

# BID SOLICITATION

Grand Challenges Canada / Grands Défis Canada

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Grand Challenges Canada®  
Grands Défis Canada

**BOLD IDEAS WITH BIG IMPACT®**

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## **Bid Solicitation Graphic Designer**

**Submission Deadline:  
February 3<sup>rd</sup> 2020 – 5 PM EST**

**RFP Reference Number: RFP-GD-2020-02-03**

## Introduction

### GRAND CHALLENGES CANADA'S OBJECTIVE

Grand Challenges Canada is dedicated to supporting Bold Ideas with Big Impact®. Grand Challenges Canada is seeking a graphic designer to provide high quality layout and design skills for the production of a range of knowledge products and communication materials. A core element of this contract is to support the Options for Pregnancy Termination (OPTions) Innovation Initiative for fiscal year 2019-2020.

The graphic designer will be responsible for the design and production of the OPTions Innovation Initiative "Look Book", a prospectus which will feature a catalogue of the innovations funded to date, innovators supported, and portfolio composition analysis. Grand Challenges Canada will provide the content and analyses, but the Graphic Designer will be responsible for putting together the relevant components into a finalized deliverable for dissemination. The Look Book will be made available in both print and digital format for online distribution.

Additional graphic design support is anticipated for products that may include but are not limited to: Grand Challenges Canada's 2019 Annual Report; portfolio reviews; results reports for funders; infographics; and other assets for communicating the impact of Grand Challenges Canada's work.

The objective of this "**Bid Solicitation**" is to select a candidate to enter into a contract with Grand Challenges Canada to provide the services described in the Statement of Work, attached hereto as Appendix A. All bidders ("**Bidders**") are invited to bid ("**Bid**") for consideration by Grand Challenges Canada in accordance with the terms of this Bid Solicitation.

## Part 1: General Information

### 1.1 Objective

- a. The objective of this Bid Solicitation is to select a vendor to enter into a contract with Grand Challenges Canada to provide the services described in the Statement of Work attached herein as Appendix A in a manner that will provide the best value for Grand Challenges Canada's funds.

### 1.2 Period of Contract

- a. The term of the resulting contract will be from approximately **February 3<sup>rd</sup>, 2020 to March 31<sup>st</sup> 2020** with the possibility of renewal or extension for successive one-month term(s) up to a maximum of three years, depending on the needs of Grand Challenges Canada.

### 1.3 About Grand Challenges Canada

Grand Challenges Canada is dedicated to supporting Bold Ideas with Big Impact® in global health. Funded by the Government of Canada and other partners, Grand Challenges Canada is driven by the mission to catalyze innovation that saves and improves the lives of the most vulnerable in Canada and low- and middle-income countries. One of the largest impact-first investors in Canada, Grand Challenges Canada has supported a pipeline of over 1,000 innovations in 95 countries since its creation. The goal of Grand Challenges Canada's Options for Pregnancy Termination Innovation (OPTions) Initiative is to support Bold Ideas with Big Impact for women's and girls' access to safe abortion in low- and middle-income countries.

For more information, please see: [www.grandchallenges.ca](http://www.grandchallenges.ca), including our latest Annual Report under "Who We Are".

## Part 2: Standard Instructions, Clauses and Conditions

### 2.1 Submission of Bid

- a. Grand Challenges Canada requests that each Bidder submit a Bid to the email address outlined in Paragraph 2.2, as early as possible, but no later than **February 3<sup>rd</sup>, 2020 at 5:00 PM EST (“Closing Date”)**. For greater certainty, Bids will only be accepted from January 20<sup>th</sup>, 2020 at 5:00 pm EST until February 3<sup>rd</sup>, 2020 at 5:00 pm EST (bid solicitation period).
- b. The Bid must include the firm or vendor’s name, a contact name, address, telephone and fax numbers, and email address.
- c. Grand Challenges Canada requests that each Bid contain a covering letter signed by the Bidder or by an authorized representative of the Bidder. The covering letter should reference the RFP Reference Number. The Bidder’s signature indicates acceptance of the terms and conditions set out and/or referenced herein. The signatory must have authority to commit the organization by making such a Bid. A contract will not be awarded until a signed covering letter from the Bidder is received by Grand Challenges Canada. If the Bidder fails to provide a signed covering letter when requested to do so by Grand Challenges Canada, then the Bidder shall be disqualified from the bidding process and be declared non-compliant.
- d. It is the Bidder's responsibility to:
  - i. Obtain clarification of the requirements contained in the Bid Solicitation, if necessary, prior to submitting a Bid;
  - ii. Prepare its Bid in accordance with the instructions contained in the Bid Solicitation;
  - iii. Submit by Closing Date;
  - iv. Send its Bid only to the **“Contracting Authority”** at the email address set out in Paragraph 2.2 below;
  - v. Provide a contact name, address, telephone number and email address in its Bid, as indicated in 2.1b above; and
  - vi. Provide a comprehensible and sufficiently detailed Bid, including all requested pricing details that will permit a complete evaluation, in accordance with the criteria set out in this Bid Solicitation.
- e. Bids will remain **open for acceptance by Grand Challenges Canada** for a period of not less than fourteen (14) calendar days from the Closing Date of the Bid Solicitation. Upon notification to the responsive Bidders, Grand Challenges Canada reserves the right in its sole discretion to extend the Closing Date at any time for up to fourteen (14) calendar days.
- f. Bids and/or amendments thereto will only be accepted by Grand Challenges Canada if they are received at the email address indicated below in Paragraph 2.2, on or before the Closing Date and time specified therein.

- g. Bids received will become the property of Grand Challenges Canada and will not be returned.
- h. All information within this Bid Solicitation is to be held in confidence.
- i. Except as specifically provided otherwise in the Bid Solicitation, Grand Challenges Canada will evaluate a Bidder's Bid only on the documentation provided as part of its Bid. Grand Challenges Canada will not evaluate information not submitted with the Bid, such as references to website addresses where additional information can be found, or technical manuals or brochures not submitted with the Bid.

## 2.2 Contracting Authority

**Grand Challenges Canada**  
661 University Avenue, Suite 1720  
MaRS Centre, West Tower  
Toronto, Ontario, M5G 1M1

**Attention: Becca Smith, Senior Manager, Knowledge Management and Translation**

**Email: [becca.smith@grandchallenges.ca](mailto:becca.smith@grandchallenges.ca)**

## 3.1 Late Bids

- a. The Bidder has sole responsibility for the timely receipt of a Bid by Grand Challenges Canada and cannot transfer this responsibility to Grand Challenges Canada.
- b. Grand Challenges Canada will return Bids delivered after the stipulated Closing Date referred to in Paragraph 2, sub-paragraph 1a, unless they qualify as a "delayed bid" in paragraph (c) below.
- c. A Bid received after the Closing Date but before the contract award date may be considered, provided the delay can be proven by the Bidder to have been due solely to a delay in delivery that can be attributed to incorrect handling by Grand Challenges Canada (a "**delayed bid**").
- d. Misrouting, traffic volume, weather disturbances, labour disputes or any other causes for the late delivery of Bids are not acceptable reasons for the Bid to be a delayed bid and accepted by Grand Challenges Canada.

## 4.1 Legal Capacity

- a. The Bidder must have the legal capacity to contract. If the Bidder is a sole proprietorship, a partnership or a corporate body, the Bidder must provide, if requested by Grand Challenges Canada, a statement and any requested

supporting documentation indicating the laws under which it is registered or incorporated, together with the registered or corporate name and place of business. This also applies to Bidders submitting a Bid as a joint venture.

## 5.1 Rights of Grand Challenges Canada

- a. Grand Challenges Canada reserves the right, in its sole discretion, to:
  - i. Reject any or all Bids received in response to the Bid Solicitation;
  - ii. Enter into negotiations with Bidders on any or all aspects of their Bids;
  - iii. Accept any Bid in whole or in part without negotiations;
  - iv. During the evaluation, members of the evaluation team may, at their discretion, submit questions to or conduct interviews with Bidders, at Bidders' cost, upon forty-eight (48) hours' notice, to seek clarification and/or verify any or all information provided by the Bidder with respect to this Bid Solicitation;
  - v. To award one or more contracts, if applicable;
  - vi. Not to accept any deviations from the stated terms and conditions in the awarded contract;
  - vii. Conduct a survey of Bidders' facilities and/or examine their technical, managerial and financial capabilities to determine if they are adequate to meet the requirements of the Bid Solicitation;
  - viii. Contact any or all references supplied by Bidders to verify and validate any information submitted in their Bid, if applicable;
  - ix. Correct any mathematical errors in the extended pricing of financial Bids by using unit pricing and the quantities stated in the Bid Solicitation;
  - x. Verify any information provided by Bidders through independent research, use of any government resources or by contacting third parties deemed reliable by Grand Challenges Canada;
  - xi. Incorporate all or any portion of the Statement of Work, Bid Solicitation, and the successful Bid in any resulting contract;
  - xii. Cancel the Bid Solicitation at any time without liability;
  - xiii. Reissue the Bid Solicitation without liability;
  - xiv. Extend the Bid Solicitation deadline without liability;
  - xv. If no compliant Bids are received and the requirement is not substantially modified, re-tender the requirement by inviting only the Bidders who bid to re-submit Bids within a period designated by Grand Challenges Canada;
  - xvi. Contract with vendors outside of the Bid Solicitation process; and
  - xvii. Not to award a contract in part or at all.
  
- b. Bidders will have the number of days specified in the request by Grand Challenges Canada to comply with any request related to any of the above items. Failure to comply with the request may result in the bid being declared non-responsive.

## 6.1 Communications – Solicitation Period

- a. To ensure the integrity of the competitive bid process, all enquiries and other communications regarding the Bid Solicitation must be directed, by email, only to

Grand Challenges Canada identified in the Bid Solicitation. Failure to comply can, for that reason alone, result in the disqualification of the Bid.

- b. To ensure consistency and quality of information provided to Bidders, significant enquiries received and the replies to such enquiries will be provided to all Bidders, without revealing the sources of the enquiries.

### **7.1 Costs**

- a. No payment will be made for costs incurred in the preparation and submission of a Bid in response to the Bid Solicitation. Costs associated with preparing and submitting a Bid, as well as any other costs incurred by the Bidder associated with the evaluation of the Bid, are the sole responsibility of the Bidder.
- b. No costs incurred relating to the work outlined in Appendix A: Statement of Work (“**Work**”) before the receipt of a signed contract or specified written authorization from Grand Challenges Canada can be charged to any resulting contract. In addition, the successful Bidder is not to perform Work in excess of or outside the scope of any resulting contract based on verbal or written requests or instructions from any Grand Challenges Canada personnel other than those specified by Grand Challenges Canada in the final contract.

### **8.1 Governing Law**

This Bid Solicitation and any resulting contract for services shall be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Each Bidder agrees that any and all disputes, actions or proceedings relating to this Bid Solicitation whether as to interpretation, validity, performance or otherwise, shall be subject to the exclusive jurisdiction of the courts of the Province of Ontario and each Bidder and Grand Challenges Canada irrevocably attorn to the jurisdiction of the courts of such province.

## **Part 3: Bid Preparation Instructions and Evaluation Procedures**

### **1.0 Format of Bid**

#### **Section 1: Technical Bid**

In its technical bid, the Bidder must demonstrate its understanding of the requirements described in the Bid Solicitation, as well as demonstrate how the Bidder will meet the requirements of Evaluation Criteria and Basis of Selection, as described in Appendix B. The technical bid must not exceed 10 pages including the cover sheet and any appendices.

#### **Section 2: Financial Bid**

The Bidder must submit its financial bid in accordance with the Basis of Fees, attached herein as Appendix C. The total amount of any taxes (e.g., the Harmonized Sales Tax (HST), Goods and Services Tax (GST), etc.) is to be shown separately, if applicable.

### **2.0 Evaluation Procedures**

- a. Bids will be assessed against all mandatory and rated requirements identified herein and evaluated in accordance with the evaluation criteria specified in Appendix B.
- b. Any firm currently providing audit services to Grand Challenges Canada cannot be considered for this Bid Solicitation due to the need for independence and perception of independence.

## Appendix A: Statement of Work

### A. Title

This Bid Solicitation seeks to engage an individual for hire in the role of:

- Graphic Designer

### B. Scope of Work

The graphic designer will be responsible for performing the following Work:

The design and production of the OPTions Innovation Initiative “Look Book”, a prospectus which will feature a catalogue of the innovations funded to date, innovators supported, and portfolio composition analysis. Grand Challenges Canada will provide the content and analyses, but the Graphic Designer will be responsible for putting together the relevant components into a finalized deliverable for dissemination. The Look Book will be made available in both print and digital format for online distribution.

The graphic designer may be requested to provide additional services on an ad hoc basis to other programs within Grand Challenges Canada, for the purpose of developing high quality communications and knowledge products.

### C. Deliverables

The graphic designer will be expected to:

#### OPTions Look Book

- Provide consultation and brainstorming related to the design concept (e.g. preferred software, printing recommendations, etc.);
- Generate mock-ups and drafts for initial assessment by Grand Challenges Canada;
- Design a modular template (in an appropriate software) that can easily be used and updated by Grand Challenges Canada’s team;
- Develop a short style guide to ensure cohesiveness throughout the Look Book;
- Provide iterations on the general design, plus any number of minor corrections needed (i.e. corrections of text, incorrect numbers, inaccuracies, resolutions, visual defects, etc.);
- Develop a design plan and timeline for all deliverables that is complementary to Grand Challenges Canada’s timeline;

- Produce a final product (the “Look Book”) that meets the expectations of Grand Challenges Canada, and make available in print and digital formats; and
- Perform any other related tasks as determined by Grand Challenges Canada to be necessary to complete the final product.

Additional services

- Provide graphic design services upon request for the production of assets such as but not limited to: the 2019 Grand Challenges Canada Annual Report; Portfolio Reviews, PowerPoint templates and presentations; infographics; narrative results reports; and other knowledge products or communication materials

**Overview of Support**

The selected graphic designer will report to Grand Challenges Canada and will define the process and implement the infrastructure needed to provide the contracted services.

## Appendix B: Evaluation Criteria and Basis of Selection

### Evaluation Criteria and Process

Only those Bids that meet all mandatory requirements identified in this Bid Solicitation will be further evaluated, based on the criteria listed below.

The Bid should be concise and should address, at a minimum, all mandatory criteria identified below. It is suggested that the Bidder address these criteria in sufficient depth in the bid.

The Bid must identify the qualifications and experience of the personnel who will carry out the tasks, by systematically addressing each of the experience criteria as detailed below.

The firm's profile and resume for each proposed resource must be included in the Bid.

For each resume submitted, the Bidder should ensure that:

- i. The name of the individual is clearly indicated; and
- ii. The resume clearly demonstrates where, when and how the stated qualifications/experience of the individual were acquired.

For evaluation purposes:

- **Where** means the name of the institution, as well as the position/title held;
- **When** means the start date and end date (e.g., from January 2000 to March 2002) of the period during which the individual acquired the qualifications/experience; and
- **How** means a clear description of activities performed and the responsibilities assigned to the individual in this position and during this period.

Listing experience without providing any supporting data will not be considered to be "demonstrated" for the purpose of this evaluation. Full details should be included that describe the number of projects completed and in progress, the period of the work performed in number of months, years in past and present employment, and other relevant information.

### Mandatory Criteria for Technical and Financial Bid

In addition to those elements described above, the Bidder shall also provide:

1. **Basis of fees**, which will be evaluated separately, as described in Appendix C
2. **History of the firm and location**, affiliation with any relevant partners or networks, size, etc.
3. **Samples of previous work**, including logo design, branding/visual identity development, report design/layout and infographics. Each sample should be accompanied with a brief description of the work involved.

4. **Description of support team**, including bios, relevant experience and specific expertise that they will bring to this role – this section should demonstrate the ability of the firm to deliver on the specific items outlined in **Deliverables** in Appendix A
5. **Description of support process**, including specifics regarding the level of responsiveness that Grand Challenges Canada can expect on a regular basis – this section should include details about measures in place for when the primary contact/support staff are not available.
6. **Two (2) client references ONLY**, for whom you have provided the services described in the statement of work – any Bidder who provides less or more than (2) references will be automatically disqualified from the bidding process and be given no further consideration.
7. **Value-added services**, including whatever the Bidder may want to add to its proposal.

### Scoring Rubric for Evaluation

#### 1. Experience (60%)

- a. Does the Bidder have:
  - i. Experience and expertise developing visually appealing digital and print materials, booklets, reports, etc.?
  - ii. Experience and expertise in translating complex narrative and analyses into clear, concise and visually formats (e.g. infographics) suitable for diverse audiences?
  - iii. Demonstrated innovation and creativity in visually presenting data?
  - iv. Sectoral expertise using various graphic design software and programs needed to accomplish their proposed deliverables?
- b. Is the Bidder an effective, results-driven individual/team with the proven capacity to deliver on their objectives?

#### 2. Ability to deliver on tight timelines to achieve program goals? (20%)

- a. Does the bid show strong feasibility to move forward the key deliverables within reasonable and defined time frames?
- b. Does the Bid clearly articulate the key activities needed to achieve these deliverables?  
Does the Bidder have experience and expertise working within established timeframes to meet deadlines?

#### 3. Fees (20%)

- a. Are the scope of the proposed work and the funds requested reasonable and commensurate with the proposed goals?
- b. Does the proposal represent a particularly thoughtful and efficient use of resources?

Evaluation of Bids will also be guided by the Objective and Principles of Grand Challenges Canada's Contracting & Procurement Policy, found at [www.grandchallenges.ca/funding-opportunities/resources/](http://www.grandchallenges.ca/funding-opportunities/resources/).

Based on the evaluation of the criteria described above, competitive Bids could be invited for an interview. The purpose of the interview would be to further assess the capacity of the Bidders to best deliver the scope of work outlined in the Bid Solicitation.

## **Appendix C: Fees**

Bidders are required to provide their estimated fees in Canadian dollars, excluding applicable taxes, for each deliverable listed in Appendix A. Bidders are requested to provide the hourly fee for personnel involved in delivering the proposed deliverables.