



**A1. THE REPRESENTATIVE OF CANADA**

Embassy of Canada  
 130 Rue du Faubourg Saint-Honoré, 75008, Paris  
E-mail: caitlin.workman@international.gc.ca

## **Request for Proposals**

Concerning,

The performance of the work for the redesign of the website of the Canadian Cultural Centre in Paris as described in the Statement of Work of the request for proposals.

<b><u>A2. TITLE</u></b>		
<b>REDESIGN OF THE WEBSITE OF THE CANADIAN CULTURAL CENTRE, DESIGN, DEVELOPMENT AND UPDATING</b>		
<b><u>A3. SOLICITATION NUMBER</u></b>	<b><u>A4. INTERNAL REFERENCE NUMBER</u></b>	<b><u>A5. DATE</u></b>
PARIS MF 2019-001		06/11/2019
<b><u>A6. PROPOSAL DELIVERY</u></b>		
<p>In order for proposals to be valid, they must be received no later than 12 p.m. (local time in Paris, France) on November 25, 2019, Referred to herein as the “closing date”.</p> <p>Only electronic copies will be accepted and received at the following address:</p> <p><a href="mailto:PARISFINANCES@INTERNATIONAL.GC.CA">PARISFINANCES@INTERNATIONAL.GC.CA</a></p> <p>Proponents should make sure that their name and solicitation number are clearly indicated in the “Subject” line of the e-mail and that the line in bold print below appears clearly in the body of the e-mail:</p> <p><b>Solicitation number: PARIS MF 2019-001</b></p> <p>If a proponent submits more than one proposal, only the last one received will be considered and evaluated. Any proposal received after the closing date and time will not be considered, regardless of the time of delivery.</p>		
<b><u>A7. ENQUIRIES</u></b>		
<p>All enquiries must be submitted via e-mail to the Representative of Canada no later than seven (7) days before the proposal closing date. Enquiries received after this date may not be responded to.</p>		
<b><u>A8. LANGUAGE</u></b>		



Proposals must be submitted in FRENCH or in ENGLISH.

**A9. CONTRACT DOCUMENT**

The draft project which the selected proponent will be expected to execute is included with this RFP. Proponents are advised to review it in detail and to identify any problematic clauses to the Representative of Canada in accordance with section A7, "Enquiries".

Canada reserves the right to not make any amendments to the contract document.



## 1. Introduction

The purpose of this section is to provide general information about the Canadian Cultural Centre (CCC) and this RFP.

### 1.1 About the Canadian Cultural Centre in Paris

The Canadian Cultural Centre is located at 130 Rue du Faubourg Saint Honoré in Paris's 8<sup>th</sup> arrondissement. Along with the Embassy of Canada, it is housed in a post-Haussmannian building that was restored by Canadian and French architects.

The nucleus of Canadian cultural diplomacy in France, the Canadian Cultural Centre's mission is to promote highly innovative contemporary Canadian creative works – all creative disciplines combined – through public and private institutional partnerships, and by collaborating with different festivals and public events in France.

To find out more, please visit: [www.canada-culture.org](http://www.canada-culture.org)

### 1.2 Purpose of the RFP

The Embassy of Canada in Paris invites proposals for the provision of redesign, support and updating services for the existing website, from November 27, 2019, to March 25, 2020, in accordance with the related requirements described in the Statement of Work in Appendix A.

## 2. General conditions

Proponents who submit a proposal agree to be bound by the instructions, clauses and conditions of the proposal solicitation and accept the clauses and conditions of the resulting contract.

Canada requests that proponents provide their proposal in separate sections, as follows:



Section 1: Technical proposal (1 electronic copy)

Section 2: Financial proposal (1 electronic copy) **in a separate document.**

Prices should appear in the financial proposal only. No prices should be indicated in any other section of the proposal.

## **2.1 Technical proposal**

In their technical proposals, proponents must demonstrate their understanding of the requirements contained in the request for proposals and explain how they will meet these requirements. Proponents must demonstrate their ability and clearly, concisely and comprehensively describe the approach they will take to carry out the work.

The technical proposal must clearly and with sufficient detail address the points subject to the evaluation criteria used to evaluate the proposal. It is not enough to simply repeat the statements contained in the request for proposals. In order to facilitate the proposal evaluation process, Canada requests that proponents address the subjects using the same order as the evaluation criteria, with the same headings. To avoid duplications, proponents may refer to different sections of their proposal by indicating the paragraph and page number where the subject covered has already been addressed.

## **2.2 Financial proposal**

Proponents must present their financial proposal in accordance with the Financial Proposal Form attachment. The total amount of applicable taxes must be indicated separately.



### **3. Evaluation procedures and basis of selection**

#### **3.1 Evaluation procedures**

- a) The proposals will be evaluated against all the requirements of the request for proposal, including the technical and financial evaluation criteria.
- b) An evaluation team made up of Representatives of Canada will evaluate the proposals.

##### **3.1.1 Technical evaluation**

The mandatory evaluation criteria and the rated technical criteria are included in Appendix C, "Evaluation Criteria".

##### **3.1.2 Financial evaluation**

The mandatory financial criteria are included in Attachment "1": Evaluation Criteria.

#### **3.2 Basis of selection**

##### **3.2.1 Highest combined rating for technical merit and price**

1. To be declared responsive, a proposal must:
  - a. Comply with all the requirements of the proposal solicitation; and
  - b. Meet all the mandatory criteria; and
  - c. Obtain the required minimum of 35 points for all the rated technical criteria.  
There are a total of 70 points on the rating scale.
2. Proposals that do not meet requirements a) or b) or c) will be declared non-responsive.
3. Selection will be based on the highest responsive combined rating on technical merit and price. A ratio will be 60% for the technical merit and 40% for the price.
4. To establish the technical merit score, the overall technical score for each responsive proposal will be determined as follows: total number of points obtained divided by the maximum number of points available, multiplied by 60%.
5. To establish the pricing score, each responsive proposal will be



prorated against the lowest evaluated price and the ratio of 40%.

6. For each responsive proposal, the technical merit score and the pricing score will be added to determine the combined rating.



- 7. Neither the responsive proposal obtaining the highest score nor the one with the lowest evaluated price will necessarily be selected. The responsive proposal with the highest combined rating for technical merit and price will be recommended for award of the contract.

The table below provides an example where the three proposals are responsive and the selection of the contractor is based on a 60/40 ratio of technical merit and price, respectively. The total number of points that can be awarded is 70. In the example below, the lowest evaluated price is €9,000.00 (70).

Basis of selection				
Highest combined rating for technical merit (60%) and price (40%)				
		Proponent 1	Proponent 2	Proponent 3
Overall technical score		38/70	35/70	43/670
Evaluated price of the proposal		€10,000.00	€15,000.00	€9,000.00
Calculations	Technical merit	$38/70 \times 60 = 32.5$	$25/70 \times 60 = 30$	$43/70 \times 60 = 43$
	Pricing score	$9/10 \times 40 = 36.00$	$9/15 \times 40 = 24$	$9/9 \times 40 = 40.00$
Combined rating		68.5	54	76.8
Overall evaluation		2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>



## **APPENDIX A – Statement of work**

This section contains the information proponents need to prepare a competitive proposal. The statement of work (“SOW”) provides a detailed description of the tasks to be performed, the results to be achieved and the deliverables to be supplied.

### ➤ 4.1 Introduction and overview of the project

The canada-culture.org website is visually pleasing but has several inherent problems related to both content and usability that must be solved so that it can live up to its full potential as a tool to provide visibility to Canadian culture in France.

Displaying only the Canadian Cultural Centre’s program, the site serves only as a technical tool allowing visitors to get information about, and make bookings for, events supported by the Embassy.

It does not contain content that would allow the people of France to discover Canadian culture, allow professionals to contact cultural services experts, or enable interested people to learn more about Canadian culture in France, outside the official program funded by the Embassy.

In addition, several technical changes would update the site so that it would meet current best usability practices and make it more dynamic, encouraging visitors to spend more time at the site and explore more of its pages.

The desired outcomes of the website redesign project are as follows:

- A responsive and fully accessible website.
- An interactive or drop-down calendar to promote Canadian cultural content
- A moving drop-down menu for the CCC’s social media content
- A section dedicated to Canadian culture in the French press
- A section presenting the types of support provided by the cultural services team
- Incorporation of a space containing audio or video content, a blog or articles to make the content more interesting
- A button to follow the CCC in order to get newsletter registrations
- Continued availability of the feature allowing event bookings via the site.
- Continued availability of the existing archives on the website.
- A bilingual website
- Monitoring/statistics of virtual visits to the website.





➤ 4.2 Long-term goals of the website redesign initiative

For the long term, this project represents a “clean-up” and reset of the CCC’s online presence in order to establish a platform that will allow the CCC’s online presence to continue to make progress towards:

- Increasing physical visits to the Cultural Centre via the use of digital technologies
- Improving public awareness of Canadian culture and art appreciation by strengthening its presence online and on social media.
- Promoting and increasing the visibility of Canadian culture in France, beyond the activities that take place at the Canadian Cultural Centre.

➤ 4.3 Areas for improvement

- Ensure an improved, more consistent and better coordinated level of user-friendliness
- A single browsing structure – the website’s browsing structure must consist of a single, consistent set of labels/menus throughout the entire website.
- **Dynamic/promotional** content on the **Canadian cultural landscape**.

➤ 4.4 Contract performance period

The contract will initially unfold over a 4-month period, during which the existing website will be evaluated and redesigned. An option year will be activated for maintenance.

Considerations

- The proponent must have experience in developing websites for clients
- The proponent must also demonstrate that they have strong writing experience and excellent writing skills.
- Previous experience with cultural institutions will be considered an asset.



➤ 4.5 Deliverables

❖ Assessment of the current website

**Target users**

Identify the website's audience

Determine the website audience's needs in terms of website information/services

**Website content**

Identify the high-value content that should be included in the new website

Identify redundant, outdated or trivial content that should be deleted

Identify content that needs to be created.

**Website information architecture**

Evaluate the current information architecture and how information is organized within it  
– as input for the development of a new architecture

❖ Development phase

Develop a new information architecture

❖ Final review and website launch

Present the final design of the new website.

❖ Launch of the new website (no later than March 25, 2020)

Progress meetings shall be held every other week between the contractor and project authorities and may take place by phone or videoconference.

Intermediate and final deliverables must be delivered to the project authorities electronically, preferably by e-mail.



**APPENDIX B – Basis of payment**

**(to be completed at contract award)**

**Proponents who submit a proposal agree to be bound by the instructions, clauses and conditions of this price request and accept the resulting contract clauses and terms.**

\_\_\_\_\_  
Signature of the proponent's authorized representative

Date



**APPENDIX C – Evaluation criteria**

Proponents are advised to address the criteria in the order they are presented and in sufficient detail to allow for a thorough assessment.

Merely listing experience without providing supporting information describing responsibilities, duties and relevance to the criteria is not considered as demonstrating compliance with the criteria for the purpose of this evaluation.

The proponent must provide complete details as to where, when (month and year) and how (through what activities or responsibilities) the stated skills and experience were gained. Experience gained during formal education shall not be considered work experience. For all work experience criteria, the experience must have been gained in a context of actual employment rather than in an educational setting. Internships are considered work experience provided they are related to the services required.

**1. TECHNICAL CRITERIA**

**1.1 MANDATORY TECHNICAL CRITERIA**

The mandatory requirements below are evaluated on a simple pass/fail basis. A proposal that does not meet the mandatory criteria shall be considered non-compliant.

Require ment no.	Mandatory requirements	PROPOSAL PAGE NUMBER	Pass/Fail
O1	The proponent must include in its proposal a summary containing the following information: <ul style="list-style-type: none"> <li>• A description of the company, specifying:               <ul style="list-style-type: none"> <li>- The proponent's areas of business and specialization</li> <li>- The location of their head office and all other offices</li> <li>- The number of years the company has been in business</li> </ul> </li> </ul>		
O2	The proponent must demonstrate that they have website development experience; present 3 examples of websites created, including at least 1 in the cultural sector		



<b>O3</b>	Ability to present bilingual content		
<b>O4</b>	<p>Client references</p> <p>The proponent must provide three references from clients for whom similar services were provided in the 5 years preceding the RFP closure date.</p> <p>The information must include: the name of the company, title, phone number and e-mail address</p>		

**1.2 RATED TECHNICAL CRITERIA**

The CCC will use the following criteria to evaluate every proposal that meets the mandatory criteria.

**SCORING DESCRIPTION**

**Significantly exceeds the requirements**

The proposal fully addressed the scoring criteria, dealt with all aspects in depth and provided value added extras that offered extraordinary benefits well beyond all elements of the requested requirement.

**Exceeds the requirements**

The proposal fully addressed the scoring criteria and dealt with the aspects in depth. The response was superior and more than fully satisfied the elements of the requested requirement.

**Meets the requirements**

The proposal addressed all elements of the scoring criteria at a high level, but does not provide in-depth analysis of the elements of the requested requirement.

**Does not fully meet the requirements**

The proposal did not address or only partially addressed the elements of the requested requirement.

**Proposals must obtain the minimum score for each of the rated criteria** in order to be considered compliant with the rated technical criteria; Proposals that do not achieve the minimum number of points required will be deemed non-compliant.

Proposals will be assessed against the following criteria:



Requirement no.	Rated technical criteria	Minimum points/Maximum points	Page number in the proposal
C1	<p>The proponent must show that they have <b>recent experience</b> (gained during the previous six (6) years) in website development and redesign</p> <p>One (1) point for one year of experience            Five (5) points for two years of experience            Ten (10) points for three years of experience</p>	1/5	
C2	<p>The proponent must provide the makeup of the resources that will be needed to complete the service provision and specify the role of each team member.            Should the proponent at any time be unable to provide services by the resources indicated in a contract resulting from the RFP, the proponent shall be responsible for providing replacement staff at the same cost.            This staff must have similar or greater abilities and shall be approved by the CCC's contracting authority.</p>	<p><b>10/20</b>            Significantly exceeds the requirement 19-20            Exceeds the requirement 15-18            Meets the Requirements 10-14            Does not fully meet the requirements 0-9</p>	
C3	<p>The proposed resource(s) shall hold a certificate in web development issued by a recognized entity (Adobe, Microsoft, Amazon, etc.).            A digital copy of the certificate shall be provided.</p> <p>1 Point per certificate, 5 points maximum</p>	2/5	
C4	<p>The proponent shall include, in its proposal, the following information;</p> <ul style="list-style-type: none"> <li>• <b>The approach or methodology</b>, in response to the Statement of Work,</li> <li>• Present an iterative process and clear project management approach from project start to completion,</li> <li>• Specify key deliverables based on the requirements</li> </ul>	<p><b>10/20</b>            Significantly exceeds the requirement 19-20            Exceeds the requirement 15-18            Meets the Requirements 10-14            Does not fully meet the requirements 0-9</p>	



<b>C5</b>	The proponent must demonstrate the ease <b>for the client</b> to edit/add content at any time to the website without having to resort to a professional. Example of data expected: Screenshots providing guidance in editing content, Link to a model demo space, instruction manual, etc.	<b>10/20</b> Significantly exceeds the requirement 19-20 Exceeds the requirement 15-18 Meets the Requirements 10-14 Does not fully meet the requirements 0-9	
<b>Total points</b>		<b>70</b>	

## 2 FINANCIAL CRITERIA

### 2.1 MAXIMUM FUNDING

The maximum funding available for the contract resulting from the proposal solicitation is €15,000.00 (plus applicable taxes). Proposals valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.

This maximum includes a) the price to perform the work, any b) travel and living and c) miscellaneous expenses that may be required.

Any proposals received in excess of this maximum funding will be automatically deemed non-responsive and will not be evaluated.

The proponent must include in its financial proposal, in a separate envelope, the price corresponding to each of the following detailed steps below:

- \* Review and evaluation of the existing website,
- \* Proposal for 3 different architectures,
- \* Site implementation based on the architecture selected (Installation, Testing and Correction, if necessary)
- \* Maintenance and management for 12 months (Indicate the price for an extended year for maintenance)



**APPENDIX D– Proponent information and authorization form**

<b>Name of proponent</b>	
<b>Address</b>	
<b>GST, HST or VAT registration number</b>	
<b>Business identification number</b>	
<b>Legal status (SARL, SA SUARL, SAS etc.)</b>	

**Name and title of the representative authorized to sign on behalf of the proponent:**

_____	_____
Name (in block letters)	Title
_____	_____
Signature	Date

**Each proposal must include a copy of this page, duly completed and signed.**

**The proponent’s signature indicates acceptance of the terms and conditions set out herein.**