

NOTICE OF PROPOSED PROCUREMENT (NPP) 19-719

EDC BRAND STRATEGY CONSULTING

PURPOSE OF THIS NOTICE:

Export Development Canada (EDC), per its obligations under Chapter Five of the Canadian Free Trade Agreement (CFTA) and Chapter Nineteen of the Comprehensive Economic and Trade Agreement (CETA), is announcing that it is undertaking a Request for Proposal (RFP) process to solicit submissions from vendors interested in entering into an agreement with EDC providing strategic services related to Brand Strategy Consulting.

The term of the Agreement is intended to be 3 years along with two additional 1-year options for EDC to renew the Agreement with the same terms and conditions.

Services include but are not limited to:

Procurement of strategic services related to Brand Strategy.

The Marketing team is looking for an external supplier to provide an objective view as it relates to EDC's brand, and to deliver leadership and advice on brand and customer experience strategies that will ultimately drive EDC's relevance in the market. This includes:

- Providing strategic support to the EDC brand team as it relates to developing a "brand-led" organization
- Supporting the Customer Experience strategy and customer journey work
- Developing additional value propositions anchored in the EDC brand strategy
- Developing a brand governance model
- Working with a creative agency to evolve the brand expression, and global brand strategy
- Enabling brand integration into the EDC strategy and culture
- Helping to bring the brand to life through EDC's customer experience strategy and operational recommendations

POTENTIAL SUPPLIERS

Should potential suppliers of these services wish to be included in this process, they must complete a "Letter of Interest" (as detailed below). Without exception, suppliers that do not submit letters of interest will not be considered in the RFP process.

INSTRUCTIONS FOR THE SUBMISSION OF A "LETTER OF INTEREST"

The letter of interest must identify "NPP # 19-719 – RFP for Brand Strategy Consulting". Letters may be provided in either official language however the Supplier should be advised that its response may be required to be translated in order to be assessed and EDC reserves the right to rely upon its translation as the basis for this assessment.

Letters of Interest must identify the supplier's:

- Legal name
- Mailing address
- Telephone number
- Website/URL
- Contact (to coordinate receipt of the Non-Disclosure Agreement and RFP)
- Contact's email address

Letters of Interest must be received by EDC by mail or by electronic mail (npp@edc.ca) before **1:00 p.m. Ottawa Time** on **February 3, 2020**. Upon receipt of the letter of interest, a Non-Disclosure Agreement (NDA) will be issued to the supplier, who upon execution of the NDA will be entitled to receive the RFP documentation.

The RFP is scheduled to be released the week of **February 10, 2020**.

EDC may, in its sole and absolute discretion, change the foregoing dates and times upon prior written notice to the potential suppliers.

RFP EVALUATION CRITERIA:

(Criteria and their associated weights are estimates and are subject to change at the discretion of EDC.)

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| • Stage II (a) – Written Submission | 40% |
| • Stage II (b) - Case Study Presentation | 40% |
| • Stage II (c) – Agency Pitch | 15% |
| • Stage II (d) – Client References | 5% |
| • Stage III – Financial Assessment | Cost/Benefit Analysis |

NON-DISCLOSURE AGREEMENT:

All participants in any subsequent RFP process will be required to sign EDC's Non-Disclosure Agreement without amendment prior to receiving the RFP documentation. Additionally, if deemed applicable by EDC, participants will be required to enter into a more detailed Agreement to ensure compliance with the requirements of the Privacy Act, should they be awarded the contract at the completion of the RFP process.

GENERAL:

EDC reserves the right to contact the referenced organizations for the selected provider as part of a subsequent RFP process.

EDC reserves the right to satisfy itself of the financial viability of the selected provider as part of a subsequent RFP process.

All documents and other deliverables provided in response to this NPP become the property of EDC.

This NPP and any submission received in response thereto, any associated RFP and proposal submitted in response thereto, and all related agreements, including a confidentiality agreement and services agreement, will be interpreted and governed by the laws of the Province of Ontario and federal laws of Canada applicable therein.

EDC has issued this NPP in order to solicit information from potential Service Providers. EDC assumes no liability, responsibility or obligation whatsoever to any Service Provider with respect to any aspect of this NPP. EDC has no obligation to reimburse or in any way compensate any Service Provider for expenses incurred in connection with its receipt, review or response to this NPP or in connection with the negotiation of a confidentiality agreement, services agreement, or otherwise.

ABOUT EDC

For 75 years, Export Development Canada (EDC) has been dedicated to helping Canadian companies of all sizes succeed on the world stage. We are a financial Crown corporation that equips Canadian companies with the tools they need – the trade knowledge, financing solutions, equity, insurance, and connections – to grow their business with confidence. As international risk experts, we make trade safer for Canadian companies. Underlying all our support is a commitment to sustainable and responsible business.