

RFP/PFP/2011/01

DEVELOPMENT AND PRODUCTION OF UNICEF GLOBAL GREETINGS CARDS COLLECTIONS OUTSOURCING

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.

The work of UNICEF's Private Fundraising and Partnership Division (PFP) centres on sales of cards and gifts, private sector fundraising, and advocacy and communication. UNICEF has been selling greeting cards globally for 60 years to raise funds in support of its programs worldwide. Today UNICEF Cards and Products are sold in approx 65 countries worldwide and have a total annual turnover of approx \$150m. The PFP Division markets its cards and products through a distribution network consisting of UNICEF Country Offices and National Committees.

A thorough review of UNICEF entire value chain has identified several areas where UNICEF believes that it could derive significant benefits from rationalization in terms of cost structure, management simplification and organizational responsiveness. All non core activities currently performed by PFP, the UNICEF National Committees and Country Offices, in support of the Cards and Products business will be outsourced to competent third parties who are expected to perform such activities more efficiently and effectively.

As part of the future operating model, UNICEF PFP plans to identify one or more partners who will take responsibility for the creative development and production of the corporate and consumer greetings cards collections in the coming years. For the purpose of this RFP, UNICEF is looking for a potential partner who can deliver a range of core services around:

- Creative Development
- Greeting card production and packaging

If you believe your company has the necessary capacity and experience to compete for this contract, and can meet the following minimum qualification criteria, and you wish to receive a copy of the full RFP package, please send an email to Isabel De Lima at idelima@unicef.org and Lam Aurenche at laurenche@unicef.org for a copy of the RFP package. The closing date for receipt final RFP response is 25 Mar 2010.

- a) The contract winner must have proven creative expertise and greeting card development experience to drive the global UNICEF collection development to be consumer relevant and distinctive versus competition within the markets and channels where UNICEF is present
- b) The contract winner must have existing resource and plant capacity to meet the UNICEF production and delivery requirements and timeframes.
- c) The contract winner must be able to deliver FSC certified paper products, and provide the necessary FSC Chain of Custody referencing in all related invoices. Accordingly, proposals must clearly show that the bidder has the appropriate FSC certification, or will use sub-contractors who have the appropriate FSC certification.
- d) The technical proposal must include confirmation that the bidder understands and applies the requirements of the Regulation No 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) and in particular Annex XVII of the Regulation concerning the restrictions on the manufacture, placing on the market and use of certain dangerous substances, preparations and articles.