

DATE: 19/02/2025

REQUEST FOR EXPRESSION OF INTEREST: REoI # PSP/IT/2025/001

FOR THE PROVISION OF

**PRINTING SERVICES for DIRECT MAILING MATERIALS**

**DOCUMENTS SUBMISSION DEADLINE: 03 March 2025 – 23:59 hrs CET**

**SAMPLES SUBMISSION DEADLINE: 03 March 2025 – 17:00 hrs CET**

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## 1. Who we are

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950 by the United Nations General Assembly, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. Today, UNHCR is one of the world's principal humanitarian agencies with a staff of more than 20,000 personnel helping more than 122 million people in 135 countries. For more information, please see [www.unhcr.org](http://www.unhcr.org).

The Fundraising Unit of UNHCR in Italy has an ambitious Private Sector Partnership (PSP) program whose aim is to raise funds from private donors. In reaching it, PSP Italy is committed in building UNHCR's brand equity, improving brand awareness and increasing public engagement through multichannel, integrated approaches.

Fund Raising activities in Italy include two different main programs:

- i) the Individual Giving (IG), raising money from individuals both regular and one-off, and
- ii) the Private Partnerships and Philanthropy (PPH) targeting companies, foundations, Small and Medium Sized Enterprises (SMEs), High Net Worth individuals and Legacy.

The IG program is composed by two sub-programs: i) **Acquisition**, aiming at recruiting new donors through a variety of channels including Face-to-Face, Direct Mailing, Digital and Multichannel, and ii) **Donor Development** program, aiming at increasing donors' loyalty, value and retention through Direct Mailing (DM), Telemarketing (TMK), Donor care and Digital.

To boost contributions to the Organization and achieve longer-term income goals, within the Donor Development Programme, the Direct Mailing is a strategic one. Direct Mailing Appeals are addressed to different segments of the donor population in Italy, defined as follow:

- **Former donors:** Donors that have made their last donation more than 12 months ago (relapsed, lapsed, very lapsed and almost cold);
- **Active donors (One-off, Regular – Angelo dei Rifugiati):** donors who are currently donating for UNHCR;
- **Prospect and Leads:** Potential donors present or not in database who have never donated for UNHCR.
- **Middle and High Value Donors:** Middle Value Donors (MVD) are those donors with an annual donation level ranging between € 751 and € 2.000, while High Value Donors (HVD) are those donors with an annual donation ranging from € 2.001 and € 7.500.

## 2. Objective of the Request for Expression of Interest (REoI)

To run the DM program, PSP Italy counts on high-quality and experienced printing companies on Direct Mailing materials to be delivered via CMP to the target population in Italy as defined above.

PSP Italy envisages to launch a tender with the aim to establish a contractual relationship with multiple companies for a period of 2+1 years for printing services for the DM materials.

For this reason, UNHCR PSP Italy intends to identify and pre-qualify printing companies with experience in Printing and mailing services for DM materials that have never worked with UNHCR

before. Pre-qualified printing companies will be invited, together with previously known companies, to the tender process for the provision of printing services of one or more of the DM materials for UNHCR.

By DM materials, PSP Italy refers mainly to:

- **Newsletter**, printed and delivered 3 times per year, as follow:
  - o June Newsletter: 60,000 packs to be printed in May,
  - o October Newsletter: 50,000 packs to be printed in September and
  - o January Newsletter: 40,000 packs to be printed in December.
- **Special Appeals and Acquisition packs**, printed and delivered during different times per year, such as:
  - o March Appeal: around 50,000 packs to be printed in February
  - o May Appeal: around 50,000 packs to be printed in April
  - o September Appeal: around 50,000 packs to be printed in July
  - o Christmas campaign on Active Donors: around 30,000 packs to be delivered by the end of October/ beginning of November
  - o Christmas Campaign on Acquisition and Reactivation: between 70.000 – 200.000 packs to be delivered by the end of October/ beginning of November
  - o Multichannel Acquisition and Reactivation campaign: between 40.000 – 100.000 packs to be printed in December.
- **Tax Mailing**, printed once a year between February and March between 40,000 and 50,000 pieces to be sent to one-off and regular donors that have donated in the previous year.
- **Emergency packs**, printed every time a new humanitarian emergency breaks out with volumes ranging from 20,000 to 100,000.

Please note that volumes and frequencies are estimated based on past experiences, but they may change from time to time, so in no way such figures shall be considered a minimum quantity that UNHCR may order or a mandatory fixed frequency.

Composition of the above DM packs can vary from time to time and will be defined and communicated during the tender process.

All the above packs are requested to be printed in high-quality FSC paper.

Printing companies are also required to perform the below standard services:

- “Omologazione” of the product for Postal fee chosen by PSP ITALY;
- Conversion and normalization of files;
- Upload of Donors' records and laser preparation;
- Letter laser printing - only front (PERSONALIZATION);
- Cut and fold;
- Packaging and fulfilment;
- Dispatching (booking of CMP availability; delivery to the CMP);
- Provide PSP ITALY with the CMP delivery receipt;
- Management of the entire process/activities concerning the relationship with Poste Italiane (such as information exchange with Poste Italiane focal points, support for the identification of the best fee in relation to existing agreements between PSP ITALY and Poste Italiane, etc..) will be highly considered.

UNHCR invites all interested suppliers to carefully follow the instructions described below.

### **3. Submission of qualification documents**

This is an invitation for printing companies based in Italy to express their interest in supplying the above-mentioned services. By submitting the requested documentation companies are automatically confirming:

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- their interest in providing printing services for DM materials;
- Willingness to participate in upcoming tender processes.

Should you be interested to express your interest in working with UNHCR for printing services on DM materials, please provide the following documentation, based on which companies will be pre-qualified:

- a) Company registration certificate, with evidence of your company being based in Italy
- b) Brief description of the services provided by your company, evidencing experience in printing DM materials and indicating your capacity in printing volumes you can manage daily;
- c) Evidence of min 3 (three) years' experience in printing services for DM materials in the no-profit sector;
- d) List of main no-profit clients in Italy to which you have rendered DM services in the last 3 years. Please indicate per each client the DM services you have provided and in which year;
- e) Valid FSC certificate
- f) Duly filled in and signed UNHCR Vendor Registration Form (Annex A);
- g) Check-list form (Annex D), duly filled-in and signed, confirming:
  - a. Acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services (Annex B).
  - b. Confirmation of GDPR compliance and acknowledgement of UNHCR Supplementary Agreement on Data Protection (Annex C).
- h) Samples of at least 2 DM packs among the ones listed in section 2 printed in the last 2 years for no-profit organisations in Italy.

Documents can be submitted in English or in Italian.

**IMPORTANT:**

Any false, incomplete or defective vendor registration may result in the rejection of the application or cancellation of an already existing registration.

**Prices are not required at this stage.**

The cost of responding to this REOI is to be entirely born by the suppliers, whether they will be prequalified or not and whether they will be invited or not to participate in further bidding procedures.

**IMPORTANT:**

Only suppliers meeting UNHCR registration criteria and whose services have been approved by UNHCR will be invited to participate in the formal bidding process.

**1. EOI Submission:**

Interested companies should send the required **qualification documents** as indicated in section 3 above, no later than **Monday 03 March 2025 at hrs 23:59 CET** via the following URL:

<https://etenderbox.unhcr.org/>

To use eTenderBox, registration on the website is required. 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.

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 EOI 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 EoI expiration deadline.

Once the deadline for submission is expired, the documents 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.

Samples of DM packs shall be sent to UNHCR office as per below address no later than **Monday 03 March 2025 at hrs 17:00 CET**:

UNHCR – PSP Italy  
Via Leopardi 24  
00185 Roma (Italy)  
c.a. Erika Celi

**2. Request for clarifications:**

In case of any question and / or further clarification, please contact Ms. Erika Celi, Supply Associate at [celi@unhcr.org](mailto:celi@unhcr.org).

**Please note that this REOI is NOT an invitation for submission of a proposal/offer. Please also note that submitting a response to this EOI does not guarantee that your firm will be invited should a solicitation be issued.**

**3. Annexes:**

Annex A: Vendor Registration Form → **to be filled in and submitted** ;  
Annex B: UNHCR General Conditions of Contract for the Provision of Services → **to be acknowledged**;  
Annex C: UNHCR Supplementary Agreement on Data Protection → **to be acknowledged**;  
Annex D: REOI checklist form → **to be filled in and submitted**.  
Annex E: eTenderBox Registration Guide → **for information purposes**;  
Annex F: eTenderBox Supplier User Manual → **for information purposes**.

Yours faithfully,



Erika Celi  
Supply Associate  
United Nations High Commissioner for Refugees (UNHCR)