Project Authority. The Contractor must initiate any quality control procedures that are necessary to achieve error-free components including, but not limited to, the following:

##### **4.2.1.1 Layout Quality Assurance**

- a) Quality assurance of the design services and final product;
- b) Quality assurance of changes to client supplied typographic elements including word breaks and text reflow; and
- c) Reviewing all changes or corrections to images.

##### **4.2.1.2 Functionality and Format**

- a) Quality assurance to ensure successful functionality and transfer of web design to departmental or client environments; and
- b) Quality assurance of the format and settings of the electronic media supplied to the Project Authority for use by the printer, web master or producer of exhibits and its components.

##### **4.2.1.3 Correction to the Contractor's own work**

All work must be to current standards and must meet the requirements and specifications provided by the Project Authority.

The Contractor is responsible for any errors in components and deliverables produced by the Contractor and for any problems associated with file preparation.

Errors must be corrected by the Contractor at no cost to Canada. Errors will result in the work being rejected immediately. All rejected work will be returned to the Contractor for correction at the Contractor's expense.



#### **4.2.2 Meetings**

Meeting consultations may be required by videoconference, or by teleconference, to develop or present creative ideas as specified by the Project Authority for each project.

The Contractor may need to be available for videoconference or teleconference meetings as required, to discuss the work.

#### **4.2.3 Author's Alterations**

Any changes requested by the Project Authority to the final approved design of the selected concept is considered author's alterations. Author's alterations or any alteration to the final approved design or illustrative matter that is requested by the Project Authority is not a correction to the Contractor's own work.

If author's alterations are requested by the Project Authority, the Contractor must provide details of the alterations and associated costs to the Project Authority for review and approval. The Contractor cannot undertake any alteration without the written authorization of the Project Authority. Author's alterations will be completed at Canada's expense.

### **4.3. Location of Work, Work site and Delivery Point**

#### **4.3.1 Location of Work:**

The work will be performed remotely at the Contractor's premises. The Contractor may be required to attend videoconference or teleconference meetings, as specified in each TA.

Due to existing workload and deadlines, all personnel assigned to the Contract must be ready to work in close and frequent contact with the Project Authority and other departmental personnel.

#### **4.3.2 Packaging and destination address**

##### **4.3.2.1 Packaging**

When physical deliverables must be shipped to the destination address, the specified deliverable must be packaged appropriately and shipped in a manner to ensure safe delivery to the specified destination address. Packaging should be reduced, reusable, or recyclable, whenever possible.

##### **4.3.2.2 Destination Address**

All deliverables must be shipped to the destination address specified in each TA or be sent electronically, as per the instructions specified by the Project Authority.

### **4.4. Language of Work**

Each TA will identify the language of the work and its associated deliverables.

*The department is under the obligation to respect the spirit and the letter of the Official Languages Act R.S.1985,C.31 (4th Suppl.). It is therefore imperative that the Contractor when representing the Crown ensures that verbal communications are in the preferred official language of the participants. Written communications will be in the language(s) of the participants and must be submitted to the Department Representative before they are issued. If participants are required to communicate by telephone with the Contractor or his/her representatives, the Contractor must ensure that all persons, including receptionists and other contacts who will be receiving these calls, are bilingual.*



**4.5. Travel**

There is no travel associated with this Contract.

**5. PROJECT SCHEDULE**

**5.1. Schedule and Estimated Level of Effort**

The project schedule, estimated level of effort, tasks and deliverables will be identified at the TA stage.

**6. APPLICABLE REFERENCE DOCUMENTS**

**6.1. Applicable Documents**

**6.1.1 Materials Supplied**

Material which may be supplied by the Project Authority to the Contractor may be in the form of hand-written instructions, drafts or rough sketches, printed specimens with changes indicated, type-written manuscript, photographs, blueprints, HTML, PDF, photocopies, or any other digital format.

Copy / Text languages supplied for each TA will normally be supplied in English and/or French but may be supplied in any other language as required for the project.

All original material supplied (artwork, electronic media, photographs, etc.) is the property of Canada and must be returned to the Project Authority identified in the TA, within five (5) business days of receiving the request to do so and at no additional cost to Canada.

**6.1.2 Photographs/Images**

Photographic imagery may be supplied to the Contractor by the Project Authority in hard copy (slide, print or transparency) or as electronic media. The Contractor may be responsible for acquiring or preparing electronic media of the hard copy imagery to a suitable quality for final usage (high- or low-resolution scans as specified by the Project Authority). The Contractor may also be required to purchase photographic images from commercial image banks. It is the Contractor's responsibility to ensure that usage of these images follows all copyright regulations of the image bank, for public use by Canada. The Contractor may be required to retouch photographs.

**6.2 Relevant Terms, Acronyms and Glossaries**

NZAB	Net-Zero Advisory Body
TA	Task Authorization



## **7. SUSTAINABLE PROCUREMENT CONSIDERATIONS**

### **7.1 Environmental Considerations**

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible.

All non-electronic correspondence and deliverables should originate from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible. The Contractor is encouraged to provide proofs for review and approval electronically, wherever possible.

The Contactor must:

- a) Provide all correspondence and deliverables including (but not limited to) documents, reports and invoices in electronic format.
- b) If correspondence and deliverables are not provided in electronic format, all documents must be printed double-sided on Ecologo certified recycled paper or on paper with equivalent post-consumer recycled content to the full extent to which it is procurable.
- c) Single-use plastics must not be used in the deliverables, and, to the extent possible, in the performance of the Work.
- d) Deliverables must minimize packaging. When required, packaging must be recyclable and/or biodegradable.

### **7.2 Specification for graphic design intended for printed or imprinted media**

Where the Contractor is involved in providing the specifications for graphic design intended for printed or imprinted media, the standards described below must be adhered to:

- a) Vegetable-based inks should be used whenever possible;
- b) Paper stocks conforming to the following should be used, whenever possible: papers from manufacturers certified under the Environmental Choice Program (ECP), or who are using fiber originating from a sustainably managed forest certified to a third-party verified forest certification standard such as the Forestry Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) or the Canadian Standards Association Sustainable Forest Management Standard (CSA/SFMS); and
- c) The quality of work must be in accordance with the printing specifications in accordance with the Public Works and Government Services Canada publications entitled "Quality Levels for Printing" and/or "Quality Levels for Color Reproduction", latest issues.

## **8. ACCESSIBILITY CONSIDERATIONS**

- a) All design digital deliverables must follow the Web Content Accessibility Guidelines (WCAG) 2.0/AA.
- b) All written reports must be created in a format that is accessible, as per the Accessibility, Accommodation, and Adaptive Computer Technology Program (AACT) "How to create the accessible documents" guide Version 1.5.
- c) All deliverables must be designed for its audience, must be accessible and free of barriers for persons with disabilities.



**ANNEX “B” – BASIS OF PAYMENT**

*(to be completed at contract award)*





**ANNEX “C” – TASK AUTHORIZATION FORM**

<b>TASK AUTHORIZATION FORM/FORMULAIRE D'AUTORISATION DE TÂCHE</b>			
<b>Contractor /Fournisseur:</b>		<b>Contract Number/Numéro de contrat:</b>	
<b>Commitment Number/Numéro de référence:</b>		<b>Client reference number (if required)/Numéro référence client (si requis):</b>	
<b>Task Number (Amendment)/Numéro de la tâche (amendement):</b>		<b>Financial Coding/Codage financier:</b>	
<b>Issue Date/Date d'émission:</b>		<b>Response required by/Réponse requise par:</b>	
<b>1.STATEMENT OF WORK (WORK ACTIVITIES, CERTIFICATIONS AND DELIVERABLES)/ÉNONCÉ DES TRAVAUX (TÂCHES, CERTIFICATIONS ET LIVRABLES)</b>			
<p><b>1.0 BACKGROUND/CONTEXTE</b></p> <p><b>2.0 TASKS/TÂCHES</b></p> <p><b>3.0 DELIVERABLES/LIVRABLES</b></p> <p><b>4.0 ESSENTIAL TECHNOLOGY, SOFTWARE, TOOL OR TECHNIQUE/TECHNOLOGIE, LOGICIEL, OUTIL OU TECHNIQUE ESSENTIELLE</b></p>			
<p>The Project Authority:</p> <p>The Project Authority (or delegated representative) is responsible for all matters concerning the technical content of the Work under this TA. Any proposed changes to the scope of the Work are to be discussed with the Project Authority, but any resulting change is only effective and enforceable if a written TA amendment is issued by the Technical Authority or the Contracting Authority.</p> <p>Le chargé de projet (ou son représentant délégué) est responsable de toutes les questions concernant le contenu technique des travaux dans le cadre de la présente AT. Toute modification proposée à la portée des travaux doit être discutée avec le chargé de projet, mais toute modification qui en résulte n'est effective et exécutoire que si une modification écrite à l'AT est émise par le responsable technique ou l'autorité contractante.</p>			
<b>PLEASE SEND INVOICES TO/VEUILLEZ ENVOYER LES FACTURES À:</b>			
<p>Email:</p> <p>CC:</p> <p>CC:</p>			
<b>2.PERIOD OF SERVICES/PÉRIODE DES SERVICES</b>	<b>FROM/DU (DATE):</b>	<b>TO/AU (DATE):</b>	
<b>3.Work Location/Lieu de travail:</b>			
<b>4.Invoice sent to/facture envoyée à:</b>			
<b>5.Travel Requirements/Besoins de déplacements:</b>			
<b>6.Language Requirements/Exigences linguistiques:</b>			



<b>7. Other Conditions or Constraints/Autres conditions et contraintes:</b>				
<b>8. Level of Security Clearance Required for the Contractor Personnel/ Niveau de sécurité requis pour le personnel du fournisseur:</b>				
<b>9. Contractor's Response/Réponse du fournisseur:</b>				
Category and Name of Proposed Resource/Catégorie et nom de la ressource proposée	PWGSC Security File Number	Firm Per Diem Rate/Prix fixe par jour	Estimated # of Days/Nombre de jours estimés	Total cost/Coût total
<b>Estimated Cost/Coût estimé (A):</b>				

TASK AUTHORISATION FORM/FORMULAIRE D'AUTORISATION DE TÂCHE	
	<b>Applicable Taxes/Taxes applicables (B):</b>
	<b>Total Labour Cost/Coût total du travail (C= A + B):</b>
	<b>Total Travel &amp; Living Cost/Coût total déplacement et subsistance (D):</b>
	<b>Maximum TA Price/Coût maximal AT (E = C + D)</b>

Please note that consultants **must** not exceed the maximum number of days allocated in the TA/Veuillez noter que les consultants ne doivent pas dépasser le nombre maximum de jours alloués dans l'AT.

FOR INTERNAL PURPOSE ONLY (Financial Information in SAP)/À L'USAGE INTERNE UNIQUEMENT (Information financière SAP)				
TA Version/Version AT	Resource name/Nom de la ressource	Period Covered	Level of Effort/Niveau d'effort	Amount/Montant
Original				

<b>9. Contractor's Signature/Signature du fournisseur</b>	
Name, Title and Signature of Individual Authorized to Sign on Behalf of Contractor (type or print)/Nom, titre et signature de la personne autorisée à signer au nom de l'entrepreneur (taper ou imprimer)	Signature: _____ Date: _____

<b>10. Approval - Signing Authority/Approbation – Autorités signataires</b>	
<b>Signatures (Client)</b>	
Name, Title and Signature of Project Authority to Sign on Behalf of ECCC/ Nom, titre et signature du chargé de projet à signer au nom d'ECCC.	Signature: _____ Date: _____
Name, Title and Signature of Technical Authority to Sign on Behalf of ECCC/Nom, titre et signature du responsable technique à signer au nom d'ECCC.	Signature: _____ Date: _____

\*Signature required for projects valued at \$ \_\_\_\_\_ or more, Applicable Taxes included.  
\*Signature requise pour projets ayant une valeur de \$ \_\_\_\_\_ et plus, taxes applicables incluses.

You are requested to sell to his Majesty the King in Right of Canada, in accordance with the terms and conditions set out herein, referred to herein, or attached hereto, the services listed herein and in any attached sheets at the price set out thereof.  
Vous êtes priés de vendre à Sa Majesté le Roi du chef du Canada, conformément aux modalités et conditions énoncées aux présentes, visées aux présentes ou jointes aux présentes, les services énumérés aux présentes et dans toutes les feuilles jointes au prix indiqué.