

DATE: 2nd of December 2024

REQUEST FOR PROPOSAL: RFP/24/029/France/PSP

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF**

**DIRECT MAILING CAMPAIGN SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS
IN FRANCE**

CLOSING DATE AND TIME: 7TH OF FEBRUARY 2025 – 23:59 pm CET

INTRODUCTION TO UNHCR

In almost seven decades, UNHCR has helped tens of millions of people restart their lives. Today, a staff of more than 20,000 people in 135 countries continue to help more than 110 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

UNHCR has an ambitious Private Sector Partnership (PSP) program which endeavors to capitalize donations from private-sector donors, through a variety of channels including Face-to-Face, Direct Mailing, DRTV, Digital channels and Telemarketing. Fundraising in Denmark includes all channels except for Face-to-Face. As part of the international UNHCR PSP strategy, and to build a good relationship with new and existing donors, increase donors' retention and maximize contributions, PSP Denmark is pushing a lot to increase its Telemarketing program.

1. REQUIREMENTS

PSP France would like to identify qualified companies for the provision of direct marketing campaign services.

PSP France would like to establish a frame agreement with two qualified service providers (primary and back-up provider) to support UNHCR in developing and managing an offline direct marketing program to recruit and retain quality donors, with a specific focus on donor acquisition, to:

Increase donations both one-off and regular.

Improve donor cultivation and long-term value.

Collaborate with UNHCR France other agencies (digital for instance) to participate to a 360-donor journey.

The service providers' goal is to develop, implement, execute, test, and optimize the most effective strategy(ies), to achieve the greatest possible impact for a given fundraising budget. PSP France expects from the company to maximize ROI (see ROI expectations below).

The proposed frame agreement will start from May 2025 (tentatively) for 12-months, with possible extensions of further period of two times of 12-months each:

- May 2025 – April 2026
- May 2026 – April 2027
- May 2027 – April 2028

IMPORTANT: Terms of Reference (ToR) are detailed in Annex A of this RFP. Please use the ToR to structure your technical proposal and make sure to include all requested information in your proposal, with special attention for the technical evaluation criteria stipulated in the ToR.

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 E).

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

To be eligible to participate in this bidding, your company must be compliant with the below pre-selection criteria. Failure to comply will result in disqualification.

Pre-selection criteria	Documents, information to be provided to establish compliance with the set criteria
Your company must be registered and eligible to do business	To establish compliance with these criteria: <ul style="list-style-type: none"> • Copy of Certificate of Business Registration/ Certificate of Incorporation is to be sent* • Vendor registration form to be filled out and submitted (Annex C)*
Compliance with UNHCR general terms and conditions	Acknowledge UNHCR general terms and conditions in its entirety, please add to the last page: <ul style="list-style-type: none"> • your company name • representant name • date • signature to all pages of Annex D and send along with your proposal.
Compliance with UNHCR Special Data Protection Conditions	Acknowledge the Supplementary Agreement on protection of personal data, including UNHCR special data protection conditions, in its entirety, please: <ul style="list-style-type: none"> • add your company name • representant name • date • signature to all pages of Annex E and send along with your proposal. This agreement will be tailored made and signed with the selected company, as part of the frame agreement.

** In case your company is a registered (PO supplier) to UNHCR France, i.e., you have already received purchase orders, there is no need to re-send the above documents unless some changes are to be implemented on your current profile (address, bank account etc.). Please add the necessary comments to your technical offer. Compliance with the rest of the pre-selection criteria is still mandatory.*

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: Financial Offer Form

- Annex C: Vendor Registration Form
- Annex D: UN General Conditions of Contracts for the Provision of Services
- Annex E: Supplementary agreement on protection of personal data
- Annex F: eTenderBox Supplier User Manual
- Annex G: eTenderBox Registration Guide
- Annex H: Technical proposal check list
- Annex I: UNHCR_Brand_Book
- Annex J: UNHCR France EOY acquisition DM
- Annex K: Example of a UNHCR DM annual plan - extract

2.2 ACKNOWLEDGMENT

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

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

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 Erzsebet Gal, galer@unhcr.org. The deadline for receipt of questions is **the 10th of January 2025 23:59 CET**. 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. For bid submission please follow the instructions in section 2.6 of this document.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

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.

GENERAL COMPANY PROFILE WILL NOT BE ACCEPTED. PLEASE TAILOR YOUR PROPOSAL AS PER REQUIREMENTS ON THIS TERMS OF REFERENCE.

No pricing information (i.e., fees) can be added to the technical offer. Please use Annex B (financial offer form) to confirm the overall cost proposal. In case pricing or any financial details are added to the technical proposal, the proposal will be disqualified.

You can fill in Annex H Technical proposal check list to make sure you submit all requested documents and information in your proposal. Please note that Annex H is **NOT** your technical offer, it is only a checklist. Please prepare a detailed technical proposal.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A under section 2**. Your technical offer should be concisely presented and structured, but not necessarily be limited to, the information requested.

2.4.2 Content of the FINANCIAL OFFER

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. Please quote in EURO, as only accepted currency.

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:

Only offers compliant with the pre-selection criteria will be considered for evaluation, please refer to section 1.4 on Annex A.

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 60% from the total score (on a 100 points scale, i.e. max 60 points obtainable for the technical offer).

The minimum passing scores of the technical evaluation is 35 out 60; 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 10 points)	Documents, information to be provided to establish compliance with the set criteria
Service provision experience in the for-profit sector (2.5 points)	The scores will be allocated for the number of clients listed. Please let us know the total number of for-profit clients from the past 5-4 years, for direct marketing mailing projects.
Service provision experience in the non-profit sector (charity) (5 points)	The scores will be allocated for the number of clients listed. Please let us know the total number of non-profit clients from the past 5-4 years to acquire new donors and retain

	existing donors through direct mail in similar fields of activity (humanitarian aid/emergency relief/international solidarity).
Demonstrated commitment or efforts to integrate and implement sustainable practices in the company's current operations (max 2.5 points)	<p>The organization demonstrate ability to integrate and implement sustainability measures in the execution of the contract including but not limited to:</p> <p>a. The bidder shall provide a description of the company's commitment to reduce the environmental impact of their operations (half A4 page or 1-2 slides)</p> <p>b. The bidder demonstrates gender-balanced project team (i.e. practices, policies, or initiatives)</p> <p>c. The bidder demonstrates commitment with disability inclusion in their operations (i.e. disability inclusion policy, practices, or quota).</p> <p>d. Other sustainable practices</p>
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Global direct marketing strategy (for acquisition and donor development) and reporting (20 points)	<p>A detailed section on the technical proposal to prove your company's compliance with requirements listed under section 2.1 of Annex A, including:</p> <ul style="list-style-type: none"> • Please prepare three-year action plan to achieve the objectives listed in section 1.3 of Annex A, with a proposal (via a summary document) including mailing volumes, mailing themes and objectives. • Please suggest a worklist that our operational team would work on with yours on a day-to-day basis. • In case of emergency, tell us how you propose to be ready for the emergency, where very fast production and implementation is required in pressing timings: <ul style="list-style-type: none"> • Which strategies and processes do you propose? • Please propose a draft of an effective retro-planning in case of an emergency campaign (from creative development to postage) • It should be noted that agencies will undertake to respect the deadline for deployment of an emergency mailing proposed in their bid, following contractualization. • If applicable, provide examples of direct mail Monaco's programs you have implemented for previous or current clients (optional). • Please include a standard delivery time for services provided. <p>The scores will be allocated for the comprehensiveness and added-value approach.</p>
Media buying implementation, management, and reporting (5 points)	<p>A detailed section on the technical proposal to demonstrate capacity to prove your company's compliance with requirements listed under section 2.2 of Annex A, including:</p> <ul style="list-style-type: none"> • One (1) list on rentals, including a data brief and a sample targeting recommendation with justification of your segments and lists choices. This recommendation should include an estimation of results per list rental (not in

	<p>terms of costs -which will be developed in the financial offer-, but in terms of response rates and average gifts).</p> <p>The scores will be allocated for the comprehensiveness and added-value approach and based on the quality of the requested sample/report.</p>
<p>Concept and creative development, including creative concepts, research, copywriting, and creative design for standard direct mail appeal package (10 points)</p>	<p>A detailed section on the technical proposal to prove your company's compliance with requirements listed under section 2.3 of Annex A, including:</p> <ul style="list-style-type: none"> • One (1) creative design of an acquisition mailing that would maximize ROI for UNHCR (you may pick UNHCR pictures from the image bank, using low-resolution pictures: https://media.unhcr.org/) • Three (3) samples of successful creative pieces (printed materials) <p>The scores will be allocated for the comprehensiveness and added-value approach and based on the quality of the requested sample/report.</p>
<p>Print, Production, Assembly and Shipment (5 points)</p>	<p>Please describe the proposed management and implementation including printing direct marketing materials, postage, and delivery of all packages. Please add information about the production/manufacturing team composition.</p> <p>The scores will be allocated for the comprehensiveness and added-value approach.</p>
<p>Account Management (max 10 points)</p>	<p>Documents, information to be provided to establish compliance with the set criteria</p>
<p>Experience of core people who will work on UNHCR project</p>	<p>PSP France requires an account management team of at least 2 staff members to cover for the following responsibilities, for more info please refer to section 3.3 of annex A:</p> <ul style="list-style-type: none"> • Customer service and creative production • Production: <p>Please add a short (max half A4 page) CV to the technical proposal to outline the number of relevant experiences of the proposed staff. The scores will be allocated based on the average years of relevant experience.</p>

The **Financial offer** will use the following percentage distribution: **40%** from the total score.

The max score allocated to the financial components is 40% (of the total scores), i.e., max 40 points. The financial proposal is to be submitted **ONLY** by filling in Annex B. No other format will be accepted.

2.6 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 and financial offers shall be clearly separated by uploading them to the appropriate category in the system. 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.

CLOSING DATE AND TIME: 7TH OF FEBRUARY 2025 – 23:59 pm CET

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 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 enough 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 economy and efficiency and best value for money.

2.8 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 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 for Provision of Services 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,



Erika Celi
Supply Associate
Private Sector Partnerships Europe
United Nations High Commissioner for Refugees (UNHCR)