

INDUSTRY CANADA  
Francommunautés virtuelles

Request for Proposals  
for the

**Preparation and Implementation of a National Francophone ICT  
Symposium**

July 24, 2006

Information on the Request for Proposals

- Receipt and Statement of Intent: Bidders must fill out the form set out in Appendix A (page 14) and return it as quickly as possible. All changes, questions and/or new information shall be sent by e-mail to interested bidders who have completed and returned the form.
- Deadline: All proposals must be received no later than noon, Eastern Standard Time, on September 15, 2006. Three (3) hard copies and one (1) electronic copy must be included.
- Contact:  
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## **1. Introduction and project overview**

### **1.1. Purpose of this Request for Proposals**

The purpose of this Request for Proposals is to solicit proposals from Francophone organizations that are qualified to organize and deliver a National Francophone Symposium on Information and Communications Technologies (ICT) in the early summer or fall of 2007.

### **1.2. Background information**

Industry Canada's Francommunautés virtuelles Program (<http://francommunautes.ic.gc.ca>) wishes to hold a National Francophone Symposium to facilitate the exchange of ideas and best practices associated with projects carried out by Francophone and Acadian communities using ICT.

The Program, its advisory committee and the communities it represents unanimously believe that this event is needed, and envisage it as a unifying event in the Program's life cycle that will enable the communities to improve their ability to integrate and use ICT.

Funding for the Francommunautés virtuelles Program ends in March 2008, which makes this the ideal time to take stock of the last few years' accomplishments and gain an understanding of current needs.

The Francophonie Summit will be held in Quebec City in the spring of 2008, and preparatory events will be taking place throughout Canada in 2006-07. The Summit thus provides a window of opportunity for enhancing the contribution of ICT to networking in Canada's French-speaking communities during this preparatory year, the Summit itself, and the months and years that follow.

### **1.3. Project mission and objectives**

The objective is to hold a one-time event that enables stakeholders from the Francophone and Acadian communities to get together, share and disseminate their progress in integrating ICT into their communities, promote and demonstrate their innovation and launch new projects and partnerships.

The primary goal of the project is to showcase ICT integration projects carried out by Francophone communities across Canada. Three (3) main objectives have been identified as the means to achieve this goal:

- Raising awareness: sharing and disseminating the potential benefits of using ICT in the French-speaking Canadian context
- Adoption: facilitating the adoption and integration of ICT at several levels within Francophone communities through training and information sessions
- Innovation: demonstrating innovative projects that can be reproduced in other Francophone communities across the country (transfer of expertise)

The project has two principal target client groups and one secondary client group:

- Stakeholders that want to integrate ICT
- Stakeholders that already use ICT in an integrated way
- The media

#### 1.4. Overview of project scope

Proposals must clearly address the organization and delivery of an event that is national in scope. Originality, interactivity, and the proposed location, themes and format will be crucial in selecting the winning organization. The Symposium should last no more than three days and should, if possible, be linked to at least one other event to ensure maximum visibility and participation.

#### 1.5. Contact

All questions should be directed to:

Gisèle Proulx

Industry Canada

155 Queen Street, 4th Floor

Ottawa, Ontario K1A 0H5

Telephone: (613) 991-3822

E-mail: [proulx.gisele@ic.gc.ca](mailto:proulx.gisele@ic.gc.ca)

#### 1.6. Deadline

All proposals must be received no later than noon, Eastern Standard Time, on September 15, 2006. Three (3) hard copies and one (1) electronic copy must be included. Faxes will not be accepted.

#### 1.7. Mandatory criteria

The organization selected to develop and deliver the Symposium must be Francophone or operate in the Francophonie sector, and must demonstrate neutrality in relation to the subjects and projects presented at the Symposium. In addition, the organization must be a legal entity that has the authority to sign a contribution agreement with the federal government and has successfully carried out at least two similar projects.

Proposals must also demonstrate innovation with regard to the suggested format, workshops, lectures and other Symposium components. A schedule for the three days must be included in the proposal (p. 6.)

Proposals must clearly set out the organization's contribution. Such contributions may be in cash or in kind. Fees charged to participants, booth rental costs and other sources of self-generated income can also be considered a contribution by the organization.

The costs associated with each component must be identified clearly and submitted in a separate envelope. Each proposal must be submitted by noon (EST) on September 15, 2006, and must include three (3) hard copies and one (1) electronic copy. All

copies must be identical and must clearly demonstrate that the organization meets all these criteria.

#### 1.8. Factual data and working assumptions

Each proposal must set out the factual data and the assumptions based on which it has been developed. For example, factual data may include the requisite quantities, important milestones, costs, quality or reliability of the proposed products or technologies, etc. Working assumptions may include elements such as the number of Symposium attendees, a description of the equipment, the location of the tables, booths, etc. in the rooms, the start date, other potential timelines, etc.

## **2. Requirements and content of the proposal's technical component**

This section contains a guide to be used by bidders in drafting the technical component of their proposal. To facilitate the evaluation of the proposals and ensure that all relevant information is included, the sections and their contents must, wherever possible, adhere to the following guidelines. While the following template is not mandatory, the Program strongly encourages its use.

#### Title page (1 page)

This section of the proposal should include the title of this Request for Proposals, the closing date, the name of the bidder, its full address, its telephone and fax numbers, its e-mail address and the name and contact information of the bidder contact.

#### Letter of introduction (1-2 pages)

The bidder should include a letter of introduction signed by an authorized person and presenting the organization and the proposal. The letter links the bidder to the contents of the technical component of its proposal. It must not contain any cost-related statements.

#### Table of contents (1 page)

The proposal should include a table of contents setting out the page numbers of each principal section, including appendices.

#### Executive summary (optional) (1-2 pages)

The summary should be no more than two pages long and must set out the main points of the proposal. Generally, a summary is useful where the proposal is more than 20 pages long, including appendices.

### **2.0 Main content of the proposal's technical component (roughly 12 pages): technical component**

#### **2.1 Mandatory criteria**

The proposal must meet all the mandatory criteria set out in the previous section. If it does not, the proposal may be ruled incomplete and its evaluation terminated. The best way to ensure that all the criteria are met is to use the mandatory criteria table and references below.

<b>Mandatory criteria</b>	<b>Section and page of proposal (technical or financial component) that meet the criteria</b>
1. The organization is Francophone or operates in the Francophonie sector, and is neutral in relation to the subjects and projects presented at the Symposium.	
2. The organization should also have carried out at least two similar projects.	
3. The proposal must have an innovative aspect related to the suggested format, workshops, lectures and other Symposium components. A schedule for the three days must be included in the proposal.	
4. The costs associated with each component must be clearly identified and must be submitted in a separate envelope.	
5. All proposals must be submitted by September 15, 2006 at noon (EST) and must include three (3) hard copies and one (1) electronic copy of the technical component, as well as three (3) copies and one (1) electronic copy of the financial component, in separate envelopes. The copies of the proposals must be identical to the originals.	
6. Be able to recover funds and clearly demonstrate a contribution of at least 50% by the organization.	
7. Be a legal entity able to sign a contribution agreement with the federal government.	
8. Organization's contributions.	

## 2.2 Factual data and working assumptions

The technical component of the proposal must include a complete list of all factual data and working assumptions on which the proposal is based.

<b>Factual data</b>	<b>Relevance to project</b>
1.	

2. etc.	
<b>Assumptions</b>	<b>Relevance to project</b>
1.	
2. etc.	

### 2.3 Solutions/methodology and approach proposed for the Symposium

In this section, the bidder must clearly demonstrate its perception of the design and delivery of the Symposium. The proposed methodology, approach and solutions must be clearly presented and discussed. All references to factual data and/or working assumptions must be clearly identified and indicated in the previous section (2.2). While the following headings are not mandatory, the Program strongly encourages their use:

#### 2.3.1 Understanding of project mission and objectives

This section should demonstrate the bidder's understanding of the event and ability to accomplish the established objectives.

#### 2.3.2 Deliverables and quality assurance

The proposal should show and describe the anticipated deliverables and how the bidder will ensure a level of quality satisfactory to the client.

#### 2.3.3 Project management and control measures

This section should include the following items:

- The organizational structure and the responsibilities of the parties involved;
- Resource management and logistics, including materiel management, administration, transport, facilities, equipment and technical support;
- Project management and control mechanism, including the complete methodology for managing the project and its scope, change management, project team management, etc.

#### 2.3.4 Partners

The proposal must include a preliminary plan stating which other partners will be approached in order to deliver this event, and when and how they will be approached. This criterion is very important in pairing the Symposium with other one-time events to help boost Symposium visibility and attendance.

The evaluation committee would welcome a proposal that involves the participation of a consortium of organizations. However, the contribution agreement will be signed with a single non-profit legal entity.

#### 2.3.5 Risk management

This section should include a preliminary list of potential risks, with mitigation methods associated with each risk.

#### 2.3.6 Timeline and milestones

The proposal must include two work timelines: a timeline for the various phases of Symposium planning; and a timeline for implementation, including the three days of the Symposium, the evaluation of the Symposium, and any post-mortems. The tasks set out in the schedule must include at least two levels of detail containing additional specifications regarding the time associated with each task.

Here is a sample timeline:

<b>Activity</b>	<b>Timeline</b>	<b>Responsibility</b>
1.0 Issuance of Request for Proposal	Spring 2006	IC
1.1 Composition of Request for Proposal	May 2006	IC
1.2 Approval of Request for Proposal	May 2006	IC
2.0 Bidding and selection process	June – September 2006	IC
2.1 Posting of Request for Proposals	July - August 2006	IC
2.2 Receipt and presentation of proposals	September 2006	IC
2.3 Evaluation and selection of organization	September 2006	IC
2.4 Notification of results	October 2006	IC

#### 2.4 Bidder’s qualifications and history

In this section, the bidder must clearly demonstrate that it has the expertise and experience necessary to implement such an event.

Here are a few elements to include:

- The history of the organization, its administrative structure, mission, market and clients, and its financial statements for the previous year.
- The experience relevant to carrying out this project and the bidder’s performance on previous projects.
- The résumés, history and experience of the persons responsible for this project and any subcontractors.
- A list of references regarding the performance of projects similar in scale and complexity.

### **3. Requirements and content of the proposal’s financial component**

The financial component of the proposal must be submitted in a separate envelope and labelled as such. There must be three hard copies and one electronic copy of the financial component. This section will be evaluated according to the “price comparison” method.



It is essential that the financial component of the proposal include all costs, even hidden costs. Any costs that have not been approved upon the signing of the agreement will not be reimbursed, and the organization will remain responsible for them.

Although the following template is not mandatory, the Program strongly encourages its use:

Title page

This section of the financial component of the proposal should include the title of this Request for Proposal process, the closing date, bidder’s name, full address, telephone and fax numbers, e-mail address and the name and contact information of the bidder contact.

Letter of introduction

The bidder should include a letter of introduction signed by an authorized person and presenting the organization and the proposal. This letter links the bidder to the contents of the financial component of its proposal.

Main content of the proposal’s financial component

The proposal must indicate contributions by the bidder amounting to 50% of total project costs. The proposal must specify how the bidder can ensure that it makes this contribution. The Department accepts recovery of funds from participant registration fees, booth space rental fees or fees from any other sources, based on the solution contemplated in the technical component of the proposal. The registration fees that the participants pay must be modest.

The bidder must identify and specify all mandatory and optional costs for the complete performance of the project and include a brief description of each main category.

Sample cost breakdown:

<b>Category and description</b>	<b>Activity</b>	<b>Specific cost</b>	<b>Optional or mandatory</b>	<b>Comments (if required)</b>
<b>Agenda</b> – creation and printing of agenda for participants	Design (\$xx X xx hours)	\$x,xxx.xx	Mandatory	
	Printing (\$x.xx \$ per copy)	\$x,xxx.xx	Mandatory	
<b>Web site</b> – creation and	Creation of Web site (\$xx X xx hours)	\$x,xxx.xx	Mandatory	

posting of an interactive Web site for the Symposium	“Chat room” component (\$xx X xx hours)	\$x,xxx.xx	Optional	This component includes a virtual chat room with a moderator for each day.
TOTAL		xx xxx.xx \$		

**Contributions:**

Funding source	In-kind contribution	Cash contribution	Total
Total			

The Program anticipates that the Department will incur \$400,000 to \$500,000 in costs for this project, not including the organization’s contribution and other sources of revenue such as registration fees, etc.

**4. Instructions for submitting proposals**

The proposal must be submitted in letter format with a minimum font size of 11 points. Margins must be “standard”, i.e. 2.5 cm (1 inch) on each side.

Ideally, the proposals will follow the same order and use the same headings and sections as this Request for Proposals.

**5. Evaluation criteria and procedure**

5.1. Evaluation committee

An evaluation committee will be formed, and each person on the committee will have to evaluate all qualified proposals received.

5.2. Evaluation process

- The proposals will undergo an initial verification to determine whether mandatory criteria, such as the deadline, have been met. Only proposals that meet all mandatory criteria will be forwarded to the evaluation committee.
- Once a proposal has been selected, the Department will commence discussions with the selected bidder for the purpose of reaching and signing a contribution agreement.

- If the negotiations are successful, the parties will sign a contribution agreement for the performance of this project. If the negotiations fail, Industry Canada will commence negotiations with the second-best bidder.
- When the agreement is signed, the other bidders will be notified of the results in writing.

### 5.3. Evaluation criteria

Here is the summary proposal evaluation grid on which the committee will base its evaluations:

<b>Criteria</b>	<b>Maximum score</b>	<b>Reference in proposal</b>
<b>a) Appropriateness of solution proposed (40%)</b>	<b>40 points</b>	
- Clearly demonstrates an understanding of the project		
- Appropriateness of proposed approach and methodology		
- Risk management		
- Neutral Francophone organization		
- Creativity, clarity and scope of solution for Symposium		
- Partnership with other appropriate organizations		
<b>b) Qualifications and history of bidder (30%)</b>	<b>30 points</b>	
- Experience demonstrated through other similar projects		
- Ability and skill		
- Qualifications and experience of responsible personnel (including subcontractors)		
- Reference checks (at least two (2))		
<b>Subtotal, a + b</b>		
<b>c) Costs (30%)</b>	<b>30 points -</b>	
- Explanation and appropriateness		
- Details		
- Contributions		

Subtotal, c		
<b>Total: a+b+c</b>	<b>100 points</b>	

## 6. Communications procedure

All questions asked during the bid posting period will be communicated to all the organizations that have completed and returned the Receipt and Statement of Intent form set out in Appendix A. Changes and additions will be sent by e-mail.

The contact person is Gisèle Proulx of Industry Canada. She can be reached at (613) 991-3822 or by e-mail at proulx.gisele@ic.gc.ca

## 7. Bidding terms and conditions

- *Proposals are irrevocable:* As of the deadline, all proposals received will be considered irrevocable by the Program and for evaluation purposes. The bidder is committed to sign an agreement if its proposal is selected and the negotiations are successful.
- *Changes to the proposal (words and content):* Under no circumstances will the Program permit a bidder to change one or more words, the content, or the stated costs after the deadline.
- *Bidders' expenses:* Bidders are responsible for all expenses or costs generated by the preparation and submission of their proposals. Under no circumstances will the Program be responsible for such costs.
- *Proposal price:* The total cost set out in the proposal must be valid for at least 90 days after the deadline.
- *Selection of proposals:* The Program is not required to select the proposal with the lowest cost.
- *Negotiations:* If an agreement is not signed with the bidder within 60 calendar days of the receipt of the notice, the Program is free to enter into negotiations with the second-best bidder or to cancel the Request for Proposal process.

## 8. Additional terms and conditions

- *Subcontractors:* The use of subcontractors for the planning and implementation of the Symposium is permitted. However, the bidder must include a list of potential subcontractors and their résumés and/or their experience relevant to the performance of this project.

- *Legal responsibility for errors:* The information contained in this Request for Proposals must be considered a guide for bidders. The Program does not guarantee the accuracy or the extent to which the information is relevant.
- *Amendment of terms and conditions and/or termination of Request for Proposal:* Industry Canada reserves the right to amend this Request for Proposals at any time before the deadline. Bidders will be notified in writing of any amendments. Industry Canada also reserves the right to cancel this Request for Proposal in whole or in part.
- *Confidentiality of information provided:* The information concerning Industry Canada and the *Francommunautés virtuelles* Program which the bidder obtains as part of this process is not to be disclosed to others without the Minister's authorization.
- *Ownership of proposals:* All proposals, including appendices, submitted in response to this Request for Proposal become the property of Industry Canada, and shall be kept in confidence except if an Access to Information request is issued.

**Appendix A: Receipt and Statement of Intent**

**Section A**

**Please complete this section and fax it to (613) 941-1296**

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

**Contact:** \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Yes, we would like to receive the changes, questions and/or new information.  
Please complete the following section:**

**Contact name and e-mail address:** \_\_\_\_\_

\_\_\_\_\_

**Same contact information as the contact person above**

**Section B**

**Please indicate your preliminary intentions with regard to this Request for Proposals.**

\_\_\_ Yes, we plan to submit a proposal and would like to receive the amendments by e-mail.

\_\_\_ Yes, we plan to submit a proposal but would not like to receive the amendments.

\_\_\_ No, we do not plan to submit a proposal, but would still like to receive the amendments by e-mail.

\_\_\_ No, we do not plan to submit a proposal and do not want to receive the amendments.

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

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

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

**Signature:** \_\_\_\_\_