



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Communication Marketing Managment	
Solicitation No. - N° de l'invitation HT399-172780/A	Date 2017-09-20
Client Reference No. - N° de référence du client HT399-17-2780	
GETS Reference No. - N° de référence de SEAG PW-\$CX-026-73451	
File No. - N° de dossier cx026.HT399-172780	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-10-16	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Deen(CX Div.), Raihanna	Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 990-4033 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF HEALTH 200 EGLANTINE AL 1914B OTTAWA Ontario K1A0K9 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
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)	
Signature	Date

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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, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity - Certification, and the Task Authorization Form 572.

1.2 Summary

Health Canada (HC) requires the services of a contractor to develop, implement, manage, and report on national experiential marketing events programs to support the propose legislation and regulation of cannabis by raising awareness of the health and safety risks and engaging with the target audiences.

The focus for 2017-18 and early 2018-19 will be on education and awareness of health and safety risks of cannabis. Messaging is mainly targeted at Canadian youth 13-18 and young adults 18-24 as well as their influencers. Messaging and focus is likely to shift in 2018-19 and beyond if and once the legislation receives Royal Assent.

The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).

The requirement is limited to Canadian services.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; refer to Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled [Federal Contractors Program for Employment Equity - Certification](#).

This bid solicitation is to establish a contract with task authorizations for the delivery of the requirement detailed in the bid solicitation to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside the resulting contract.

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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](#) (2017-04-27) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

2.3 Former Public Servant

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

Definitions

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

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

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

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

of Parliament Retiring Allowances Act, R.S. 1985, c. M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

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

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

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) 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.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) 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.

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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 Basis for Canada's Ownership of Intellectual Property

Health 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 reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): Where the main purpose of the Crown Procurement Contract, or the deliverables contracted for, is to generate knowledge and information for public dissemination.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

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

Section I: Technical Bid (3 hard copies) and (1 soft copy on CD or USB key);

Section II: Financial Bid (1 hard copy) and (1 soft copy on CD or USB key); and

Section III: Certifications (1 hard copy) and (1 soft copy on CD or USB key).

The bidder can provide only one soft copy (CD or USB key) containing Section I, Section II and Section III in well identified separate files (Technical Bid, Financial Bid and Certification).

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

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:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, Bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

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

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

Section II: Financial Bid

Bidders must submit their financial offer in accordance with the detailed Pricing Schedule in Attachment 1 to Part 3.

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3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex “C” Electronic Payment Instruments, to identify which ones are accepted.

If Annex “C” Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

Section III: Certifications

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

ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE

If pricing is not provided, for an element of Table 1 or a percentage is not indicated for an element in Table 2, a value of zero will be assigned for the element and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However if the Bidder disagrees then the offer will be found non-compliant and no further evaluation will be done.

The number of hours Event Management services and the values for evaluation for Direct and Subcontracted Expenses shown in the Tables 1-3 are for evaluation purposes only and are not a guarantee of the actual number of hours required or the actual value of Direct and Subcontracted Expenses, nor are they intended to reflect any expectations on behalf of the Government of Canada.

The Bidder must quote all prices in Canadian dollars, GST/HST extra, FOB destination. The Bidder may not propose any options, provide any optional pricing, or stipulate any conditions. Any Bidder that includes any options or conditions whatsoever will be deemed non-responsive.

Table 1: Firm Hourly Rates - Event Management Services:			
<i>The Bidder must quote firm fixed all-inclusive hourly rates for Event Management Services in accordance with article 5.1.1 Basis of Payment - Event Management Services in the Resulting Contract Clauses. These firm fixed all-inclusive hourly rates will form part of any resulting Contract and subsequent Task Authorization.</i>			
Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services for the Initial Contract Period	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	200	\$ -
Creative Director	\$ -	600	\$ -
Communications Strategist	\$ -	800	\$ -
Graphic Designer	\$ -	400	\$ -
Event Manager	\$ -	640	\$ -
Ambassador	\$ -	750	\$ -

Category of Service	Firm All-Inclusive Hourly Rates for Event Management Services Option Period 1	Number of Hours for Evaluation Purposes	Total Evaluated Price
Account Executive	\$ -	100	\$ -
Creative Director	\$ -	600	\$ -
Communications Strategist	\$ -	480	\$ -
Graphic Designer	\$ -	200	\$ -
Event Manager	\$ -	800	\$ -
Ambassador	\$ -	1,200	\$ -
Total Event Management Services (excluding Applicable Taxes)			\$0.00

The firm fixed hourly rates charged for Event Management services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

Table 2: Limitation of Expenditure - Direct Expenses:

The Bidder must quote a firm all-inclusive Mark-up on Direct Expenses as a percentage in accordance with article 7.5.2.1 Basis of Payment - Direct Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the direct expenses for each period of the Contract, in accordance with the Statement of Work at Annex "A". The Firm All-Inclusive Mark-up for Direct Expenses will form a part of the Basis of Payment of any resulting Contract.

Total Direct Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Direct Expenses as a Percentage	Direct Expenses - Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Direct Expenses Mark-up for the Initial Period of the Contract	0.00%	\$600,000.00	0
Firm All-Inclusive Direct Expenses Mark-up - Option Period 1	0.00%	\$900,000.00	0
Total Evaluated Direct Expenses (excluding Applicable Taxes)			\$0.00

Table 3: Limitation of Expenditure - Subcontracted Expenses:

The Bidder must quote a firm all-inclusive Mark-up on Subcontracted Expenses as a percentage in accordance with article 7.5.2.2 Basis of Payment - Subcontracted Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the subcontracted expenses for each period of the Contract, in accordance with the Statement of Work at Annex "A". The Firm All-Inclusive Mark-up for Subcontracted Expenses will form a part of the Basis of Payment of any resulting Contract and subsequent Task Authorization.

Total Subcontracted Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Subcontracted Expenses as a Percentage	Subcontracted Expenses. Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Subcontracted Expenses Mark-up for the Initial Period of the Contract	0.00%	\$300,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 1	0.00%	\$400,000.00	0
Total Evaluated Subcontracted Expenses (excluding Applicable Taxes)			\$0.00
TOTAL ALL-INCLUSIVE BID EVALUATION VALUE (BEV) FOR EVALUATION PURPOSES* (TOTAL FROM TABLES 1 - 3)			\$0.00

The BEV is calculated for evaluation purposes and will also form the firm all-inclusive Basis of Payment for any resulting Contract and subsequent Task Authorization. The firm all-inclusive hourly rate for Event Management services and the Firm All-Inclusive Direct and Subcontracted Expenses Mark-up quoted by the Offeror in Tables 1-3 will also apply to any resulting Contract and subsequent Task Authorization as indicated herein.

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 the technical evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

Definitions for the purposes of evaluation:

“**External client(s)**” means clients exterior to the Bidder’s own legal entity (or joint venture partnership) and excludes the parent, subsidiaries or other affiliates of the Bidder.

“**National**” means including a minimum of four (4) provinces and/or territories.

“**Experiential marketing events program**” means a marketing strategy that directly engages and encourages participation through a minimum of 5 outreach events.

“**Facilitating**” means having one or more of the contractor’s resources having been at the event location(s).

“**Social topic/issue**” means any topic with non-commercial ends (such as campaigns against smoking, impaired driving, safety and/or health issues, etc.).

“**Youth**” means 13 to 17 year olds.

“**Young adults**” means 18 to 24 year-olds.

4.1.1.1 Mandatory Technical Criteria

M1: The Bidder must have experience developing, implementing, coordinating and facilitating two (2) experiential marketing event programs to two (2) external clients within the last five (5) years.

One (1) out of the two (2) programs must have been national in scope.

One (1) out of the two (2) programs must have targeted youth or young adults under the age of 25.

At least one (1) of the programs must have been implemented in English and in French.

The Bidder must, for each program, provide the following details as to how the stated experience was obtained:

1. Name of the external client;
2. Start and end dates;
3. Event locations (address including province or territory)
4. The number of events
5. Age of the target audience;
6. Nature and scope of the services provided, including
 - a. Title;
 - b. Event program description;

- c. The Bidders role and responsibilities including the development, implementation, coordination and facilitation of the event program;

4.1.1.2 Point Rated Technical Criteria

#	Point-Rated Technical Criteria	Maximum Score	Actual Score	Cross-Reference to bid (<i>indicate page #</i>)
R1	<p>The Bidder proposes a preliminary project management approach that considers the client needs by providing the following details:</p> <ol style="list-style-type: none"> 1. How the Bidder proposes to work in collaboration with the client; 2. How the Bidder will ensure: <ol style="list-style-type: none"> a. Performance (results meet/surpass objectives); b. Quality control; and c. Schedule is respected. 3. How the Bidder proposes to mitigate risks and deals with unexpected events. <p style="text-align: center;">*****</p> <p>SCORE TO BE ASSIGNED BASED ON THE FOLLOWING:</p> <p>0 pts – Unsatisfactory</p> <ul style="list-style-type: none"> • Not all elements are described • Does not provide details to assess how the Bidder proposes to work in collaboration with the client. • Does not provide details to assess how the Bidder will ensure that performance, quality and scheduled goals are achieved. • Does not provide details to assess how the Bidder proposes to mitigate risks and deals with unexpected events. <p>5 pts – Good</p> <ul style="list-style-type: none"> • All elements are listed with minimum detail. • The project management approach identifies how the Bidder proposes to work in collaboration with the client. • The project management approach identifies how the Bidder will ensure that performance, quality and scheduled goals are achieved. • The project management approach identifies how the Bidder proposes to mitigate risks and deals with unexpected events. 	10	/10	

	<p>10 pts – Excellent</p> <ul style="list-style-type: none"> • All three elements are present and described in detail. • The project management approach provides details and a thorough description of how the Bidder proposes to work in collaboration with the client. • The project management approach provides details and a thorough description of how the Bidder will ensure that performance, quality and scheduled goals are achieved. • The project management approach provides details and a thorough description of how the Bidder proposes to mitigate risks and deals with unexpected events. 			
<p>R2</p>	<p>Within the last five (5) years, the bidder has developed and managed national or provincial campaign(s) creating awareness for a social topic(s)/issue(s)*.</p> <p><i>*Social topic/issue is defined as any topic with non-commercial ends (such as campaigns against smoking and drunken driving.</i></p> <p>The Bidder must, for each campaign, provide the following details as to how the stated experience was obtained:</p> <ol style="list-style-type: none"> 1. Name of the client/Department; 2. Start and end dates; 3. Location; 4. Nature and scope of the services provided (refer to 2.2.1); and 5. A reference. <p style="text-align: center;">*****</p> <p>SCORE TO BE ASSIGNED BASED ON THE FOLLOWING:</p> <p>5 points per campaign up to a maximum of 15 points.</p>	<p>15</p>	<p>/15</p>	
<p>TOTAL SCORE (minimum required is 15/25)</p>			<p>/25</p>	

4.2 Basis of Selection

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 15 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 25 points.
2. Bids not meeting (a) or (b) and (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60 % for the technical merit and 40 % for the price.
5. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60 %.
6. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

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

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File No. - N° du dossier
CX026 HT399-172780

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

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

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

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

5.1 Certifications Required with the Bid

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

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide with its bid the required documentation, as applicable, to be given further consideration in the procurement process.

5.2 Certifications Precedent to Contract Award and Additional Information

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

5.2.1 Integrity Provisions – Required Documentation

In accordance with the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) website (http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex [Federal Contractors Program for Employment Equity - Certification](#), before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

5.2.3.1.1 SACC *Manual* clause [A3050T](#) (2014-11-27) Canadian Content Definition.

5.2.3.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

5.2.3.4 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

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File No. - N° du dossier
CX026 HT399-172780

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

PART 6 - FINANCIAL REQUIREMENTS

6.1 Financial Capability

SACC *Manual* clause [A9033T](#) (2012-07-16) Financial Capability

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

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex "E".
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. The Contractor must provide the Project Authority within ten (10) 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. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

7.1.2.4 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%.
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.

7.1.2.5 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Contracting Authority.

The quarterly periods are defined as follows:

1st quarter: April 1 to June 30;

2nd quarter: July 1 to September 30;

3rd quarter: October 1 to December 31; and

4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority no later than ten (10) calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:

For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

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 (2016-04-04), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

7.2.2 Supplemental General Conditions

4007 (2010-08-16), Supplemental General Conditions – Canada to Own Intellectual Property Rights in Foreground Information, apply to and form part of 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, 2018 inclusive.

7.4.3 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one (1) additional one-year period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 15 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.

7.4.4 Comprehensive Land Claims Agreements (CLCAs)

The Contract with Task Authorizations is to establish the delivery of the requirement detailed under the Contract, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement outside the Contract.

7.5 Authorities

7.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Raihanna Deen
Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert Street
Ottawa, ON K1A 0S5 F

Telephone: 613-990-4033
Facsimile: 613-991-5870

E-mail address: Raihanna.Deen@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

7.5.2 Project Authority

The Project Authority will be identified in the resulting Contract.

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

7.5.3 Contractor's Representative

The Contractor's Representative will be identified in the resulting Contract.

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: 2012-2](#) of the Treasury Board Secretariat of Canada.

7.7 Payment

The Contractor will be paid in accordance with the Basis of Payment at Annex "B", for Work performed pursuant to the Task Authorization and subject to acceptance by the Project Authority.

7.7.1 Firm Hourly Rates – Event Management Services

For the Event Management services associated with the Work described in the Statement of Work in Annex "A" and subsequent Task Authorizations:

The Contractor is subject to the Applicable Laws as outlined in article 7.10 of the Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

In consideration of the Contractor satisfactorily completing its obligations under each Task Authorization, the Contractor will be paid firm hourly rates in accordance with B.1 of the Annex "B" Basis of Payment. Customs duties are included and Applicable Taxes are extra.

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

7.7.2 Basis of Payment – Direct and Subcontracted Expenses

7.7.2.1 Direct Expenses

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. Direct expenses will be charged at net cost with a ___% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

7.7.2.2 Subcontracting

All subcontracted requirements must be provided at net cost with a ___% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the Contract.

7.7.3 Basis of Payment – Travel and Living Expenses

For the Contractor's Travel and Living Expenses associated with the Work described in the Statement of Work in Annex "A" and individual Task Authorizations.

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive (<https://www.njccnm.gc.ca/directive/travel-voyage/index-eng.php>), and with the other provisions of the directive referring to "travelers", rather than those referring to "employees".

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, in accordance with B.3 of the Annex B Basis of Payment. Applicable taxes are extra.

7.7.4 Basis of Payment – Limitation of Expenditure – Task Authorizations

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex "B", to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are subject to exemption and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA 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.

7.7.5 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 subject to exemption 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.

7.7.6 Monthly Payments

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work delivered has been accepted by Canada.

7.7.7 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

The Electronic Payment Instruments will be identified in the resulting Contract.

7.7.8 Discretionary Audit

SACC *Manual* clause C0705C (2010-01-11) - Discretionary Audit

7.8 Invoicing Instructions

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

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
 - b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses.
2. Invoices must be distributed as follows:
 - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
 - b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

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.

7.9.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

7.9.3 SACC Manual Clauses

SACC Manual clause A3060C (2008-05-12) - Canadian Content Certification

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 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information;
- c) the general conditions 2035 (2016-04-04), Higher Complexity – Services;
- d) Annex A, Statement of Work;
- e) Annex B, Basis of Payment;
- f) the signed Task Authorizations (including all of its annexes, if any);
- g) the Contractor's bid dated _____.

7.12 Insurance

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

Cannabis Public Education and Awareness Campaign

Experiential Marketing Events Program

STATEMENT OF WORK

1.1. Introduction

Health Canada (HC) requires the services of a Contractor to develop, implement, manage, create awareness of, facilitate the exchange of information, and report on national experiential* marketing events, programs and content integration in support of the Cannabis Public Education and Awareness campaign, targeted at Canadian youth ages 13-17 and 18-24.

*Experiential – pertaining to or derived from experience

1.2. Objectives of the Requirement

Generate awareness and engage in conversations about the health and safety risks of cannabis use and promote healthy lifestyle choices through the use of experiential events. These event will aim to:

- (i) Increase awareness of the health and safety risks associated with cannabis use among teens and young adults; and
- (ii) Educate youth on the benefits of choosing positive and healthy lifestyles, including avoiding cannabis.

1.3. Background Information

On April 13, 2017, the Government of Canada introduced legislation to legalize, strictly regulate and restrict access to cannabis. The proposed *Cannabis Act* would create a strict legal framework for controlling the production, distribution, sale and possession of cannabis in Canada. Subject to Parliamentary approval and Royal Assent, the Government of Canada intends to provide regulated and restricted access to cannabis no later than July 2018. The *Cannabis Act* aims to keep cannabis out of the hands of children and youth. The proposed legislation would allow Canadian adults to possess and purchase regulated and quality-controlled cannabis products, while prohibiting sales to young Canadians and any products, promotion, packaging or labelling that could be appealing to young people.

Canadians need to be educated about the use of cannabis in order to mitigate its potential risks and harms. They generally view cannabis use as socially acceptable, but are ill-informed about the health and safety risks; this is especially true for youth.

To get ready for and to support the new system, public awareness and education are critical to ensuring that Canadians, especially youth, are well-informed about the health and safety risks of cannabis use and about current laws.

1.4. Target Audiences

Primary:

- Youth 13-17 years old
- Young adults 18-24

Secondary:

- Parents of youth 13-17

- Youth influencers (such as askable* adults, teachers, counsellors, and social media influencers)

*Askable – someone who is approachable, listens, and who respects the confidentiality of youths.

1.5 Key Messages

For Youth

- Like alcohol, cannabis is not without risks.
- Choose a positive lifestyle to reach your full potential.
- The younger cannabis use starts and the more it is used, the higher the health risks.

For Young Adults

- Like alcohol, cannabis is not without risks.
- Know the health and safety risks of cannabis.

For Parents and Influencers

- Talk to your teens about cannabis.
- Help your teens live up to their potential. Now is the time to talk about cannabis.
- Know the health and safety risks of cannabis.

*The terminology (such as cannabis, marijuana, pot, weed) could be adapted depending on the audience or tactics.

2. TASKS

The Contractor must perform the following tasks:

2.1 Develop, implement, and evaluate two national experiential marketing event programs in support of the Cannabis Public Education campaign, expected to launch in winter/spring of 2018 and continue until March 31, 2019:

2.1.1 Experiential Event Program #1 – Aimed at youth (ages 13 to 17)

This experiential program will aim to generate awareness and engage youth ages 13 to 17 at an estimated minimum of 5 events (such as gaming events, festivals, and concerts) across Canada in a conversation about the health and safety risks associated with cannabis use. **The tasks related to Experiential Event Program #1 must include, but are not limited to:**

- a) Developing an evidence-based strategy and action plan for the national program to connect with youth ages 13 to 17 and achieve maximum engagement. The plan must include key performance indicators and results evaluation;
- b) Using new and innovative methods and technology that will appeal to youth, in order to disseminate information on the health and safety risks of cannabis;
- c) Creating a game, contest or other evidence-based activities to encourage youth to attend the events and participate in the program;
- d) Creating and integrating content by using communication channels that are popular and that appeal to youth;
- e) Exploring opportunities to engage relevant influencers (ex. social media “celebrities” or bloggers) who will help encourage youth to attend the events and participate in the program, given that youth are highly influenced by social media influencers;
- f) Developing and producing all communication material (non-paid placement) for the events in French and English;

- g) Acquiring all copyright for communication products (for pictures and artwork) and negotiating talent fees with the appropriate Canadian unions (such as the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), and the Union des Artistes (UDA), if required as per the strategy; and
- h) Developing awareness of the events, programming and complementary program(s) among the target audience by:
 - I. Using multiple communication channels and activities, including social media, to reach the target audience and encourage them to attend an event or participate in the programming;
 - II. Collaborating with venue officials and partners to increase event awareness and participation through digital and traditional tactics.
- i) Ensure qualified ambassadors are available to attend each event. Should an ambassador not be available at the last minute, it will be the contractor's responsibility to find a replacement.

2.1.2 Experiential Event Program #2 – Aimed at young adults (ages 18 to 24)

This experiential program will aim to generate awareness and engage young adults ages 18 to 24 at events (such as gaming events, festivals, and concerts) across Canada in a conversation about the health and safety risks associated with cannabis use. **The tasks related to the Experiential Event Program #2 must include, but are not limited to:**

- a) Developing an evidence-based strategy and action plan for the national program to connect with young adults ages 18 to 24 and achieve maximum engagement. The plan must include key performance indicators and results evaluation;
- b) Using new and innovative methods and technology that will appeal to young adults, in order to disseminate information on the health and safety risks of cannabis;
- c) Accessing an existing social media following of a minimum of 300,000 people to increase reach for messaging geared towards a young adult audience;
- d) Creating a game, contest or other evidence-based activities to encourage young adults to attend the events and participate in the program;
- e) Creating and integrating content by using communication channels that are popular and that appeal to young adults;
- f) Exploring opportunities to engage relevant influencers (ex. social media "celebrities" or bloggers) who will help encourage young adults to attend the events and participate in the program, given that young adults are highly influenced by social media influencers;
- g) Developing and producing all communication material for the events in French and English;
- h) Acquiring all copyright for communication products (for pictures and artwork) and negotiating talent fees with the appropriate Canadian unions (such as the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), and the Union des Artistes (UDA), if required as per the strategy; and
- i) Developing awareness of the events, programming and complementary program(s) among the target audience by:
 - i. Using multiple communication channels and activities, including social media, to reach the target audience and encourage them to attend an event or participate in the programming;
 - ii. Collaborating with venue officials and partners to increase event awareness and participation through digital and traditional tactics.
- j) Ensure qualified ambassadors are available to attend each event. Should an ambassador not be available at the last minute, it will be the contractor's responsibility to find a replacement.

2.2 Implement and Manage both marketing programs

The tasks related to the implementation and management of the marketing events programs must include, but are not limited to:

- a) An implementation plan including a detailed production schedule.
- b) A mitigation strategy.
- c) Key performance indicators and activity report.
- d) Booking the venue for each event. Each event-related fee must be approved by the PA
- e) Obtaining proper authorization(s) and permit(s) from the venue authority (municipal or other);
- f) Executing an awareness campaign before and during the events;
- g) Transporting all required material developed as part of the program and program staff (i.e. ambassadors and facilitator) to the venue location;
- h) Setting up venues as required (such as setting up booths, platforms, and audio-visual equipment);
- i) When required, providing trained event facilitators* (a minimum of two (2) per event) to engage with the audience face-to-face, delivering cannabis health and safety risk messaging and encouraging program uptake and participation. The Contractor must train facilitators with support from Health Canada;
- j) Providing a minimum of one (1) Event Manager to oversee and manage the event(s) and the ambassadors, if required;
- k) Dismantling and removing all event material used or posted by the Contractor;

**Should any personnel be found unsuitable to perform the services, and upon written notice from the PA, the Contractor must implement suitable corrective action within two (2) business days of the notice of receipt. Any cost associated with such replacement will be to the Contractor's own account.*

3. Event Duration

The duration and timing of individual events is to be determined. Events are to launch any time after December 2017 and run until March 2019. Messaging and approach may shift if and when the Cannabis Act receives Royal Assent (expected in spring 2018).

Strategy, planning and creative development would have already occurred and awareness would have started in the weeks before the launch of events.

3.1 Work in option years

It is expected that the cannabis experiential events programs will be launched in Q4 of the first year of the contract (2017-2018), with the events continuing into the Option year 1 (2018-19) and ending March 31, 2019.

Events program target audiences, key messages, calls to action, activities and visuals may shift once the Cannabis Act receives Parliamentary approval and Royal Assent.

3.1.1 The following services may be required in option years:

- a) Developing, implementing and evaluating regional and/or national experiential marketing event programs that will generate awareness and engage various audiences across Canada in a conversation about the risks associated cannabis use. Target audiences may vary.
- b) Working with school boards, colleges, universities and other academic organisations/centers across Canada in urban and rural centers.
- c) Working with retail, pharmaceutical and other organizations/companies across Canada in urban and rural centers.

3.1.2 Tasks could include but are not limited to:

- a) Develop strategies and action plans for the event programs in order to connect with various target audiences and achieve engagement. The strategy and action plan must:
 - i. Include recommended tactics using content integration to inform and engage the target groups.
 - ii. Develop awareness of the events and programming details amongst the target audience by utilizing communication channels/activities, including social media but excluding paid advertising, to reach the target audience and encourage them to participate at the event.
 - iii. An implementation plan including a detailed production schedule.
 - iv. A mitigation strategy
 - v. Include key performance indicators and results evaluation.
- b) Utilize new and innovative means/technology that will appeal to various audiences in order to disseminate information on the risks associated with cannabis use.
- c) Include a recommended set of tactics to engage the target groups including but not limited to games, contests or other activities to encourage attendance to the events and participation in the program.
- d) Develop awareness of the events, programming and complementary program(s) amongst the target audiences, including the tactics recommended to engage the target groups.
- e) Utilize multiple communication channels/activities, including social media, excluding paid advertising, to reach the target audience and encourage them to attend an event and/or participate in the programming.
- f) Collaborate with officials and partners to increase event awareness and participation through digital and traditional tactics.
- g) Develop implementation plans that include detailed production schedules, key performance indicators and results evaluation.
- h) Use existing social media platforms to increase reach for messaging;
- i) Create and integrating content by using communication channels that are popular and appealing to various audiences.
- j) Develop and producing all communication material for the events in French and English.

3.1.3 Implementing of regional and/or national experiential marketing event programs

If requested, the Contractor must provide the following:

- a) Book the venue for each event;
- b) Obtain proper authorization(s)/permit(s) from the venue authority (municipal or other);
- c) Execute an awareness campaign prior to and for the duration of the events that does not include any paid advertising;
- d) Transport all required material and the contractor's staff to each individual venue location, including booking hotels for staff;
- e) Set up venues (i.e. setting up booths, platforms, audio-visual equipment, etc.); as required and test equipment to ensure proper functioning.
- f) Provide the number of trained event ambassadors as requested by the Project Authority to share knowledge of the topic, based on training provided by the contractor to effectively engage with the audience face-to-face, deliver cannabis risk and/or responsible use messages and encourage program uptake and participation.
- g) The event facilitator and/or ambassadors must be able to resolve any technical issues that might occur at an event.
- h) The event facilitator and ambassadors must speak in the prevalent language of the event participants for each event.
- i) Provide a minimum of one (1) bilingual Lead Event Facilitator to oversee/manage the event(s) and the ambassadors;

- j) At the end of the event, dismantle and remove all event material;
- k) Advise the Project Authority in writing as soon as the Contractor is aware of any issue that may prevent the Contractor from performing the Work and provide recommended solutions; and
- l) Receive written approval from the Project Authority prior to confirming any related event activity, venue, material, travel or service that includes a fee.
- m) Event duration may vary.

4. Services Required

4.1 Account Executive

The Contractor must provide the services of an Account Executive, whose tasks include the following:

- a) Working with the Project Authority in regards to the development and execution of the experiential marketing events program;
- b) Ensuring that all Government of Canada procedures are followed and ensure that correct documentation is in place;
- c) Managing, on a day-to-day basis, all resources working on the development of event materials;
- d) Attending client briefings and meetings;
- e) Supervising and reporting on any work produced by approved subcontractors; and
- f) Creating and submitting to the Project Authority the Weekly Status Reports and Activity Reports. (See Deliverables section).
- g) Providing monthly interim reports by e-mail to the Project Authority detailing the time and resources used to provide the services required by Health Canada.

The Contractor's proposed Account Executive must have a minimum of three (3) years of experience overseeing (supervision) of planning, implementation, monitoring and reporting services within the last five (5) years.

4.2 Creative Director

The Contractor must provide the services of a Creative Director, whose tasks include the following:

- a) Responsible for the direction, development and overall quality of all creative elements, concepts and communication products.

The bidder's proposed Creative Director must have a minimum of three (3) years of experience within the last five (5) years in strategic planning, monitoring and reporting on marketing campaigns.

4.3 Graphic Designer

The Contractor must provide the services of a Graphic Designer, whose tasks include the following:

- a) Produce new and/or adapt existing creative concepts with copy and artwork, as well as manage the production of all creative materials needed to satisfy the objectives contained in the communication plan.
- b) Advise the client where and when to use existing assets and when original work may be required.
- c) Provide a range of creative services that can accommodate highly targeted applications.

The contractor's proposed Graphic Designer must have a minimum of one (1) year of experience within the last three (3) years in proposing and developing new creative designs in multiple formats.

4.4 Event Manager

The Contractor must provide the services of an Event Manager, whose tasks include the following:

- a) Working with the account executive and Project Authority in regards to the development and execution of the experiential marketing events program;
- b) Assist the account executive in managing the development of event materials and resources;
- c) Attend and supervise all aspects of the implementation of the events and the event ambassadors;
- d) Mitigate any issues that arise at the events.

The contractor's proposed Event Manager must have a minimum of two (2) years of experience in the last five (5) years planning, implementing and managing marketing events.

4.5 Communications Strategist

The Contractor must provide the services of a Communications Strategist, whose tasks include the following:

- a) Develop the events campaign strategy and action plans including all outlined elements in sections 2.1.1 and 2.1.2;
- b) Develop an awareness strategy of the events campaign to effectively reach and engage with youth (13 to 17 years of age);
- c) Develop an awareness strategy of the events campaign to effectively reach and engage young adults (19 to 24 years of age);
- d) Monitor performance of event campaigns and optimize accordingly when applicable; and
- e) Report on the tactics and events performance and assess contribution to the overall objectives.

The contractor's proposed Communications Strategist must have a minimum of three (3) years of experience within the last five (5) years in strategic planning, monitoring and reporting on marketing campaigns.

4.6 Ambassadors

The Contractor must provide the services of Ambassadors, whose tasks include the following:

- a) Interact and engage with the various target audiences;
- b) Provide information on the health and safety risks of cannabis;
- c) Encourage participation on-site.
- d) Should be skilled at communicating with the target audiences.

The Contractor's proposed Ambassadors must have a minimum of one (1) year of experience within the last three (3) years in client or customer service and/or interaction with the public.

5. Deliverables

The Contractor must submit the following deliverables for each marketing event:

- a) Before any event takes place:
 - i. Evidence that the event is a proven tactic to reach the target audience and rationale for the proposed event;
 - ii. A complete list of all locations, dates and language of events;
 - iii. Draft samples of all communication materials in English and French; and

-
- iv. Final versions of all communication materials in English and French;
- b) Upon request of the Project Authority (PA), Weekly Status Reports including, but not limited to, the following:
- i. Weekly project status updates that include accomplishments, issues and upcoming milestones;
 - ii. Details of the overall budget and how the project is tracking against it;
 - iii. Cost estimates as requested by the PA; and
 - iv. Contact reports after the conclusion of the meeting, via teleconference with the PA.
- c) Activity Reports providing the results of each experiential marketing event, along with an assessment of how the event contributed to the overall goal of increasing awareness about the health and safety risks of cannabis. Metrics to include, but not limited to:
- i. Participation levels by event and location;
 - ii. Number of interactions by event;
 - iii. Uptake of communication products; and
 - iv. Social media metrics (reach, comments, shares, likes)

All deliverables will be inspected, and will have to be accepted by the PA. The PA may have portions of the deliverables reviewed.

6 Deliverables Format

As requested by the PA, all deliverables must be submitted in electronic format*.

**Microsoft Office Suite (version 2007 or higher), PDF or any other electronic format that can be accessible by the PA for material review and approval.*

7 Communication Standards

To ensure the integrity and efficacy of HC communication products, the Contractor must provide services and produce materials in compliance with the administrative policies of the Government of Canada (GoC) issued by the Treasury Board, including, but not exclusive to, the following:

- The [*Policy on Communications and Federal Identity of the Government of Canada*](#) to ensure that communications across the GoC are well coordinated, effectively managed and responsive to the diverse information needs of the public (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>);
- The [*Federal Identity Program Manual*](#) to ensure that public-facing products conform to the requirements (<http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/fip-pcim/man/mantb-eng.asp>); and
- The [*Standard on Web Accessibility*](#) (<http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>) to ensure adherence to the *Web Content Accessibility Guidelines* (WCAG) 2.0 (www.w3.org/TR/WCAG20).

8 Contractor's Obligations

Unless otherwise specified, the Contractor must use its own equipment and software for the performance of this Statement of Work.

The Contractor must advise the Project Authority (PA) in writing within two (2) business days in the event that an issue becomes a potential barrier to the conduct of the work outlined in this Statement of Work and provide alternative options.

9. Location of Work

- a) The Contractor must perform the work at the Contractor's place(s) of business and at the events' locations. The Contractor will be expected to attend any meetings as requested by the Project Authority (by teleconference).
- b) Travel
 - i. The staff hired to facilitate the events will have to travel to the locations where the events will take place.
 - ii. Payment for travel and living expenses must be made in accordance with the terms of payment and the National Joint Council Travel Directive, and be included in the supplier's proposal.

Due to existing workload and deadlines, all personnel assigned to any contract resulting from this solicitation must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

10. Language of Work

The Contractor must perform all work in both English and French.

11. Estimated Project Schedule

TASKS	ESTIMATED SCHEDULE
Initial consultation (kick-off meeting), transfer of project background documents	One (1) week after contract award
Experiential Marketing Events Programs Launch (planned)	Q4 2017-18
Experiential Marketing Events Mid-Program Report	Q3 2018-19
Experiential Marketing Events Final Report	Q4 2018-19
Completion, receipt and approval of the master copy of all final deliverables and products by the PA	Q4 2018-19

12. Client Support

The PA will provide all relevant documents to the the Contractor as well as obtain all necessary approvals within Health Canada.

BASIS OF PAYMENT

B.1. Firm Hourly Rates – Event Management Services

The Contractor will be paid firm fixed all-inclusive hourly rates for the required Event Management services. The firm all-inclusive firm fixed all-inclusive hourly rates will form part of any resulting Contract and task authorizations.

The firm fixed hourly rates charged for Event Management services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

The Contractor is subject to the Applicable Laws as outlined in article 10 of the Resulting Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The firm fixed all-inclusive hourly rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

For the purposes of this Contract, "time in transit" is defined as the length of time (in 30 minute increments) that is required for the Contractor to travel from the Contractor's facilities to the final destination (or vice versa). The means of transportation selected must be in accordance with the National Joint Council Travel Directive. Time in transit (excepting local travel and unless otherwise specifically provided for in the task authorization) is subject to verification by and the approval of the Client. Reasonable rest periods will be permitted at the discretion of the Client. Where it is deemed that the Contractor may charge labour fees for time in transit, the Contractor will only be paid for the actual time in transit as defined above, including reasonable rest periods.

There is no provision for overtime under this Contract.

Table B.1.a – Event Management Services – Initial Period	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

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File No. - N° du dossier
CX026 HT399-172780

Buyer ID - Id de l'acheteur
CX026
CCC No./N° CCC - FMS No./N° VME

Table B.1.b – Event Management Services – Option Period 1	
	Firm all-inclusive hourly rate
Account Executive	\$
Creative Director	\$
Communications Strategist	\$
Graphic Designer	\$
Event Manager	\$
Ambassador	\$

B.2. Direct and Subcontracted Expenses

The Contractor will be paid a firm all-inclusive percentage mark-up on Direct and Subcontracted Expenses.

The firm all-inclusive percentage mark-up for Direct and Subcontracted Expenses Mark-up forms part of the resulting Contract and any subsequent task authorization.

B.2.1 Direct Expenses

Table B.2.a – Direct Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.b – Direct Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: badges; lanyards; tent cards; flip charts; on-site printing; signage; audio/video equipment rental; simultaneous interpretation equipment rental; commercial transportation; requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific photocopies, telephone and facsimile charges, parking costs, and mailing, courier and shipping fees.

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work.

Direct expenses will be charged at net cost with a **percentage mark-up in accordance with B.2.1** to cover overhead and profit.

All expenses, general and administrative, normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software]; word processing; non-project specific reports; photocopying; courier and telephone charges; local travel and the like) are to be included in the prices for professional services identified herein, and will not be permitted as direct expenses under the Contract.

B.2.2 Subcontracting

Table B.2.a –Subcontracted Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.b –Subcontracted Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the project for which a separate contract exists between the Contractor and the person or firm

providing the goods/services. Subcontracted items may include, but are not limited to, the following: the venue, audio/video equipment rental, simultaneous interpretation equipment rental, commercial transportation, hospitality, facilitators, note takers, translation services, travel and living for event participants, on-site printing, signage, etc.

All subcontracted requirements will be provided at net cost with a **percentage mark-up in accordance with B.2.2** to cover overhead and profit.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the contract.

For each subcontracted service over \$25,000 (taxes included) the Contractor must obtain competitive bids from no fewer than three (3) outside suppliers. The Contractor must provide to the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

B.3 Travel and Living Expenses

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the [National Joint Council Travel Directive](#) and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority.

All payments are subject to government audit.

B.4 Hospitality

All hospitality must have the prior written authorization of the Project Authority and must be included in the Contractor's quote for the specific requirement. It is the Contractor's and the Project Authority's combined responsibility to ensure that Hospitality is secured and provided to event participants in accordance with the requirements outlined in the Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences and the National Joint Council Travel Directive. It is the Project Authority's responsibility to adhere to all applicable internal approval procedures as they pertain to Hospitality.

The Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences is available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=19855§ion=text> .

The National Joint Council Travel Directive is available at: <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php> .

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ANNEX "C" to PART 3 OF THE BID SOLICITATION

ELECTRONIC PAYMENT INSTRUMENTS

As indicated in Part 3, clause 3.1.2, the Bidder must complete the information requested below, to identify which electronic payment instruments are accepted for the payment of invoices.

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit (Domestic and International);
- Electronic Data Interchange (EDI);
- Wire Transfer (International Only);
- Large Value Transfer System (LVTS) (Over \$25M)

ANNEX "D" to PART 5 OF THE BID SOLICITATION

FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____(YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- A1. The Bidder certifies having no work force in Canada.
- A2. The Bidder certifies being a public sector employer.
- A3. The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

OR

- A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- B1. The Bidder is not a Joint Venture.

OR

- B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

ANNEX "E"

TASK AUTHORIZATION FORM PWGSC-TPSGC 572



Public Works and Government Services Canada / Travaux publics et Services gouvernementaux Canada

Annex
Annexe _____

Task Authorization
Autorisation de tâche

Contract Number - Numéro du contrat

Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat	

For Revision only - Aux fins de révision seulement

TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision \$	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu \$
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Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.

Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

1. Required Work: - Travaux requis :

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

Annex
Annexe _____

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date