



Biomass North Development Centre

REQUEST FOR PROPOSALS

RFP 2018-001

**Development of Northern Ontario Bioeconomy Strategy
Video**

Date Issued: July 16, 2018

Introduction

1) OBJECTIVE

To produce a shareable English-language video (5-8 minutes maximum) explaining the Northern Ontario Bioeconomy Strategy (NO-BS): why it was created, its key components, and the social/economic/environmental impacts anticipated by its implementation.

The video produced will be first shown at the Biomass North Forum 2018 on October 18, 2018. The video will then be shared on the BNDC website, youtube channel, and social media accounts. The general public will be encouraged to share the video on their own platforms.

You are invited to submit your best technical and financial offer for the requested services. Your proposal could form the basis for a contract between your company, or you as an individual, and BNDC.

2) BACKGROUND

The Biomass North Development Centre (BNDC) supports the development of a robust bioeconomy in Canada.

As a sector association focused on the growth and sustainability of the Canadian bioeconomy, BNDC builds strategic alliances between all members of the value chain - from small municipalities to large industry and all points in between. By performing cutting edge market and technical research, through knowledge transfer and implementing best practices, and by driving innovation in new products and business models, BNDC aspires to make Canada a global leader in the emerging bioeconomy.

The BNDC sector association is a progressive network of municipalities, First Nations, SME's, industry, academia and various organizations with common goals and interests in the Canadian bioeconomy, including:

- Transitioning Canada to a global leader in the bioeconomy
- Driving policy and regulatory reform to overcome barriers
- Developing sustainable supply chains and economic development opportunities
- Enhancing technology transfer and driving innovation
- Developing domestic and export markets for bioproducts

BNDC offers a variety of services, including education and advocacy, technical and market research, strategy development and implementation, consulting services, delivering workshops and events, and organizing tours and trade missions.

More information on BNDC can be found at www.biomassnorth.org. An Executive Summary of the NO-BS can be found at http://biomassnorth.org/documents/NO-BS_overview.pdf.

Instructions to Bidders

3) LANGUAGE OF PROPOSAL

The contractor shall communicate with BNDC in English and provide electronic and paper copies of any deliverables in English.

4) COST OF PROPOSAL

The bidder shall bear all costs associated with the preparation and submission of the proposal up to the final award of the contract. BNDC will in no case be responsible or liable for those costs regardless of the conduct or outcome of the procurement process

5) VALIDITY OF THE PROPOSAL

The proposal shall be valid for 30 days after the closing date of proposal submission as specified in this RFP. A proposal valid for a shorter period will be rejected by BNDC as non-responsive. BNDC may solicit the bidder's consent for an extension of the period of validity under exceptional circumstances.

6) CONTENT OF PROPOSAL

The bidder is expected to examine all corresponding instructions, forms, and terms and specifications contained in this RFP.

7) JOINT PROPOSAL

Two or more companies may form a consortium and submit a joint proposal if this helps in finding a team capable of undertaking all elements of the anticipated work. Such a proposal must be submitted under the name of one member of the consortium - hereinafter "lead organization." The lead organization will be responsible for undertaking all negotiations and discussions with BNDC and performing the contract.

8) COMMUNICATIONS DURING RFP PERIOD

All inquiries regarding this RFP should be directed in writing (via email only) to info@biomassnorth.org before 5:00 PM on Friday, July 20, 2018.

Bidders are encouraged to submit their questions as soon as they are known, in order to receive earlier responses from BNDC. All questions and answers will be shared with all Bidders.

9) PROPOSAL STRUCTURE

Respondents to this RFP are requested to structure their proposals using the headings outlined in table 2:

Table 2:

Proposal Submission Form	Annex A
Introduction	This section should introduce and briefly explain the firm, its capabilities and its experience in handling an assignment of this nature.
Understanding of the Project	Annex B This section should explain the Contractor's understanding and interpretation of the objectives and requirements of this project, and a commitment to be on time and within budget.
Technical Proposal	Annex B & C <i>a) Proposed Work-Plan</i> Based on the offered lead times provide proposed implementation plan/approach as per the Terms of Reference (including assumptions) <i>b) Proposed Project Team Members</i> Provide the resumes/CVs of the members of the proposed team including their specific responsibilities/tasks on this project, relevant experience, and qualifications. <i>c) Previous Experience, Samples and Clients</i> Provide up to three (3) examples of relevant experience within the past years Technical data to demonstrate the capacity and the quality of service provided in the last three (3) years, e.g. samples of videos produced (commercial, advertisements), samples of work published online Provide the organization name, and contact name, email address and telephone numbers for three organizations that BNDC could call as references within the RFP schedule timelines.
Financial Proposal	Annex D The table provided can be replaced with an Excel spreadsheet.

10) FORMAT AND SUBMISSION OF PROPOSALS

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal (for companies only).

The proposal shall be submitted in **2 (two) hard copies** and **1 (one) electronic version** (PDF version on a USB stick/CD). No email submissions will be accepted.

The proposal shall be sealed in envelope, addressed to

**Biomass North Development Centre
176 Lakeshore Drive Unit 3
North Bay, O P1A 2A8**

“RFP 2018-001 Development of Northern Ontario Bioeconomy Strategy Video”

11) CLOSING DATE FOR SUBMISSION OF PROPOSALS

Proposals must be received at BNDC **no later than 5:00 PM on Friday, July 27, 2018.**

Any proposal received by BNDC after the closing date mentioned above will be rejected.

BNDC may, at its own discretion, extend this closing date for the submission of proposals by notifying all participating companies thereof in writing.

12) RFP TIMELINES

July 16: RFP release date

July 20: Deadline for Submission of Questions

July 27: Deadline for submission of proposals

August 1: Tentative Date for contract signing

October 8: First Video Launch/Distribution

The RFP timetable may be changed by BNDC in its sole discretion.

13) MODIFICATION AND WITHDRAWAL OF PROPOSALS

The bidder may withdraw its proposal any time after the proposal's submission and before the opening date, provided that written signed notice of the withdrawal (by a duly authorized representative of the bidder) via email is received by BNDC prior to the closing date.

No proposal may be modified after the closing date for submission of proposals, unless BNDC has issued an amendment to the RFP allowing such modifications (see section 12).

No proposal may be withdrawn in the interval between the opening date and the expiration of the period of proposal validity specified by the bidder in the proposal.

14) AMENDMENTS OF THE RFP

At any time prior to the closing date for submission of proposals, BNDC may, for any reason, whether on its own initiative or in response to a clarification requested by a bidder, modify the RFP by amendment. Amendments could include modification of project scope or requirements, project timeline expectations or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP. In addition, all amendments will be posted on BNDC website in the Request for

Proposals section and in any other website used by BNDC directly for publishing the Request for Proposals.

15) RESERVATION OF RIGHTS

BNDC reserves the right to cancel the solicitation process and reject all the proposals at any time prior to award of the contract without thereby incurring any liability to the affected bidder(s) or any obligation to provide information on the grounds for the buyer's action.

A proposal that is rejected by BNDC may not be made responsive by the bidder by correction of the non-conformity. A responsive proposal is defined as one that conforms to all the terms and conditions of BNDC's solicitation documents without material deviations. BNDC shall determine the responsiveness of each proposal with BNDC's proposal solicitation documents.

By submitting a proposal, the Bidder indicates agreement to all of the terms of the procurement process set out in this RFP.

16) CONFLICT OF INTEREST

The Bidder must not engage in any Conflict of Interest. In this Request for Proposals, "Conflict of Interest" includes, but is not limited to, any situation or circumstance where, in relation to the Request for Proposals process, the Bidder has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including:

- (a) having, or having access to, information in the preparation of its submission that is confidential to BNDC and not available to other Bidders;
- (b) communicating with any person with a view to influencing the Request for Proposals process to receive preferred treatment; or
- (c) engaging in conduct that compromises, or could be seen to compromise, the integrity or competitiveness of Request for Proposals process and render that process non-competitive and unfair.

17) CONFIDENTIALITY

Bidders and BNDC are required to maintain the confidentiality of information provided to each through this RFP process

Evaluations of Proposals

18) Clarification of Proposals

BNDC may, at its discretion, ask any bidder for clarification of any part of its proposal to assist in the examination, evaluation and comparison of proposals. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

19) Preliminary Examination of Proposals

BNDC shall examine the proposals to determine whether they are complete, whether any computational errors have been made, whether the documents are properly signed and whether the proposals are generally in order.

Prior to the detailed evaluation, the substantial responsiveness of each proposal to the RFP will be determined in a preliminary examination. For purposes of these clauses, a substantially responsive proposal is one that conforms to all the terms and conditions of the RFP without material deviations. The Buyer's determination of proposal responsiveness is based on the contents of the proposal itself without recourse to extrinsic evidence.

A proposal determined as not substantially responsive may be rejected and will not subsequently be made responsive by the bidder by correction of the non-conformity.

Arithmetical errors shall be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Bidder does not accept the correction of errors, its proposal shall be rejected. If there is a discrepancy between words and figures, the amount in words shall prevail.

Please note that BNDC is not bound to select any of the companies submitting proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to BNDC's general principles, including economy and efficiency, BNDC does not bind itself in any way to select the firm/institution offering the lowest price.

20) Evaluation of Proposals

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being opened and compared. The financial proposal will be opened only for those bidders, whose technical proposal reaches 400 points, meeting the requirements for the RFP. The total number of points which a bidder may obtain for technical and financial proposals is 1000 points.

a. Technical Evaluation

The technical proposal will be evaluated on the basis of its responsiveness to the Terms of Reference in Annex B, section 9 (Structure of Proposal), and the evaluation criteria

below:

- proposed work-plan (220 points)
- expertise of the proposed team (160 points);
- previous experience, samples and clients (320 Points).

The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The points allocated to the technical proposal correspond to 70% of the total obtainable points (700 points).

The maximum number of points for the price component is 30% of the total obtainable points. This maximum number of points will be allocated to the lowest price proposal (300 points).

b. Financial Evaluation

The financial proposal will only be evaluated if the technical proposal achieves a minimum of 400 points. Proposals failing to obtain this minimum threshold will not be eligible for further consideration.

The financial proposal is evaluated on the basis of its responsiveness to the Price Schedule Form (Annex C). The maximum number of points for the price proposal is 300. This maximum number of points will be allocated to the lowest price. All other proposals will receive points in inverse proportion according to the following formula:

$$\text{Price Offer Points} = \frac{[\text{Max. number of points for the Price Offer}] \times [\text{Lowest price}]}{[\text{Price of offer being evaluated}]}$$

c. Total Score

The total score for each bidder will be the weighted sum of the technical score and financial score. The maximum total score is 1000 points.

21) Bidders' Presentations

At the discretion of BNDC, selected bidders may be invited to supply additional information on the contents of their proposal during the evaluation period. Such bidders could be asked to make a presentation of their proposal (possibly with an emphasis on a topic of BNDC's choice) followed by a question and answer session. If BNDC determines that there is such a need, the presentation will be held at BNDC office.

22) Award of Contract

BNDC shall award the contract to the bidder who obtains the highest combined score of the technical and price evaluation.

The successful Bidder will be required to enter into an agreement with BNDC using the Form of Agreement attached as Annex D to this RFP and to provide a mutually agreed list of scope and deliverables outlining the services and fees, consistent with the services and fees agreed upon through this procurement process.

23) Right to Vary Requirements at Time of Award

BNDC reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

24) Payment Provisions

Payment will be made upon performance of contractual services/specific milestones described in the contract and receipt of a satisfactory invoice duly supported by

ANNEX A: PROPOSAL SUBMISSION FORM

To: Biomass North Development Centre
RFP No2018-001

Hello,

The undersigned, having read the solicitation documents of Request for Proposal No. OCOT/CM/2014-03, hereby offers to provide the services, in accordance with any specifications stated and subject to the Terms and Conditions set out or specified in the document.

We agree to accept 30 (thirty) calendar days validity for this proposal from the date of its submission. This proposal shall remain binding upon us and may be accepted at any time before the expiration of that period.

We undertake, if our proposal is accepted, to commence and complete delivery of all items in the contract within the time frame stipulated.

We understand that you are not bound to accept any proposal you may receive and that a binding contract would result only after final negotiations are concluded on the basis of the technical and price components proposed.

Authorized Signature:

Name:

Title:

Company:

Company Address:

Contact Person:

Email address

Phone/Fax/Website

Dated thisday of[year].

ANNEX B: TERMS OF REFERENCE

BACKGROUND

The Biomass North Development Centre (BNDC) supports the development of a robust bioeconomy in Canada.

As a sector association focused on the growth and sustainability of the Canadian bioeconomy, BNDC builds strategic alliances between all members of the value chain - from small municipalities to large industry and all points in between. By performing cutting edge market and technical research, through knowledge transfer and implementing best practices, and by driving innovation in new products and business models, BNDC aspires to make Canada a global leader in the emerging bioeconomy.

The BNDC sector association is a progressive network of municipalities, First Nations, SME's, industry, academia and various organizations with common goals and interests in the Canadian bioeconomy, including:

- Transitioning Canada to a global leader in the bioeconomy
- Driving policy and regulatory reform to overcome barriers
- Developing sustainable supply chains and economic development opportunities
- Enhancing technology transfer and driving innovation
- Developing domestic and export markets for bioproducts

BNDC offers a variety of services, including education and advocacy, technical and market research, strategy development and implementation, consulting services, delivering workshops and events, and organizing tours and trade missions.

More information on BNDC can be found at www.biomassnorth.org. An Executive Summary of the NO-BS can be found at http://biomassnorth.org/documents/NO-BS_overview.pdf.

BNDC has not previously procured videos, and is looking for a vendor to act as creative partner in the creation of the video procured through this RFP.

Objective

The intent of this RFP is to select a vendor to produce a shareable English-language video (5-8 minutes maximum) explaining the Northern Ontario Bioeconomy Strategy (NO-BS): why it was created, its key components, and the social/economic/environmental impacts anticipated by its implementation.

The video produced will be first shown at the Biomass North Forum 2018 on October 18, 2018. The video will then be shared on the BNDC website, youtube channel, and social media accounts. The general public will be encouraged to share the video on their own platforms.

SCOPE OF WORK

BNDC requires the production of 1 (one) information video for an Ontario-wide audience.

The contractor will be required to perform the following work between August 6-October 8, 2018 as follows:

- a) Develop a project plan and production schedule for executing the work for agreement by BNDC;
- b) Develop an approved script/narrative for the video;
- c) Pre-Production: Coordination and scheduling of location shoots, source video and B-roll footage requirements;
- d) Production: On-site, one-three days per location shoots;
- e) Post-Production: Post-production work, including editing, subtitles, sound and packaging of videos; and
- f) Final delivery of video on USB or FTP site.

DELIVERABLES

This project will include four phases (with expected timelines elaborated below:

- a) Project Plan: The Contractor will develop a project plan for executing the work for agreement by BNDC. The plan will outline the overall approach for creation of the video, the timing of key milestones (including delivery of rough cuts), and will be discussed at a project kick-off meeting. The plan will be revised by the Contractor to reflect BNDC feedback within 5 working days on the kick-off meeting;
- b) Pre-Production: The Contractor will work with BNDC staff to coordinate and schedule location shoots; source video and B-roll footage requirements;
- c) Production: The Contractor will conduct on-site location shoots at identified locations. All material from location shoots to remain property of BNDC; and
- d) Post-Production: The Contractor will conduct the necessary post-production work, including editing, subtitles, sound and packaging of videos.

Table 1:

Item	Date Due
Kick-Off Meeting	Within one week of contract award
Project Plan	Within five(5) working days of kick-off meeting
Pre-Production	To be informed by Contractor Project Plan
Production	To be informed by Contractor Project Plan
Post-Production	To be informed by Contractor Project Plan
Final deliverable of videos	October 8, 2018
Completion of contract	October 8, 2018

TASKS

- 1) In order for the Contractor to meet the deliverable, BNDC will:
 - a) Provide a list of individuals to be interviewed;
 - b) Identify the locations for filming, as well as the partners, personnel and any others to be featured in the video;
 - c) Provide logistical support and accompaniment for interviews;
 - d) Provide amateur video for consideration for inclusion: and
 - e) Provide supporting information about the NO-BS

- 2) The contractor will:
 - a) Work closely with BNDC in undertaking this work, with weekly updates and an initial kick-off meeting;
 - b) Conduct on-site location shoots in:
 - i) North Bay, Ontario and surrounding environs;
 - ii) Toronto, Ontario;
 - iii) Contractor's city

Annex C: Technical Specification

VIDEO PRODUCTION

The video should include:

- a) Filmed testimonials with up to 10 people in North Bay and/or Toronto.
- b) A mix of existing video as appropriate and available
- c) An animation of the BNDC Sustainability Graphic
- d) New fresh visuals to be shot in North Bay and its environs
- e) Integration of informational content provided by BNDC
- f) A final black screen with our funders' logos highly visible in white.
- g) Content and structure as will be finalized and agreed to by BNDC after the kick-off meeting.

ADDITIONAL REQUIREMENTS

Provide storyboard/layout of videos for approval

Format files for web publishing platform (i.e. YouTube) and provide final copies on USB or FPT site

TIMING/DURATION

We are looking to launch the first video in mid-to-late May, 2014.

INPUTS FROM BNDC

BNDC will provide the Vendor with any additional background information needed and describe BNDC's business processes. Additional inputs needed may be requested in the response document as part of the proposed approach.

ANNEX D: PRICE SCHEDULE

All prices are to be quoted in Canadian Dollars, and HST to be shown separately. Please state all costs clearly and completely; BNDC will not accept nor pay any hidden costs or costs not disclosed in response to this RFP.

ITEM/SERVICE DESCRIPTION	QUANTITY	PRICE PER UNIT	DURATION (HOURS/DAYS)	TOTAL PRICE	HST
1. VIDEO PRODUCTION A)-INITIAL SCRIPT/STORYBOARD/DESIGN B)-PRODUCTION SERVICES PER VIDEO (2 VIDEOS TOTAL THROUGHOUT THE YEAR) C)-FORMATTING VIDEOS: FRENCH (DUBBED)					
2. OTHER COSTS (PLEASE ITEMIZE, IF ANY)					
TOTAL					

b) Proposed schedule of payment.

Signature of Bidder _____

Name and title _____