

DATA: 31/12/2024
REQUEST FOR QUOTATION – RFQ # PSP/IT/2024/013

PRINTING AND FULFIMENT SERVICES FOR DONOR CARE MATERIALS

SUBMISSION DEADLINE: 31/01/2025 h. 23:59 CET

1. BACKGROUND

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the U.N. General Assembly in 1950 to provide protection and assistance to refugees and Internally Displaced People (IDPs). In more than five decades, the agency has helped tens of millions of people to restart their lives. Today, UNHCR is one of the world's principal humanitarian agencies. Their staffs of more than 20,000 personnel are helping more than 120 million people in 135 countries. For more information, please see www.unhcr.org

UNHCR has an ambitious Private Sector Partnership (PSP) program which endeavors to capitalize on the income from private-sector donors.

Fund Raising activities in Italy include two different main programs: i) the Individual Giving (IG), raising money from individuals both regular and one-off and from Small and Medium Sized Enterprises (SMEs), and ii) the Private Partnership and Philanthropy (PPH), targeting companies, foundations, High Net Worth individuals, and Legacy.

IG program is composed by two sub-programs:

- i) Acquisition, aiming at recruiting new donors through a variety of channels including Face-to-Face, Direct Mailing, Digital and Multichannel
- ii) Donor Development program, aiming at increasing donors' loyalty, value and retention through the Donor Care and the Donor retention program.

To boost contributions to the Organization and achieve longer-term income goals, PSP Italy is now seeking for a high qualified printing/production suppliers to support the Organization in producing and fulfilling all the donor care materials necessary to welcoming and thanking donors.

2. SCOPE OF THE PRESENT RFQ

The proposal for printing/producing, fulfilling and deliver to the postal office attractive Donor Care materials is required by PSP Italy for a period of 1 year, with possibility of extension of up to two additional period of 1 year each (1+1+1 years), subject to performance and budget availability. The expected start date is estimated to be May 2025.

UNHCR intends to appoint one primary supplier, with possibility of a back-up supplier, to be contacted in case of inability of the primary supplier to fulfil the requirement of an order.

By Donor care materials PSP Italy refers to:

1. **Welcome pack addressed to regular donors (RG)** → It is a direct mailing activity addressed to new regular donors in order to give them a warm welcoming as part of the Organization.
2. **Welcome pack addressed to one off donors (OO)/Retention pack** → It is a direct mailing activity addressed to new one off donors in order to give them a warm welcoming as part of the Organization.
3. **Thank you pack** → It is a direct mailing activity addressed to existing one-off and regular donors that have done a donation.
4. **Follow up mailing** → It is a direct mailing activity addressed to donors that have donated after a prospect mailing appeal.

It is therefore necessary to provide a quotation to the production and the fulfilment of the future materials based on frequencies reported in the financial offer. Please note that currently the frequency of the delivery of the packs is weekly and it is not expected to change. Nevertheless, bidders are requested to provide costs for the fulfilment on a weekly, on a 15-days and on a monthly basis.

In addition to the above services, companies are requested to provide the “Resi service” as described in section III. “Required services” below.

3. REQUIRED SERVICES

Please find below the type of packs that PSP Italy will require the supplier to print, fulfil and deliver to the postal office:

- i. WELCOME PACKS to newly acquired regular donors;
- ii. WELCOME PACKS for one-off donors / RETENTION PACKS
- iii. THANK YOU PACKS
- iv. FOLLOW-UP PACKS

3.1. TECHNICAL FEATURES OF MATERIALS TO BE PRINTED AND FULFILLED are listed below:

WELCOME PACK REGULAR DONORS		WELCOME PACK ONE OFF DONORS/RETENTION PACK		THANK YOU PACK		FOLLOW UP	
WELCOME LETTER		WELCOME LETTER		THANK YOU LETTER		LETTER + DONATION FORM	
Dimension:	21 x 29,7 cm	Dimension:	21x29,7	Dimension:	21x29,7	Dimension:	42x29,7
Paper:	carta uso mano laser fsc mix credit gr. 90	Paper:	Carta uso mano laser FSC mix credit gr. 90	Paper:	Carta uso mano laser FSC mix credit gr. 90	Paper:	Carta uso mano laser FSC mix credit gr. 90
Colours:	4+4	Colours:	4+4	Colours:	4 colori solo bianca	Colours:	4+4 colori
MEMBERSHIP CARD		COMPLIMENT SLIP		ENVELOPE		ENVELOPE	
Dimension:	5,5 x 8,5 cm fustellata con angoli stondati / vernice uv lucida fronte	Dimension:	21x10	Dimension:	11x23 con finestra 4 x 10 fronte	Dimension:	11x23 con finestra
Paper:	Carta patinata opaca laser 300 FSC mix credit	Paper:	Carta patinata opaca laser 300 FSC mix credit	Paper:	Carta Uso mano FSC mix gr. 80	Paper:	Carta Uso mano FSC mix gr. 80
Colours:	4+4	Colours:	4+4	Colours:	2 (black + pantone) + 0	Colours:	Sovrastampa 4+0 colori
ENVELOPE		MEMBERSHIP CARD				LEAFLET	
Dimension:	Busta 16x23 con finEstra 4 x 10 fronte	Dimension:	5,5 x 8,5 cm			Dimension:	21x29,7
Paper:	Carta uso mano FSC mix credit 100 gr.	Paper:	Carta patinata opaca laser 300 FSC mix credit			Paper:	carta Usomano FSC mix 90 gr.
Colours:	2	Colours:	4+4 fustellata con angoli stondati / vernice uv lucida fronte			Colours:	4+4
FOLDING FLYER		ENVELOPE					
Dimension:	Quartino f.to aperto 42 x 29,7 chiuso 21x15	Dimension:	busta 16x23 con finestra 4 x 10 fronte				
Paper:	Carta patinata opaca fsc mix credit 200	Paper:	Carta uso mano FSC mix credit 100 gr.				
Colours:	4+4	Colours:	2 colori				
CARD		CARD					
Dimension:	15 x 10 cm	Dimension:	10 x 15 cm				
Paper:	Cartoncino monopatinato FSC mix credit 300	Paper:	Cartoncino monopatinato FSC mix credit 300				
Colours:	4+4 colori - verniciatura uv fronte lucida	Colours:	4+4 colori - verniciatura uv fronte lucida				

Undelivered contacts due to incorrect geographical information or due to special characters must be deposited in the proprietary SFTP folder. If contacts are retrieved during the mailing phase, they must be deposited as well to allow data quality to UNHCR.

The nature of Printing and Production services is very peculiar, and the technical requirements and materials described above may change during the reference period, according to the needs or rise of new ideas or projects to be developed.

Therefore please consider that all the products described may vary according to PSP Italy and its Fundraising necessities. In this case, ad-hoc quotations will be requested.

3.2. FOCUS ON FULFILMENT PROCESS FOR WELCOME PACK (both REGULAR and ONE-OFF)

All materials are previously printed and stored in the supplier's warehouse and in a second moment fulfilled. PSP Italy will upload on proprietary FTP a file containing several records with the indication of donors' personal information. The file will be shared in due time with the selected supplier(s).

The supplier is required to:

- download the file (UNHCR FTP)
- Convert the file as per postal requirements;
- Pick up from its warehouse all necessary printed materials to run the process;
- Provide the lasering process:
- Laser printing of the Letter;
- One side only (first name, surname and donor code) thermography of the membership card;
- Manage the packaging process by fulfilling all the items composing the pack. Consider that it is required the application of the membership card on the flyer with matching of names;
- Delivers finished products to the postal office in order to be mailed.
- Records that are not compliant for the postal delivery or eventually corrected and recovered by the addresses' normalization process of the supplier, should be returned to PSP Italy in an excel file as per Annex C – File tracciato Scarti by uploading the file of UNHCR FTP.

3.3. FOCUS ON FULFILMENT PROCESS FOR THANK YOU PACK AND FOLLOW UP MAILING

All materials are previously printed and stored in the supplier's warehouse and in a second moment fulfilled. PSP Italy will upload on proprietary FTP a file containing several records with the indication of donors' personal information. The file will be shared in due time with the selected supplier(s).

The supplier is required to:

- download the file UNHCR FTP
- Convert the file as per postal requirements;
- Pick up from its warehouse all necessary printed materials to run the process;
- Provide the lasering process;
- Manage the packaging process by fulfilling all the items composing the pack
- Delivers finished products to the postal office in order to be mailed
- Records that are not compliant for the postal delivery should be returned to PSP Italy in an excel file as per Annex C – File tracciato Scarti by uploading the file of UNHCR FTP.

3.4. STANDARD SERVICES FOR PRINTING

Please consider the following as "**Standard Services for Printing**" of the above-described activities and indicate in your technical offer whether you are able or not to guarantee these services to PSP Italy:

- Upload of Donors' records and laser preparation;
- Laser printing (PERSONALIZATION);
- Cut and fold;
- "Omologazione" of the product for Postal fee chosen by PSP ITALY;
- Conversion and normalization of files.

3.5. STANDARD SERVICES FOR FULFILMENT

Please consider the following as “**Standard Services for Fulfilment**” of the above-described fundraising activities and indicate in your technical offer whether you are able or not to guarantee these services to PSP Italy:

- Packaging and fulfilment;
- Provide PSP ITALY with the CMP delivery receipt;
- Dispatching (booking of CMP availability; delivery to the CMP);
- Management of the entire process/activities concerning the relationship with Poste Italiane (such as information exchange with Poste Italiane focal points, support for the identification of the best fee in relation to existing agreements between PSP ITALY and Poste Italiane, etc..) will be highly considered

3.6. ADDITIONAL SERVICE TO PROVIDE – RESI SERVICE

Suppliers are required to provide a quotation for the Resi service and the related data entry activity.

The service consists in:

- Retrieval of physical resi postali from Poste Italiane’s CMP (generally within 15 days from the communication sent out by Poste Italiane). The CMP will be the one indicated by the winning vendor. (Letters are generally 23x11 and 23x16)
- Data entry of the Resi postali retrieved
Sharing with UNHCR an excel file as per layout of Annex D – File tracciato resi service
- Waste service (macero) of the resi postali retrieved. Waste service does not need to be certified.

Generally, the number of retrievals are 8 to 10 per year while number of resi postali are up to 5,000 per year.

4. REQUIREMENTS FOR PARTICIPATION

To be evaluated in the present RFQ the submission of the following documentation is required:

1. A company description/presentation;
2. The company registration certificate (Chamber of Commerce certificate or Visura camerale);
3. List of main clients and contact details of a minimum of 2 relevant references pertaining to the no profit sector;
4. Confirmation and proof that the Company has FSC paper certificates/authorization;
5. Annex A Check-list and Technical Response form duly filled-in and signed to confirm that company can provide the services as requested and is compliant with GDPR;
6. The Annex B Financial Quotation Form completed in all its parts.

5. TIMING AND OTHER INFORMATION

The Startup date is expected to be May 1st 2025.

The Scenario of this document, as per quantities indicated in the financial form, has to be used as a reference and can change according to UNHCR needs and budget availability.

Quantities indicated in the financial offer have to be used as reference and are not binding for UNHCR.

6. QUOTATION

The Financial Quotation Form, Annex B, should be completed in all its parts. All cells marked in yellow should be filled in. Companies are required to quote the following services:

- i. printing
- ii. fulfilment. For Fulfilment costs the request is to quote weekly, twice a month and monthly unitary fees
- iii. Resi
- iv. Technical development of the layouts (tracciati)

Bidders will be also required to quote:

- a) Storage service intended as a fee per 1 month storage of a 3 mq space;
- b) Color proof;
- c) Shipping costs.

Please note that PSP Italy expects prices to remain constant over the period even if quantities ordered will be less than those indicated in the financial form. Selected suppliers will be required to maintain their pricing for the entire duration of the contract (1+1 + 1 years).

Be informed that, for amounts higher than 300,00 euro, UNHCR is IVA exempt. Each cost item should therefore exclude taxes.

7. TECHNICAL EVALUATION

Technical proposals received will be evaluated based on the following pass/fail criteria:

Criteria	Specifications
Company qualifications	The Company confirms to have at least 5 years' experience in the relevant Direct Mailing activity within the no profit sector
	The Company has submitted the list of main clients and at least two references with contacts of no profit organizations to which similar services were provided
	The Company confirms to have FSC paper certificates/authorization
	The Company confirms the compliance with the GDPR and acknowledgement of the Supplementary Agreement on data protection
Quality of services	Confirmation that the Company is able to print the packs as per technical features listed in section 3.1 above.
	Confirmation that the Company is able to guarantee the fulfilment and the delivery to the postal office (CMP) of the packs based on the indicated frequencies (weekly, twice a month and monthly).
	Confirmation that the Company is able to guarantee the fulfilment based on the process description reported in section 3.2 and 3.3 "FOCUS ON FULFILMENT"
	Confirmation that the Company is able to provide standard services for printing as described in section 3.4
	Confirmation that the Company is able to provide standard services for fulfilment as described in section 3.5 Confirmation that the company can provide the services as described under section 3.6 on the Resi service

Only the offers meeting all criteria will be considered technical acceptable. Selection will be based on the lowest-priced, technically acceptable offer.

8. SUBMISSION OF DOCUMENTATION

Documents and quotation are to be submitted in English or Italian language.

Offers shall be submitted through the eTender Box platform accessible at the following website:

<http://etenderbox.unhcr.org>

Instructions on how to register and how to upload documents is indicated in Annex G and H.

Deadline for offer submission is **Friday 31 January 2025 h 23:59 CET**.

UNHCR expects to conclude the selection by end of the year and to start the contractual relationship as of 1st May 2025.

Any questions related to the present Request for Quotation can be sent directly to Erika Celi, Supply Associate at celi@unhcr.org. List of questions and answers will be shared with all invited suppliers.

It is required that the economic offer has a minimum validity period of 90 days. The standard payment terms of UNHCR shall prevail payment 30 days after receipt and approval of the invoice, unless otherwise agreed.

9. ATTACHMENTS

- Annex A: Check-list and Technical Response form → to be duly filled in and submitted
- Annex B: Financial quotation form → to be duly filled in and submitted
- Annex C: File tracciato Scarti → for information purposes
- Annex D: File tracciato Resi → for information purposes
- Annex E: Vendor Registration Form → To be filled in in case of new supplier. For existing suppliers, the compilation is required only in case of variations.
- Annex F: UNHCR General terms and conditions → Please confirm whether the Company accept them.
- Annex G: UNHCR Supplementary Agreement on Data Protection → Please confirm their acknowledgment This agreement will be tailored made and signed with the selected company, as part of the frame agreement.
- Annex H: eTenderBox Registration Guide → for information purposes
- Annex I: eTenderBox Supplier User Manual → for information purposes

Yours faithfully,



Erika Celi,
PSP Italy – Supply Associate
United Nations High Commissioner for Refugees (UNHCR)