

RFP/PFP/2011/002

OUTSOURCING OF THE DEVELOPMENT, PRODUCTION AND PRINTING OF UNICEF'S GLOBAL DIRECT MARKETING AND INTERACTIVE STRATEGY AND CAMPAIGNS

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 development, production, printing and mailing of the UNICEF global direct marketing and interactive strategy and campaigns 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:

- The development of a direct marketing and interactive strategy.
- The development and delivery of direct marketing and interactive global campaigns.
- The management of the production of the country and language specific versions of the global campaign materials, catalogue concepts and direct marketing packages.
- The management of the printing of catalogues and other promotional materials.
- The customization, collation and mailing of the direct marketing and interactive packages to the end-consumer.

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 Martine Avet at mavet@unicef.org for a copy of the RFP package.

The contract winner responsible for the development and delivery of direct marketing and interactive strategy and campaigns must have proven expertise in the development of direct marketing and interactive campaigns to drive sales of global fast moving consumer goods and brands.

- a) The contract winner must have existing resource and capacity to meet the UNICEF production, printing and delivery requirements and timeframes.
- b) 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.
- c) 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.

Deadline for suppliers receiving RFP documents 16/04/10. Deadline for receipt of final proposals 30/04/10.