



Annex A: Terms of Reference
Hong Kong/RFQ/PSP/2021/15
Provision of 2022 Calendar one-stop design, printing & mailing service

1 Introduction

1.1 Organization Background

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution of refugee problems. UNHCR is an impartial organization, offering protection and assistance to refugees and others based on their needs and irrespective of their race, religion, political opinion or gender. In all its activities, UNHCR pays attention to the needs of children and seeks to promote the equal rights of women and girls. In its efforts to protect refugees and to promote solutions to their problems, UNHCR works in partnership with governments, regional organizations, international and non-governmental organizations.

The UNHCR Sub-Office Hong Kong raises awareness of refugee issues and asks individuals to support UNHCR's activities through various channels, the support from donors and the general public are essential to keep our donors and the public in supporting our work. We communicate with donors by producing Calendar to the Mid-value donors (MVD) & Private Partnerships & Philanthropy (PPH) for stewardship propose. Hence, design, printing with variable data printing, letter shopping and mailing services are required.

1.2 Scope of work

The UNHCR Sub-Office Hong Kong is looking for qualified companies for **one-stop services (including design, printing, variable data print, lettershop and mailing)** to support 2022 Calendar production.

Project duration: One-off service, completion by November 2021.

2 Requirements

UNHCR will provide the vendor with the necessary materials and data lists of MVD (Mid-value donors) and PPH (Private Partnerships & Philanthropy) to deliver the service below.

| A. Design & Artwork | | |
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| <ul style="list-style-type: none"> ● Creative design of the 2022 Calendar, Envelope and provide artworks ● UNHCR will provide direction, content, images, text, captions and UN holiday information for design ● The selected vendors are expected to provide 3 Calendar design creatives for selection | | |
| B. Printing & Data Mail Merge | | |
| (*A digital proof should be included for all the printing items) | | |
| | | Quantity |
| 1. | Calendar Envelope Size: 235mm (W) x 250mm (H) Color: 4C + 2C Paper: 140gsm Woodfree paper Finishing: Glue on flap, envelope making, address label sticking & seal the flap (UNHCR will provide a xls. format data file for variable data printing of the address label) | 1,130pcs |
| 2. | 2022 Calendar Size: Calendar page: 210 (W)x 160 (H)mm Calendar stand: 210 (W)x 185 (H) x 90 (D)mm Paper: Calendar page: 250gsm woodfree paper Calendar stand: 157gsm matt art paper mounting with 1000gsm grey board Pages: 15 pages Color: (Cover & Content) 4C+4C; (Stand) 4C+0C Finishing: Wire-O Blinding, 1 side Matt lamination for the stand | 1,170 pcs |
| 3 | Letterhead Size: A4 size (210mm x 297mm) Pages: 1pp, fold to A5 Color: 2C + 0C Paper: 100 gsm wood free paper Data mail merge on the letterhead: i) Mail merge the "Salutation" (Dear xxx) on letter | 1,030 pcs |

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| | ii) Letter content mail merge according to the relevant donor segments No. of version: MVD: 2 versions (Chi, Eng) PPH: 2 versions (Chi, Eng) | |
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| C. Lettershop & Delivery to Post office | | |
|---|--|---|
| | MVD & PPH Donors: <ul style="list-style-type: none"> ● Insert item 2,3 into item 1 and seal. Address label sticking on item 1, name matching for item 1 & 3, seal the envelope. <ol style="list-style-type: none"> Sort and bundle overseas mails into Mainland China, Macao, Taiwan, zone 1 & zone 2 Dispatch to the post office and mail out on behalf of UNHCR (postage will be reimbursed with the presentation of receipt of HK post) (*Please note UNHCR will NOT prepare the postage fee to the selected vendor in advance*) Return the remaining materials to UNHCR office | MVD version: 950 pcs PPH version: 80 pcs |

Notes:

- 1) The quantity is an estimation which may vary to the actual quantity. Hence, the invoice should be charged to the actual quantity of service delivered according to the unit cost of your quotation. The vendor is not expected to change the unit price even the quantities vary.
- 2) UNHCR may purchase all or only part of the services above and reserve the right to reject any work performed by the vendor, in whole or in part, that, upon UNHCR's sole and absolute discretion, are unsatisfactory, or inappropriate.

3 Your offer and the evaluation

The offers are to be submitted via UNHCR online bidding system, called eTenderBox. Please read Annex F & G for registration. You need a valid email address and a password to access the tender to upload your bids.

3.1 To be uploaded onto the technical offer folder:

- **Vendor registration form:** If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex C).
- **Applicable General Conditions:** Please indicate your acknowledgment of the UNHCR General Conditions of Contract for the Provision of Services (Annex D) and include the signed copy into your submitted Technical Proposal.
- **Applicable Special Data Protection Conditions:** Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex E) and include the signed copy into your submitted financial proposal.

3.2 To be uploaded onto the financial offer folder:

- Please fill in Annex B (financial offer form) and upload it as your financial proposal.

3.3 Evaluation

The selection will be solely based on pricing and the ranking will be done based on the financial proposals submitted.