



**Annex A: Terms of Reference  
Hong Kong/RFQ/PSP/2022/04  
Provision of one-stop creative, printing & mass mailing service for  
Annual Receipt Pack & Donor Impact Report (April 2022)**

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## 1 Introduction

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### 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 Annual Receipt to our monthly donors every April for them to file tax return and show them the impact of continuing donations.

Hence, **one-stop creative, printing & mass mailing service** are required.

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### 1.2 Scope of Work

The UNHCR Sub-Office Hong Kong is looking for qualified companies for **one-stop creative, printing & mass mailing service** (including copywriting, translation, design, printing, variable data print, lettershop & mass mailing) to support the **Annual Receipt Pack and Donor Impact Report**.

**Project duration: one-off service, February to May 2022**

## 2 Requirements

The contractor will need to deliver for A, B and C, as per the following items listed in table 1.

### A. Creative Development (Copywriting, translation and design)

- Set up pre-launch meetings with UNHCR to understand Project details, timing and requirements
- Presentation to inform UNHCR about creative direction and key messaging
- Collect, select and edit necessary information for use in the Project
- Transform UNHCR's messages into creative concepts with an aim to keep our donors updated and engaged with our works
- Copywriting, translation and editing of bilingual content (Traditional Chinese & English)
- Creative design & artwork.
- Provide artwork files (in both pdf and Indesign file format) for printing and UNHCR website upload
- Provide final text files (in word file format)

### B. Printing, Variable Data Print, Lettershop & Mass Mailing

- Provide final artwork files and data list to the printing and mailing house to deliver the service
- UNHCR will provide donor data (in Excel format) of IG (Individual donors), MVD (Mid-value donors) and PPH (Private Partnerships & Philanthropy) for variable data printing on labels, letters and donation forms
- Manage and monitor the printing quality and letter shopping process for all packs
- Dispatch all finished packs 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 all remaining materials and items to UNHCR office

### C. Project Management

- The selected vendor should manage the project within the agreed period, including communication with sub-vendors or/and the printing & mailing house, keeping UNHCR staff informed about project progress, implementing mutually agreed decisions and providing quality control of all services, from printing, variable data mail merge, lettershop to mass mailing.
- Coordinating timely completion and delivery of all agreed actions so that donors are reached on time and as planned by the team
- UNHCR staff will work with the vendor throughout the process and will make the final decision wherever necessary

(Table 1)

One-stop creative, printing, variable data print, letter shop & mass mailing service (For item 1-3)		
Items	Size & Specifications	Quantity
1. Window Envelope (bilingual)	Size: 6" x 9" Color: 4C + 0C Paper: 100gsm Woodfree paper Finishing: Glue on flap, window making and envelope making	Range 1: 7000- 9000 Range 2: 9000-11000
2. Cover Letter	<i>*Variable data print required on 1 side</i>	Range 1: 7000- 9000

<p>(Total 6 letter versions – Chi, Eng versions for IG, MVD, PPH donors, the primary difference is the contact point of each team.)</p>	<p>Size: A4 size (210mm x 297mm)          Pages: 1pp          Color: 2C+ 0C          Paper: 100 gsm wood free paper          Folding: 1 fold to A5 size          Data mail merge:          We will provide the letterhead artwork and mail merge of below information required:          i) Salutation (Dear xxx)          ii) Letter content (6 letter version)          iii) QR codes (6 versions)</p>	<p>Range 2: 9000-11000</p>
<p><b>3. Annual Receipt (bilingual)</b></p>	<p><b><i>*Variable data print required on 1 side</i></b>          Size: A4 size (210mm x 297mm)          Pages: 2pp (1 sheet)          Color: 4C+ 4C          Paper: 100 gsm wood free paper          Folding: 1 fold to A5 size          Data mail merge:  <ul style="list-style-type: none"> <li>Mail merge donor’s address and donation history between April 2021 to March 2022 at the top part of the Annual receipt</li> </ul></p>	<p>Range 1: 14000-16000          Range 2: 16000-18000</p>
<p><b>Translation, editing &amp; design adaptation service (For item 4-5)</b>  <b>Translation &amp; editing service (For item 6)</b></p>		
<p><b>4. e-Donor Impact Report (English Version)</b></p> <p>Reference:  <a href="#">2020 Donor Impact Report (English)</a></p>	<p>Size: A4 size (210mm x 297mm)          Pages: 24-32pp          Remarks:  <ul style="list-style-type: none"> <li>The artwork for the Donor Impact Report (full version) will be provided to the selected vendor for design adaptation. The selected vendor is required to extract some of the pages in order to produce a simplified version to HK donors, along with some minor information updates (e.g. logo, index page)</li> <li>The finalized Donor Impact Report (HK version) will be uploaded to UNHCR’s website, with QR code putting on item 3</li> </ul></p>	<p>N/A</p>
<p><b>5. e-Donor Impact Report (Chinese Version)</b></p>	<p>Size: A4 size (210mm x 297mm)          Pages: 24-32pp</p>	<p>N/A</p>

<b>Reference:</b> <a href="#">2020 Donor Impact Report (Chinese)</a>	<b>Remarks:</b> <ul style="list-style-type: none"> <li>Translate item 4 into Traditional Chinese (with English original text file provided) and adapt artwork from English report for Chinese version.</li> <li>The finalized Donor Impact Report (HK version) will be uploaded to UNHCR's website, with QR code putting on item 3</li> </ul>	
<b>6. e-Donor Survey</b>	<ul style="list-style-type: none"> <li>One or two versions of (IG &amp; MVD) English survey question draft will be provided. The selected vendor is required to edit them and write the introduction paragraph. Translation from English version into Chinese version is also required.</li> <li>No design adaptation service required</li> <li>The QR code of e-Donor survey will be put on item 2</li> </ul>	N/A

<b>Lettershop &amp; Deliver to Post office</b>	
<ul style="list-style-type: none"> <li>Insert item 2 &amp; 3 into 1, name matching and seal the envelope</li> <li>Sort and bundle overseas mails into Mainland China, Macao, Taiwan, zone 1 &amp; zone 2</li> <li>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*)</li> <li>Return all remaining materials and items to UNHCR office</li> <li>The printing house may be required to mail out the packs in batches, so please indicate the delivery cost for each time in Annex B- The financial form</li> </ul>	<b>Quantity:</b> Range 1: 7000- 9000 Range 2: 9000-11000

**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.

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### 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.

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#### 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.

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#### 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.

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#### 3.3 *Evaluation*

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