

Table of contents

Text of press notice for call for tenders

Technical, administrative and financial specifications

- 1 Subject
- 2 General information
- 3 Responsibilities of the EMS communications consultant
- 4 Statement of work
- 5 Conditions for tendering
- 6 Guarantees
- 7 Opening of bids
- 8 Bidding and prices
- 9 Bid evaluation process
- 10 Bid submission outline
- 11 General terms and conditions

List of annexes

- 1 Statement of work
- 2 Bid submission outline
- 3 General terms and conditions for services

Berne, March 2020

EMS Cooperative communications

1 Subject

The EMS Cooperative acts as an autonomous organization within the general framework of the Universal Postal Union (UPU), based in Berne, Switzerland. The UPU is hereby inviting tenders to carry out work to maintain and update the EMS Cooperative website (www.ems.post), to contribute to a new project to develop web pages for EMS customers, and to produce the EMS Cooperative newsletter and ad hoc communications on behalf of the EMS Cooperative.

2 General information

2.1 Background to the UPU

The UPU was established in 1874 and is one of the world's oldest international organizations. It is a specialized agency of the United Nations and has 192 member countries. Its principal purpose is to promote the harmonization and development of postal services worldwide. The secretariat of the UPU, the International Bureau, is located in Berne, Switzerland.

2.2 The EMS Cooperative and express mail service (EMS)

The EMS Cooperative acts as an autonomous organization within the general framework of the UPU, with a membership comprising 185 EMS operators. The EMS Unit, based at the UPU International Bureau in Berne, functions as the Cooperative's secretariat.

EMS is an international postal express mail service offered by member countries of the UPU. EMS offers the fastest postal delivery service for packages weighing up to 30 kilogrammes, via the international postal network. Since its inception between the United Kingdom and the United States of America in 1971, the worldwide EMS network has grown to encompass services between more than 180 countries and territories.

2.3 The EMS Cooperative website

The EMS Cooperative's website (www.ems.post) is primarily intended to provide information on the Cooperative and its activities for designated EMS operators. The site also provides general information on the EMS service for members and designated EMS operators.

The current website has been live since 2003 and was refreshed in 2017. It provides information about the EMS Cooperative, the EMS global network, news and events, performance excellence, reports, service guidelines, and contacts.

3 Responsibilities of the EMS communications consultant

3.1 Communications consultancy and cooperation

- a Develop EMS communication deliverables for internal and external audiences, produce key messages, and approve news releases;
- b Provide guidance to the EMS Unit on communication best practices for projects and initiatives;
- c Uphold the reputation of the EMS Cooperative by providing leadership and setting communication standards for the EMS Unit;
- d Collaborate and cooperate with personnel at various levels, both within and external to the EMS Unit, including members of the EMS Cooperative and its Board, EMS customers and stakeholders, and the staff of the UPU International Bureau, to provide guidance and ensure communication synergies throughout this community.

3.2 *Communications planning and implementation*

- a Provide leadership in the management and implementation of strategic internal and external communications planning, so as to best meet project initiatives and EMS Unit objectives, in compliance with a given budget;
- b Provide leadership in the development, editing and approval of written material for projects and initiatives, including press releases, newsletters, reports, web content, publications, brochures, editorial articles, news stories and speeches;
- c Provide leadership and work with the EMS Unit in the development, drafting and design of publications, so as to ensure that all communications and messages are consistent;
- d Deploy broad knowledge of EMS, so as to interpret, simplify and convey complex technical materials for internal and external audiences.

3.3 *Project management*

- a Effectively manage multiple projects simultaneously, and provide project management support and expertise to the EMS Unit and stakeholders in relation to communications;
- b Collaborate with the EMS Unit with regard to events, providing and designing communication materials when required. This may include brochures, web content, and announcements for internal and external events;
- c Manage, plan and develop internal and external publication processes, including the writing, publication, approval, design and distribution of editorials.

3.4 *Web services*

- a Provide leadership and manage web content so as to ensure that the www.ems.post website continues to expand as a key EMS Cooperative communication and service tool;
- b Support web development and content as a mechanism for effective communications;
- c Review, produce and edit web content on regular basis;
- d Oversee website architecture and design;
- e Promote the website through communications strategies;
- f Recommend website enhancements;
- g Develop and uphold procedures and standards for the website.

3.5 *Other*

- a Collaborate with the EMS Unit to plan, prepare and provide strategies to enhance EMS members' engagement. This may include surveys, workshops, assemblies and symposia;
- b Draft, review, edit and approve EMS Unit publications, to ensure that they are aligned with EMS standards and initiative objectives;
- c Implement open and honest communication so as to manage, meet and anticipate public expectations and ensure a trust-based relationship between the EMS Cooperative and its members;
- d Perform other related duties that may be assigned.

4 **Statement of work**

- / Further details of the above tasks are to be found in the statement of work provided in Annex 1 to this call for tenders.

5 Conditions for tendering

In light of the current situation relating to the ongoing COVID-19 pandemic, all bids shall be submitted electronically to the UPU at RFP-2020-005@upu.int with “EMS Cooperative Communications” as subject.

The deadline for submission of bids is **16.00 (CEST) on 8 May 2020**. Offers received after this date will not be considered by the UPU. Moreover, offers sent to any address other than the one specified above or by any other means shall not be accepted by the UPU.

6 Guarantees

Any company or consultant that can satisfy the following criteria may submit a bid:

- Ability to provide guarantees of solvency and long-term sustainability;
- Proof of ability, in terms of technical know-how and capacity, to fulfil the conditions set out in the call for tenders;
- Ability to provide organizational guarantees, more specifically as regards staff availability and skills, in respect of contractual performance.

7 Opening of bids

Bids will be opened and considered by the Tenders and Procurements Committee of the UPU International Bureau. The Committee's meetings are not open to the public and the UPU is not required to publish its conclusions.

8 Bidding and prices

Companies or consultants that are able to execute the work and services described above are invited to submit bids. Prices should be quoted in Swiss francs or US dollars. Separate prices should be quoted for the three major task areas as defined in the bid submission outline (Annex 2). Prices should remain valid for at least four months from the final submission date.

Bidders are expected to propose the most effective way of carrying out the activities described in this call for tenders, providing the best value for money.

Prices quoted should be net of VAT, as the UPU is exempt from this tax.

9 Bid evaluation process

The EMS Cooperative will operate a controlled tender procedure; bids MUST reach the above address by the closing date and time shown. Failure to comply with this requirement is likely to result in a bid being excluded from consideration.

The EMS Cooperative is not bound to accept the lowest bid and reserves the right to accept all or part of a bid. In awarding the contract, account will be taken of both the overall costs of the work and of the nature and quality of services to be provided. The right to negotiate prices and terms and conditions of contract after receipt of the bid is also reserved.

All bids submitted will be subject to an in-depth evaluation with the goal of enabling the EMS Cooperative to engage the most appropriate supplier(s).

Questions about this call for tenders or the bidding process may be directed by e-mail to CAA@upu.int. The answers will be published on the UPU website (www.upu.int/en/ressources/appels-doffres/appels-doffres-en-cours.html).

10 Bid submission outline

Bidders are strongly urged to format their bids in accordance with the outline provided in Annex 2.

11 General terms and conditions

By submitting a bid, the bidder will be deemed to have accepted the UPU's General Terms and Conditions governing the conclusion, content and performance of contractual agreements concerning services, provided
/ herewith in Annex 3.