



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

DATE: 30/12/2024

REQUEST FOR PROPOSAL: No. RFP PSP/IT/2024/012

FOR THE ESTABLISHMENT OF A FRAME AGREEMENT FOR THE

Production of the Premium Acquisition MailPack and related services

CLOSING DATE AND TIME: 31/01/2025 – 23:59 hrs CET

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of more than 20,000 people in 135 countries continues to help more than 122 million persons. To help and protect some of the world's most vulnerable people in so many places and types of environment, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

1. REQUIREMENTS

The Office of the United Nations High Commissioner for Refugees (UNHCR) PSP Italy office, invites qualified service providers to make a firm offer for the establishment of Frame Agreement(s) for the provision of Premium Acquisition MailPack and related services for PSP Italy (referred to hereinafter as "Services").

IMPORTANT:

Terms of Reference (TORS) are detailed in Annex A of this document.

UNHCR may award Frame Agreement(s) up to 3 (three) suppliers that will be required to work simultaneously, for a period of 2 years (tentatively from May 2025 to April 2027) with possibility of extending it by an additional 1 (one) year period (total of 2+1 years).

The successful bidder(s) will be requested to maintain their quoted price model for the duration of the Frame Agreement(s).

Please note that figures have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a commitment that UNHCR will purchase a minimum quantity of services. Quantities may vary and will depend on the actual requirements and funds available regulated by issuance of individual Purchase Orders against the Frame Agreement.

Other United Nations Agencies, Funds and Programmes shall be entitled to the same prices and terms as those contained in the offers of the successful bidders and could form the basis for a Frame Agreement with other UN Agencies.

IMPORTANT:

When a Frame Agreement is awarded, either party can terminate the agreement only upon 90 days (3 months) notice, in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 18** “settlement of disputes” of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a “cause” for or otherwise to be in itself a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex D).

Note: this document is not construed in any way as an offer to contract with your firm.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form integral part of this Invitation to Bid:

Annex A:	Terms of Reference (TORs)
Annex B:	Financial Offer Form – to be filled-in and submitted;
Annex C:	Vendor Registration Form – to be filled-in and submitted in case of new supplier
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services – to be acknowledged;
Annex E:	Supplement Agreement on Data Protection – to be acknowledged.
Annex F:	eTenderBox Supplier User Manual – to be carefully read to submit the offer
Annex G:	Registration Guide for eTenderBox– to be carefully read to register your company in the eTender Box.
Annex H:	Copywriting Guidelines – for information
Annex I:	RFP Checklist form – to be reviewed before submission.

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to celi@unhcr.org as to:

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

IMPORTANT:

Failure to send the above requested information may result in disqualification of your offer from further evaluation.

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP only to Erika Celi, Supply Associate, celi@unhcr.org.

The deadline for receipt of questions is WED 22 January 2025 h. 23:59 CET.

Correspondence with any other UNHCR staff member or contractor in respect of this RFP is not permitted and may be constitute grounds for disqualification. Bidders are requested to keep all questions concise.

IMPORTANT:

Please note that Bid Submissions are **not** to be sent to the e-mail address above.

UNHCR will respond to the questions in writing at the same time to all invited bidders with a Questions & Answers document that will be prepared and posted on the UNHCR and UNGM website.

2.4 YOUR OFFER

Your offer shall be prepared in English or in English and Italian. Please note that company's qualifications are accepted in Italian. Campaign's materials, creatives, pay-off and copywriting should be in Italian.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may be not taken into consideration.

IMPORTANT:

Inclusion of copies of your offer with any correspondence sent directly or in copy to the attention of the responsible buyer or any other UNHCR staff other than the submission platform will result in disqualification of the offer. Please submit your offer in the platform as per instructions provided in the "Submission of Bid" section 2.6) of this RFP.

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER

IMPORTANT:

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

- a) **Company's qualifications → please refer to section 4.1 of Annex A**
- b) **Proposed services → please refer to section 4.2 of Annex A**
- c) **Proposed personnel to carry out the assignment → please refer to section 4.3 of Annex A**
- d) **Vendor Registration Form:** If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex C**).
- e) **UNHCR General Conditions for Provision of Goods and Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services by signing **Annex D**.
- f) **Supplementary Agreement on Personal Data Protection:** Please indicate your acknowledgement by submitting signed **Annex E**.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, Euros.

The financial offer must cover all the services to be provided (price "all inclusive").

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure may not be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regards, price has to be given without VAT.

You are requested to hold your offer valid for 120 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 **BID EVALUATION:**

2.5.1 **Supplier Registration:**

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 **Technical and Financial evaluation:**

Technical offer will be evaluated based on criteria reported below and with the following percentage distribution: **70% of the total score.**

Company Qualifications (max 22.5 points)	Documents, information to be provided to establish compliance with the set criteria
General Liability and Financial Stability of the Company (5%)	Scores will be allocated based on the documentation requested under section 4.1 “Company qualifications” and financial soundness.
Overall fundraising experience / time in business working in the not-for-profit sector (7.5%)	Scores will be allocated proportionally on the number of years of relevant experience in providing the services for non-profit clients.
Experience of completing similar projects (or currently in progress) internationally/Italy on direct mailing Acquisition campaigns, based on past acquisition campaigns results submitted (10%)	Scores will be allocated proportionally on the number of relevant projects developed or currently under development on mailing acquisition campaigns and shared results.
Quality of proposed Approach (max 42.5 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness, quality and creativity of proposed services (concept development, graphic design and lift item) (10%)	Scores will be allocated on the understanding of the requirements as outlined in sections 1 and 2 of Annex A. Please tailor your offer to demonstrate compliance with the listed requirements.
Emergency Plan (7.5%)	Scores will be allocated based on quality and timing of the required services as outlined in section 1.3.7. and 2.2 of Annex A..
Quality of the proposed campaign analysis (5%)	Scores will be allocated based on the quality of the campaign analysis proposed based on section 2.5 of Annex A.
Quality of profiled lists (10%)	Scores will be allocated based on the quality of profiled lists based on the documentation listed in section 2.3 of Annex A
Quality of proposed copywriting (10%)	Scores will be evaluated based on the proposed copywriting meeting the indications in Section 2.1 of Annex A and on Annex H.
Personnel Qualifications and experience (max 5 points)	Documents, information to be provided to establish compliance with the set criteria
Seniority and experience of the staff assigned to the project (5%)	Scores will be allocated proportionally on the number of years of relevant experience of the dedicated staff based on the information contained on the CVs.

The minimum score to pass the technical evaluation is 42 out of 70 points; if a supplier does not reach the minimum score, it will not be considered technically compliant and will not be considered for financial evaluation.

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g., [total Price Component] x [EUR lowest] \ [EUR other] = points for other supplier's Price Component.

Companies are allowed to quote only in Euro.

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company.

Your proposal shall comprise the following documents:

- a) Technical Component
- b) Price Component, using the provided form Annex B

IMPORTANT:

The technical offer and financial offer are to be sent in separate documents and shall be clearly separated. Failure to do so may result in disqualification.

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR.

The eTenderBox can be accessed via the following URL:

<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.

A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR. In case the password is forgotten, that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes F and G to this RFP.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Submission Deadline: Monday 31 January 2025, hrs 23:59 CET.

IMPORTANT:

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. **In order to ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.**

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may, at its discretion, increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including efficiency to maximize economies of scale and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts (**Annex D**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing, by signing them off and including them in the technical component envelope.



Ms. Erika Celi,
Supply Associate
UNHCR – PSP Italy