

DATE: 17th October 2024

REQUEST FOR PROPOSAL: RFP/24/019/RBAP/PSP

REQUEST FOR PROPOSAL FOR THE PROVISION OF
DEVELOPMENT AND PRODUCTION OF DIRECT MARKETING MATERIALS

CLOSING DATE AND TIME: 15th November 2024 by 23:59 UTC +9hrs. (Seoul time zone)

INTRODUCTION TO UNHCR

The office of the United Nations High Commissioner for Refugees (UNHCR) was created in 1950, after the Second World War, to help millions of Europeans who had fled or lost their homes. We had three years to complete our work and then disband.

Since then, the 1951 Refugee Convention has been strengthened by additional regional legal instruments. Today, 70 years later, our organization is still hard at work, protecting and assisting refugees and internally displaced (IDPs) worldwide. In almost seven 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. As of 31 December 2021, we employ 18,879 people (about the seating capacity of Madison Square Garden), of whom nearly 91 per cent are based in the field.

We work in 137 countries and territories, with personnel in a mixture of regional and branch offices and sub and field offices. Staff members work in a diversity of locations and conditions, including in our Geneva-based Headquarters (HQ) and over 100 field locations. For more information, please see <http://www.unhcr.org>

Our teams work hard to help the displaced, specializing in a wide range of disciplines, including legal protection, administration, community services, public affairs, and health.

1. REQUIREMENTS

UNHCR Korea Donor Retention unit is seeking to appoint a competent in-country creative design service provider to provide design and production services on donor communication materials for two (2) years plus one (1) year extension upon satisfactory performance. The service provision will take place in the Republic of Korea.

Phase 1: 24 months (Feb 2025 - end Jan 2027)

Phase 2: 12 months (Feb 2027 - end Jan 2028)

Service providers are expected to provide the services as described under Point 2 – Requirements. The corresponding technical proposal needs to follow the structure of Point 2 - Requirements.

Please note: The list of products and numbers below are UNHCR PSP Korea's estimations based on its annual plan. Expected volumes and donors may vary during the duration of the contract. Suppliers are requested to indicate their maximum capacity and availability in their bids.

Supplier will be requested to maintain their proposed pricing structure for the duration of the contract.

The Supplier is responsible for any unforeseen costs introduced by unexpected reasons. These are not to be passed along to UNHCR without explicit consent. The Supplier will be responsible for any new costs not captured in the contract. Any cost introduced after the contract agreement should be mutually agreed upon.

IMPORTANT:

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

IMPORTANT:

When a Frame Agreement is awarded, either party can terminate the agreement only upon 30 days' 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 the provision of Goods and Services shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

2. BIDDING INFORMATION:**2.1. RFP DOCUMENTS**

The following annexes form an integral part of this Request for Proposal:

Annex A:	Terms of Reference (TORs)
Annex B:	Technical Response Form
Annex C:	Financial Offer Form
Annex D:	UNHCR Special Data Protection Conditions (only English)
Annex E:	UNHCR General Conditions of Contracts for the Provision of Services
Annex F:	eTenderBox Supplier User Manual
Annex G:	Registration Guide for eTenderBox (EN &KOR)
Annex H:	UN Supplier Code of Conduct
Annex I:	Vendor Registration Form
Annex J:	Technical scoring sheet (information purposes)

Please kindly note that this RFP is also posted on the UNHCR global site and the United Nations Global Marketplace (UNGM) site.

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return at Arum Cho cho@unhcr.org with copy to bagnall@unhcr.org and to ling@unhcr.org as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

IMPORTANT:

Failure to send the above requested information may result in the 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 by e-mail to Rachel Bagnall bagnall@unhcr.org and to Yun Ling ling@unhcr.org to **the deadline for receipt of questions is the 1st of November 2024 23:59 UTC +9 hrs. (Seoul time zone)**. 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. This may lead to disqualification.

UNHCR will compile the questions received and plans to publish them on UNHCR’s website at the below link shortly after the query closing date. UNHCR may, at its discretion, copy any reply to a particular question to all other invited bidders at once. The consolidated Q&A file will be also posted on UNHCR Global website and UNGM.

2.4 YOUR OFFER

Your company must be compliant with all the following pre-selection criteria to participate at this bidding:

Pre-selection criteria	Documents, information to be provided to establish compliance with the set criteria
Eligible to provide service in Korea and locally based	Suppliers should be based in the Republic of Korea. Please fill out the vendor registration form (Annex I) and submit your Company registration certificate to establish compliance. <i>Note: in case your company is a registered PO-supplier for UNHCR (i.e., UNHCR has sent already purchase orders for local service provision or having a signed frame agreement in place), no need to submit company registration certificate and vendor registration form, unless any information has changed and needs to be updated. Compliance with the rest of the pre-selection criteria remains mandatory.</i>
Compliance with UNHCR General & Special Conditions of Contract for the Provision of Services	Please acknowledge UNHCR General Conditions of Contract for the Provision of Services (Annex D) and send along the signed copy with your technical offer.
Compliance with UNHCR Special Data Protection Conditions	Please acknowledge UNHCR Special Data Protection Conditions (Annex E) and send along the signed copy with your technical offer.
Compliance with UN Supplier Code of Conduct	Please acknowledge UN Supplier Code of Conduct (Annex H) and send along the signed copy with your technical offer.

Your offer should be prepared in Korean or English. Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may not be taken into consideration.

IMPORTANT:

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the “Submission of Bid” section 2. of this Cover Letter

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

2.5.1 CONTENT OF THE TECHNICAL OFFER

Please fill in Annex B your technical response form. General company profile will not be accepted. You can submit your offer in English or in Korean.

FINANCIAL INFORMATION (FEES FOR SERVICES) CANNOT BE ADDED TO THE TECHNICAL OFFER. Failure to be compliant with this criterion will result in disqualification. The evaluation is carried out separately for technical and for financial elements, hence the technical offer cannot show any pricing information.

2.5.2 CONTENT OF THE FINANCIAL OFFER

Please fill in Annex C your financial offer form.

You are requested to hold your offer valid for ninety (90) 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 thirty (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. Any activity undertaken or expenses incurred in preparation of a contract before an actual contract is signed shall be borne by the Bidder. An advance notice or information of award is not to be considered as a contract.

UNHCR will not provide any advance payments or payments by letter of credit. The standard payment terms are by bank transfer net thirty (30) days after acceptance of contractor's invoice and delivery of the goods to the and/or acceptance by UNHCR of the services.

2.6 BID EVALUATION:

Each proposal from a Bidder will be considered separately and independently. Bidders shall submit a complete proposal for each solicitation in which they wish to participate. Award of a previous contract with UNHCR will not be considered in itself as a preference or guarantee for the award of future solicitations on the same subject.

2.6.1 TECHNICAL EVALUATION:

The Technical offer will be evaluated using the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e., max 70 points obtainable for the technical offer).

Please find hereunder the detailed scoring breakdown. The minimum passing score of the evaluation is 42 out of 70; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Company Qualifications (max 15 points)	Documents, information to be submitted to establish compliance with the set criteria.
General market experience (max 5 points)	Scores will be allocated based on the number of years of service provided in Korea.
Experience in providing design services for printed materials (max 5 points)	The scores will be allocated for the number of design projects for printed materials currently ongoing and/or completed (over the last 3 years). UNHCR Korea may request that the companies submit relevant evidence to prove their experiences.
Experience in providing design services for online/mobile materials (max 5 points)	The scores will be allocated based on the number of design projects for online/mobile materials currently ongoing and/or completed (over the last 3 years). UNHCR Korea may request that the companies submit relevant evidence to prove their experiences.

Understanding and Capability for the Required Service (max 50 points)	Documents, information to be submitted to establish compliance with the set criteria.
Quality of the design for the printed materials (max 20 points)	Please submit in your technical proposal the sample as listed under section 3.2 Design Task 1. Printed Material Design Task The sample should demonstrate design ability based on the design task (concept and message, creativity, design quality, compliance with the brand guide, print quality etc.)
Quality of the design for the mobile/online materials (max 20 points)	Please submit in your technical proposal the sample as listed under section 3.2 Design Task 2. e-DM DesignTask The sample should demonstrate design ability based on the design task (concept and message, creativity, design quality, compliance with the brand guide, etc.)
Similar sample products and description (max 10 points)	Please submit in your technical proposal the sample as listed under section 3.2 Sample Printed Materials The sample should demonstrate similar sample products and descriptions (concept and message, creativity, design quality, print quality etc.)

Personnel Qualifications (account management) (max 5 points)	Documents, information to be submitted to establish compliance with the set criteria.
Experience of core people who will work on the UNHCR project. (Including experience with similar projects) (max 5 points)	The scores will be allocated based on the average years of relevant experience of the core people working on the UNHCR account. Please refer to section 3.3.

2.6.2 FINANCIAL EVALUATION:

The Financial offer will use the following percentage distribution: 30% of the total score. Only technically compliant offers will be evaluated financially.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price.

The financial proposal is to be submitted ONLY by filling in Annex B. No other format will be accepted. UNHCR is exempt from all direct taxes, with this regard the price must be given without any local taxes.

2.7 SUBMISSION OF BID:

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 to this RFP.

IMPORTANT:

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

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.

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. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

DEADLINE: 15th of November 2024 by 23:59 UTC +9hrs. (Seoul time zone)

IMPORTANT:

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is the supplier's responsibility to verify that documents and correspondence have been submitted properly before the 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.

2.8 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 economy and efficiency and best value for money.

2.9 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS:

Any Purchase Order (PO) issued because of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance with the General Conditions for the Provision of Goods and Services (**Annex E**) and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.10 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF GOODS AND SERVICES:

Please note that the General Conditions of Contracts (**Annex E**) 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.

Yours faithfully,

Lars Sommerlund
Senior Supply Officer
Regional Bureau for Asia and the Pacific
United Nations High Commissioner for Refugees (UNHCR)