



Annex A: Terms of Reference

2018/KOR/RFP/20180605

DESIGN, PRINTING, PRODUCTION AND MASS-MAILING SERVICE  
FOR UNHCR KOREA'S NEWSLETTER AND OTHER  
COMMUNICATION MATERIALS

05 June 2018

Reference: 2018/KOR/RFP/20180605

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

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## **1.1 Background**

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The Office of the United Nations High Commissioner for Refugees (UNHCR), the Refugee Agency, leads international action to protect people forced to flee their homes because of conflict and persecution. We deliver life-saving assistance like shelter, food and water, help safeguard fundamental human rights, and seek for durable solutions that ensure people build a better future in a safe place.

Since 2009 when the private sector fundraising program started in Korea, the Office of the United Nations High Commissioner for Refugees in the Republic of Korea (hereinafter, UNHCR Korea) has been working actively to inform the public of the plight of refugees and encourage their financial support to protect worldwide refugees. Today, UNHCR Korea is engaging with over 200,000 monthly giving donors recruited through various fundraising channels such as Face-to-Face (F2F), Digital, Direct Response Television (DRTV) and Leadership/Corporate Giving and partners.

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## **1.2 Statement of Purpose & Objectives**

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As the number of donors increases with diversified needs and requests, it is important to keep their long-term financial support. UNHCR Korea aims to provide quality and diversified communication materials to its private donors and partners.

In order to improve efficiency and consistency whilst ensuring outstanding quality of service and cost effectiveness, UNHCR Korea plans to identify a competent external service providers for a multi-year Frame Agreement for one year, further extendable for two time one-year period, subject to satisfactory performance. The total length of the proposed frame agreement is three years. Please note that prices remain unchanged for the duration of the contract.

UNHCR expects the winner(s) of this RFP to be able to provide the service from 1 October 2018 onwards.

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## 2 Requirements

### 2.1 Scope of Services

This service mainly comprises of:

- 1) design, printing, and production service; and
- 2) mass-mailing service.

In order to successfully perform the service, the core requirements are as below, and each part should be accordingly reflected in the technical and financial offers.

#### 2.1.1 Design, Printing, and Production Service for newsletter and other communication materials

##### 1) Material Type and Kind

(Table 1) Relevant image for UNHCR Korea's newsletter and other communication materials

Material	Image
<p>Quaterly Newsletter (4 times a year via mail and email)</p>	<p>The image displays a collection of 'With You' newsletters. The top row shows four covers for the years 2017: Spring, Summer, Fall, and Winter. Below are several content pages featuring photos of refugees, statistics, and text in Korean. The newsletters are designed with a blue and white color scheme and include various visual elements like photos and charts.</p>

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Annual Report (once a year)	
Desk Calendar (once a year)	
Welcome Pack (Donor Booklet, a Patch of Stickers, Mid-size Envelope) and Others	

- Regular Materials: UNHCR Korea’s regular production and distribution materials for donors and partners including UNHCR Korea’s quarterly newsletter, annual report, desk calendar, welcome pack for new donors etc.

(Table 2-1) Details and Specifications for UNHCR Korea’s newsletter and others (Regular Materials)

Category	Required Service	Material	Details/Specification
Newsletter (Spring, Summer, Autumn, Winter Edition)	1) Edited Design	Newsletter	16-pagesage design (all the materials including design guideline to be provided, final version to be submitted in PDF and Indesign format)
		Large Envelope	No additional change (original design file to be provided)
		e Newsletter	1 page design for email distribution (Final version should be submitted in PSD, JPG, HTML format)

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	2) Printing and Binding	English Version	Replace Korean texts with English texts in the completed design file (Translated English texts to be provided, this version only for the web-page, not for printing, final version to be submitted in PDF and Indesign format)
		Newsletter	Vellum Paper(80g, 220*280mm approximately) 16-pages, color printing, saddle stitching
		Envelope	Auto-wrapping envelope
		Envelope	HDPE vinyl large envelope 0.05T(single tone printing in blue) :260*290(+40)mm approximately
Annual Report	1) Edited Design	Report	36 page design and editing (only small scope of edited design included as original design files to be provided, final version to be submitted in PDF and Indesign format)
	2) Printing and Binding	Report	Cover - Encore Paper (130g, 183 *260mm), Inner - Vellum Paper (100g, 183 *260mm) 36-pages, color printing, saddle stitching
Calendar	1) Edited Design	Calendar	26 page calendar design (all the materials including design guideline to be provided, final version to be submitted in PDF and Indesign format)
	2) Printing and Binding	Calendar	Desktop Type, Vellum Paper(180g, 250 *190mm), 26-pages, Blue Tripod + White Spring
Welcome Pack	1) Edited Design	Donor Booklet	Only statistics and some information to be revised (original design file to be shared, final version to be submitted in PDF and Indesign format)
		Sticker Seal	No additional change (original design file to be shared)
		Middle Envelope	No additional change (original design file to be shared)
	2) Printing and Binding	Donor Booklet	Vellum Paper(Cover/Inner 150g, 190*148mm), 16p, color printing, saddle stitching
		Sticker Seal	Vellum Paper(80g, 190*148mm), Front - round sticker seal, Back - color printing, tomson, adhesion
		Middle Envelope	Vellum paper(120g, 200*160mm), Letter Jackets, single-tone printing
Donation Receipt	1) Edited Design	Donation Receipt for mail-out	A4 size 1 page design
		Window Envelope	No additional design (original design file to be shared)
		Donation Receipt EDM	1 page design for email distribution (original design file to be shared)
	2) Printing and Production	Donation Receipt for mail-out	Double-sided printing (including the recipient's address, refer to the sample material)
		Window Envelope	Size 220*105, single-tone printing
		Donation Receipt EDM	Final version should be submitted in PSD, JPG, HTML format

- Extra Communication Materials: extra communication materials for external promotion and special donors

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(Table 2-2) Details and Specifications for UNHCR Korea's other communication materials (Extra Materials)

Category	Required Service	Material	Details/Specification
Extra Communication Materials	1) Edited Design	Emergency EDM	1 page EDM template for email distribution
		1 Page PR page	1 page external PR page design (original design file to be provided)
		Specialized Emergency Report A	16 page-report deisng (original design file to be provided, Final version should be submitted in PDF and Indesign)
		Specialized Emergency Report B	12 page-report deisng (original design file to be provided, Final version should be submitted in PDF and Indesign)
		Postcard	Simple design with photo and messages
		Thank you card	Simple design with photo and messages (ornal file to be provided)
		Thank you memo	Simple design with photo and messages (ornal file to be provided)
		Lead Form	Lead form design with photo and messages
		Branding Item A	Simple design for round shaped logo sticker
		Branding Item B	Simple design for rectangle shaped logo sticker
		Branding Item C	Simple design for logo eco bag
	Others	Other necessary items	
	2) Production	Emergency EDM	Final version should be submitted in PSD, JPG, HTML format
		1 Page PR page	Size 230*273mm, Final version should be submitted in PDF and AI format
		Specialized Emergency Report A	Cover: Encore paper (130g, 183 *260mm), Inner: Vellum paper (100g, 183 *260mm), 16 page, color printing, saddle stitching
		Specialized Emergency Report B	Cover: Encore paper (130g, 183 *260mm), Inner: Vellum paper (100g, 183 *260mm), 16 page, color printing, saddle stitching
		Postcard	Monblanc (210g,148 * 105mm) double-sided printing
		Thank you card	Card: Vellum paper(260g, folded size: 180*130mm / size: 180*260mm), double-sided printing, folding Envelope: Vellum paper(100g, 190*140), single-sided color printing, jacket, tomson, transparent round sticker for enclosing (30-40mm)
		Thank you memo	Vellum paper (260g, 100*65mm), single-sided color printing, round corner-shaped
		Lead Form	Vellum paper (100g, 210*297mm), single-sided color printing
		Branding Item A	Transparent round sticker (size: 50*50mm)
		Branding Item B	Transparent square sticker (size: 80*80mm))
Branding Item C		100 page white post-it (size: 83*82mm) with simple folder	
Others	Other necessary items		

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## 2) Material Quantity

(Table 3) UNHCR Korea's newsletter and other communication materials – Quantity

Category	Materials	Quantity			
		2018 (from Oct~)	2019	2020	2021 (~till Sep)
Regular Material (including the envelope)	Newsletter Spring Edition	NA	220,000	260,000	300,000
	Newsletter Summer Edition	NA	230,000	270,000	310,000
	Newsletter Autumn Edition	200,000	240,000	280,000	NA
	Newsletter Winter Edition	210,000	250,000	290,000	NA
	Annual Report	NA	230,000	270,000	310,000
	Calendar	210,000	250,000	290,000	NA
	Welcome Pack	NA	80,000	80,000	80,000
	Donation Receipt	NA	10,000	20,000	30,000
Extra Communication Material	Emergency EDM	2 types	2 types	2 types	2 types
	1 Page PR page	2 types	2 types	2 types	2 types
	Specialized Emergency Report A	0	10,000	10,000	10,000
	Specialized Emergency Report B	0	1,000	1,000	1,000
	Postcard	1,000	1,000	1,000	1,000
	Thank you card	10,000	10,000	10,000	10,000
	Thank you memo	1,000	1,000	1,000	1,000
	Lead Form	0	10,000	10,000	10,000
	Branding Item A	1,000	1,000	1,000	1,000
	Branding Item B	1,000	1,000	1,000	1,000
	Branding Item C	500	500	500	500
	Others	Upon Request	Upon Request	Upon Request	Upon Request

Please refer to UNHCR Korea's materials in the below link or the webhard site, and the sample materials will be also delivered via post to the invited service providers.

<https://drive.google.com/open?id=1qN6zyTZLyQHAvKVIhpky7XDJKRLXSVH3>

[www.webhard.co.kr](http://www.webhard.co.kr) (id: unhcrseoul, pw: unhcr)

Folder Name: GUEST – Download – 2018 RFP (pw: unhcr2018) – Materials

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- UNHCR will provide all the raw materials including texts, photos, and logo with design guideline. Design files can be also provided for reprinting materials or when such support is available.
- The company will provide all services and/or hire the necessary person/outsource the task to other companies to perform all services on behalf of UNHCR.
  - In case of sub-contract with another printer or any other supplier (assembling, binding, transporter), the company is still the Project Manager and assumes all responsibilities including the quality of the job(s) under sub-contract.
  - Sub-Contracting: Please take careful note of Article 5 of the attached General Terms and Conditions (Annex E).
- All design and printing should be the highest caliber and meet UNHCR's requirement of best value for money.
  - UNHCR reserves the right to control the printing process.
  - UNHCR reserves the right to reduce or increase the quantity of printing and production.
- Equipment or materials necessary to perform the service should be available by the Company.
  - Computer system must be compatible with our requirements. No 'conversion' charges will be accepted by UNHCR.
  - Paper must be supplied in timely manner according to the annual plan and detailed work schedule, and the paper cost should be fixed for the duration of the Frame Agreement.
- UNHCR maintains all copyrights for any documents printed or designed on our behalf. All original course files must be given to UNHCR after the completion of each publication/production service.
  - All work in progress relating to these publications/productions including computer files, CDs, films, etc. produced by or in the possession of the printer is the property of UNHCR. If requested, these documents should be returned at any time to UNHCR, especially before the payment.
  - All destruction (especially the computer files) must be agreed by UNHCR. In case of destruction of the computer files without UNHCR authorization,

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the supplier will have to redo the design of the complete publication at his charge.

3) UNHCR Korea's Annual Design, Printing, Production Schedule (remarks based on each service's completion week with the process period marked in grey)

(Table 4) UNHCR Korea's Annual Design, Printing, Production Schedule

	Week 1	Week 2	Week 3	Week 4
JAN				
FEB				
MAR			Newsletter Spring Edition	- Spring Enewsletter - Spring Edition English Version
APR				
MAY				
JUN			- Newsletter Summer Edition - Annual Report	- Summer Enewsletter - Summer Edition English Version
JUL	Welcomce Pack Reprinting			
AUG				
SEP			Newsletter Autumn Edition	- Autumn Enewsletter - Autumn Edition English Version
OCT				
NOV				
DEC	Calendar		Newsletter Winter Edition	Autumn

- The 16-page-print newsletter is published on a quarterly basis, on every March, June, September, and December, and the production period is about 5 weeks (1 week for feature page design, 1 week for the design revision, 1 week for the whole page design, 1 week for the design revision, and 1 week for the final review and printing)
- The enewsletter and the English version newsletter is to be produced at the final stage of the print newsletter production each quarter, and the production

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period is about 2 week for both (e-newsletter - 1 week for design, 1 week for the design revision and HTML coding etc., English version - 1 week for text replacement from Korean to English, 1 week for the revision)

- The annual report is published on every June, together with the summer newsleeter, and the production period is about 5 weeks (1 week for total page design, 1 week for the revision, 1 week for additional page design, 1 week for the revision, and 1 week for the final review and printing)
- The calendar is produced on early December, and the production period is about 5 weeks (1 week for design, 1 week for the design revision, and 3 weeks for the calendar production)
- Detailed schedule can be subject to change in the course of work.

### 2.1.2 Mass-Mailing Service for newsletter and other communication materials

1) Material Type, Kind and Quantity:

(Table 5) Material Type, Kind and Quantity:

Catergor y	Service	Details/Specification	2018 (from October)	2019	2020	2021 (till September)
1. Newsletter Spring Edition	Labor Cost	Label the recipient's address on the envelope	NA	210,000	250,000	290,000
		Enclose materials (Newsletter) in the envelope (auto-wrapping)	NA	210,000	250,000	290,000
	Mailing Cost (KRW 420)	Mail out the package via post (applied with mass-mailing discount)	NA	210,000	250,000	290,000
		Cost for management of returned mails etc.	NA	210,000	250,000	290,000
2. Newsletter Summer Edition + Annual Report	Labor Cost	Label the recipient's address on the envelope	NA	NA	150,000	190,000
		Enclose materials (Newsletter and Annual Report) in the envelope (auto-wrapping)	NA	NA	150,000	190,000
	Mailing Cost (KRW 660)	Mail out the package via post (applied with mass-mailing discount)	NA	NA	150,000	190,000
		Cost for management of returned mails etc.	NA	NA	150,000	190,000
3. Newsletter Autumn Edition	Labor Cost	Label the recipient's address on the envelope	NA	210,000	250,000	290,000
		Enclose materials (Newsletter) in the envelope (auto-wrapping)	NA	210,000	250,000	290,000
	Mailing Cost (KRW 420)	Mail out the package via post (applied with mass-mailing discount)	NA	210,000	250,000	290,000

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	기타	Cost for management of returned mails etc.	NA	210,000	250,000	290,000
4. Newsletter Winter Edition + Calendar	Labor Cost	Label the recipient's address on the envelope	200,000	130,000	170,000	NA
		Enclose materials (Newsletter and Calendar) in the envelope (manually)	200,000	130,000	170,000	NA
	Mailing Cost (KRW 1,140)	Mail out the package via post (applied with mass-mailing discount)	200,000	130,000	170,000	
		Cost for management of returned mails etc.	200,000	130,000	170,000	NA
5. Welcome Pack	Labor Cost	Label the recipient's address on the envelope	6,000	24,000	24,000	16,000
		Enclose materials (Donor Booklet, Sticker Seal,) in the envelope (manually)	6,000	24,000	24,000	16,000
	Mailing Cost (KRW 540)	Mail out the package via post (500/week)	6,000	24,000	24,000	16,000
		Cost for management of returned mails etc.	6,000	24,000	24,000	16,000
6. Test Pack	Labor Cost	Print the recipient's address on the inner paper		84,000	168,000	84,000
		Enclose materials (5 materials in total including 2 folded-A4-size papers, 1 token button etc.) in the window envelope		84,000	168,000	84,000
	Mailing Cost (KRW 540)	Mail out the package via post (500/week)		84,000	168,000	84,000
		Cost for management of returned mails etc.		84,000	168,000	84,000
7. Donation Receipt	Labor Cost	Print the recipient's address on the inner paper (donation receipt)	NA	10,000	20,000	30,000
		Enclose 3-time-folded donation receipt in the window envelope	NA	10,000	20,000	30,000
	Mailing Cost (KRW 420)	Mail out the package via post	NA	10,000	20,000	30,000
		Cost for management of returned mails etc.	NA	10,000	20,000	30,000
8. Others – Thank you gift 1	Labor Cost	Label the recipient's address	1,000	10,000	10,000	3,000
		Enclose material (1 thank you gift) in the mid-size envelope (manually)	1,000	10,000	10,000	3,000
	Mailing Cost (KRW 420)	Mail out the package via post	1,000	10,000	10,000	3,000
		Cost for management of returned mails etc.	1,000	10,000	10,000	3,000
9. Others – Thank you gift 2	Labor Cost	Label the recipient's address	1,000	5,000	5,000	1,000
		Enclose material (1 thank you gift) in the mid-size envelope (manually)	1,000	5,000	5,000	1,000

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	Mailing Cost (KRW 420)	Mail out the package via post	1,000	5,000	5,000	1,000
		Cost for management of returned mails etc.	1,000	5,000	5,000	1,000

- UNHCR reserves the right to reduce or increase the quantity of mass-mailing.
- The envelope is based on the auto-wrapping envelop, but some materials should be enclosed manually in a separate plastic envelope, when necessary (depending on the number of enclosed materials).
- UNHCR will provide all the enclosing materials including envelopes and a list of recipients.
- All the personal information in the list of recipients should be dealt with confidentiality and cannot be used for other purposes other than UNHCR's requirement unless requested by UNHCR.

## 2) UNHCR Korea's Annual Mass-Mailing Schedule

(Table 6) UNHCR Korea's Annual Mass-Mailing Schedule

	Week 1	Week 2	Week 3	Week 4
<b>JAN</b>	Welcome Pack	Donation Receipt Welcome Pack	Returned Mails management (Newsletter Winter Edition) Welcome Pack	Welcome Pack
<b>FEB</b>	Welcome Pack	Welcome Pack	Welcome Pack	Welcome Pack
<b>MAR</b>	Welcome Pack	Welcome Pack	Welcome Pack	Newsletter Spring Edition Welcome Pack
<b>APR</b>	Welcome Pack	Welcome Pack	Returned Mails management (Newsletter Spring Edition) Welcome Pack	Welcome Pack
<b>MAY</b>	Welcome Pack	Welcome Pack	Welcome Pack	Welcome Pack
<b>JUN</b>	Welcome Pack	Welcome Pack	Welcome Pack	Newsletter Summer Edition + Annual Report
<b>JUL</b>	Welcome Pack	Welcome Pack	Returned Mails management	Welcome Pack

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			(Newsletter Summer Edition) Welcome Pack	
<b>AUG</b>	Welcome Pack	Welcome Pack	Welcome Pack	Welcome Pack
<b>SEP</b>	Welcome Pack	Welcome Pack	Welcome Pack	Newsletter Autumn Edition
<b>OCT</b>	Welcome Pack	Welcome Pack	Returned Mails management (Newsletter Autumn Edition) Welcome Pack	Welcome Pack
<b>NOV</b>	Welcome Pack	Welcome Pack	Welcome Pack	Welcome Pack
<b>DEC</b>	Welcome Pack	Welcome Pack	Welcome Pack	Newsletter Autumn Edition + Calendar

- The 16-page-print newsletter is distributed via post on a quarterly basis, on every March, June, September, and December, and the returned mail management cycle is about 3 weeks.
- The welcome pack is distributed via post on a weekly basis to UNHCR Korea's new donors.
- Detailed schedule can be subject to change in the course of work.

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## **2.2 References**

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- UNHCR Brand Book including logo and colour usage is available at the following link for reference:
  - [http://www.unhcr.or.kr/unhcr/files/pdf/UNHCR\\_BrandBook\\_Coulor.pdf](http://www.unhcr.or.kr/unhcr/files/pdf/UNHCR_BrandBook_Coulor.pdf)
  - [http://www.unhcr.or.kr/unhcr/files/pdf/UNHCR\\_BrandBook\\_KOR.pdf](http://www.unhcr.or.kr/unhcr/files/pdf/UNHCR_BrandBook_KOR.pdf)
- UNHCR contents and materials including photos and videos are available for search and reference at the following links:
  - [www.unhcr.org](http://www.unhcr.org) (UNHCR's global homepage)
  - [www.unhcr.or.kr](http://www.unhcr.or.kr) (UNHCR Korea's official homepage)
  - [blog.naver.com/unhcr\\_korea](http://blog.naver.com/unhcr_korea) (UNHCR Korea's official blog)

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- [media.unhcr.org](http://media.unhcr.org) (UNHCR's global media site)
- <https://www.unhcr.or.kr/unhcr/program/board/list.jsp?menuID=001003003&boardTypeID=52> (UNHCR Korea's newsletter online platform)

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## **3 Content of the Offers**

### **3.1 Technical Offer**

Please fill out Annex B (Technical Offer Form) with no page limit, and submit it together with any relevant supporting documents including design material samples in order to facilitate our evaluation on your company's capacity to perform the service. Please note that this is the only format UNHCR Korea accepts as technical proposal.

**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.

### **3.2 Company Qualifications**

1. A description of your company with evidence of your company's capacity to perform the services required, including:
  - Company profile,
  - Registration certificate
  - Last three years audit reports
  - Year founded
2. If a multi-location company, please specify the location of the company's headquarters, and the branches that will be involved in the project work with founding dates;
3. The number of similar and successfully completed projects;
4. Number of similar projects currently underway;
5. Presence and experience in the country
6. Any relevant experience working with UNHCR Korea, other UN Agencies and NGOs will be an asset, all information should be included;
7. Major clients, please provide a list;
8. You are requested to provide three (3) references that we will contact from your current client list, including ones from working relationships with UNHCR Korea or other UN Agencies.

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### **3.3 Proposed Services**

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The proposed services mainly include the below.

- Design Task A
  - Title: Newsletter feature page design with the theme of 'Refugee Women'
  - Task Description and Objective: design 6 pages of UNHCR Korea's quarterly newsletter, using the text and photos in order to make the readers better understand the refugee women's situation and further participate in 'UNHCR's refugee protection worldwide.'
  - Provided materials: Korean text, photos (20 photos), logos, relevant links
  - Size and Page #: 220 \* 280 mm, 6 pages
  - Submission Format: 3 color copies
  
- Design Task B
  - Title: EDM design with the theme of Rohingya Emergency
  - Task Description and Objective: design online user-friendly 1 page EDM using provided materials in order to make the recipients better understand on the emergency situation and further participate in donation for UNHCR's refugee protection worldwide.
  - The EDM mainly includes 3 parts of title, body (Korean text with selected photos, dollar handle, donation button), and footer (Agency's info, logo etc.). The composition and portion of each part can be subject to change depending on the vendor's design style and preference.
  - Provided materials: Korean text, photos (15 photos), logos, relevant links
  - Size: free size to suggest for e-mail distribution
  - Submission Format: A3 size 3 color copies

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

**\* IMPORTANT for DESIGN TASK A and B:**

For the design tasks and material samples, please refer to the files in the below link or the webhard site.

<https://drive.google.com/open?id=1qN6zyTZLyQHAvKVlhpkY7XDJKRLXSVH3>

[www.webhard.co.kr](http://www.webhard.co.kr) (id: unhcrseoul, pw: unhcr)

Folder: GUEST – Download – 2018 RFP (pw: unhcr2018) – Task)

- Materials including text and photos can be selectively/partially used for the bidder's design purpose and style, but UNHCR logo (form and color) should be intact in its original form.

- All the provided files are only for the bidding process and should be destroyed after the completion of document submission.

- Equipment, facility and storage for the printing and mass-mailing service
- Result reports on the service, and management on returned mails, and storage items etc.
- Personal data protection and management in relation to mass-mailing service

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### **3.4 Personnel Qualifications**

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- **Designated Team Structure for UNHCR:** Please describe the team structure you propose to provide and specify the roles and responsibilities of each team member including manager in charge, main designer, sub-designer, designer for online/digital contents (responsive enewsletter and EDM etc.), manager in printing house, focal point for mass-mailing service, sub-contractor, consultant, etc.) to be dedicated to work for UNHCR including their name, title, and relevant information.
- **Staff qualification:** Please Specify each member's expertise, capacity, and their working experiences in the similar project with a short CV

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### **3.5 Vendor Registration Form**

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If your company is not already registered with UNHCR, you should complete, sign and submit the Vendor Registration Form (**Annex D**) with your technical offer.

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

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### **3.6 Applicable General Conditions**

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Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services by signing **Annex E**. Please submit the signed Annex E with your technical offer.

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### **3.7 Applicable Special Data Protection Conditions**

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Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (**Annex F**).

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### **3.8 Financial Offer**

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**IMPORTANT:**

The Financial Offer is to be submitted as per the Financial Offer Form (Annex C). Bids that have a different price structure will not be accepted.

In the financial offer, Annex C and the other relevant documents to facilitate the evaluation should be included.

- Your separate Financial Offer must contain an overall offer in a single currency (KRW)
- The Financial Offer must cover all the services to be provided (price “all inclusive”). This also means that all application, license and permit related costs are to be borne by the vendor and included in the price proposal. Please use the attachment for any necessary supporting documents to help financial evaluation.
- UNHCR is exempt from all direct taxes and customs duties. With this regards, price has to be given exclusive of all forms of tax.
- UNHCR does not belong to the group called ‘Non-Profit NGO’ designated by the Korean government, and therefore does not benefit from the special arrangement of postal cost.

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

- The cost of preparing proposals and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.
- Please review the details of your financial offer before submission. UNHCR is not responsible for any calculation errors or mistakes.

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

## **4 Evaluation**

### **4.1 Technical Evaluation**

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score.

Company Qualifications (10%)	<ul style="list-style-type: none"> <li>Overall capacity to perform the requirements and undertake contract based on the company documents</li> <li>Relevant experiences of successfully completing similar projects (design, printing and production + mass-mailing service) with minimum 3 references</li> </ul>
Proposed Services (50%)	<ul style="list-style-type: none"> <li>Design ability (quality, creativity, and clarity) based on Task A &amp; B and design material samples</li> <li>Equipment, facility and storage for the printing and mass-mailing service</li> <li>Suggestions for reporting on the service, for the management of returned mails and of storage items etc.</li> <li>Personal data protection and management in relation to mass-mailing service</li> <li>Comprehensiveness of the proposal</li> </ul>
Company Qualifications (10%)	<ul style="list-style-type: none"> <li>Designated team structure and specified roles and responsibilities</li> <li>Each team member's expertise, capabilities and their working experiences with the similar project with a short CV</li> </ul>
<b>Total</b>	<b>70%</b>

**IMPORTANT:**

Bidders must have a minimum technical threshold of 42 out of 70 points for the Technical Offer in order to be considered further in the financial evaluation process.

### **4.2 Financial Evaluation**

The **Financial Offer** will be evaluated using inter alia the following criteria and percentage distribution: **30%** from the total score.

Cost (30%)	$\frac{[\text{total price component}] \times [\text{KRW lowest}]}{[\text{KRW other}]} = \text{points for other supplier's price component}$
<b>Total</b>	<b>30%</b>

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g.,  $[\text{total Price Component}] \times [\text{KRW lowest}] \setminus [\text{KRW other}] = \text{points for other supplier's Price Component}$ .

Companies are allowed to quote only in Korean Won. For evaluation purposes only, the offers submitted in currency other than US Dollars will be converted into US Dollars using the United Nations rate of exchange in effect on the date the submissions are due.

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### ***4.3 Calendar of Bidding Activities***

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<b>Task</b>	<b>Tentative Due date</b>
RFP sent out to bidders	5 June 2018
Deadline to receive questions from bidders	18 June 2018
Deadline for receipt of offers	6 July 2018
Contract Award	August – September 2018
Service Commencement	October 2018

Bidders are required to submit any request for clarification or any question in respect to this document by e-mail to [bid@unhcr.or.kr](mailto:bid@unhcr.or.kr). The deadline for receipt of questions is 23:59 hrs Korea time on 18 June 2018.

## 5. Key Performance Indicators (KPIs)

UNHCR expects to monitor the performance of the selected service provider(s) as below according to the following KPIs:

- KPIs for design, printing, and production service:
  - 1) Timeliness: The service should be completed within the timeline as requested.
  - 2) Design Quality: The donor satisfaction level on the newsletter design from the newsletter survey should be maintained as the current level (about 80% satisfactory)
  - 3) Quarterly service report: Upon completion of the quarterly service, the selected service provider is required to submit a short quarterly service report together with the invoice, which includes major design and production outcome/development, any remarkable news or update, suggestions and ideas for the next quarter etc.
  
- KPIs for mass-mailing service:
  - 1) Timeliness: The service should be completed within the timeline as requested.
  - 2) Monthly service report: Upon completion of the monthly service, the selected service provider is required to submit a short monthly service report, which includes weekly welcome pack distribution status, returned mails report (only in April, July, Oct, Jan, one month after the quarterly distribution), storage item update, any remarkable news or update, suggestions and ideas for the next month etc.