



## INVITATION TO TENDER

Project Name: Tender for Printing Partner(s) ref no.202009

Buyer: Läkare Utan Gränser, org. Id. 802017-2360

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## Table of contents

Definitions .....	2
Section 1: Basic information about MSF .....	3
1. MSF in brief .....	3
2. MSF in Sweden .....	3
Section 2 : Background information for Printing Tender .....	3
Section 3 : Invitation to Tender (ITT) – Guidelines of this tender .....	6
1. General.....	6
2. Confidentiality .....	6
3. Tender period and validity .....	7
4. Official email contact address and queries related to tender .....	7
5. Tender related queries.....	7
6. Method of submission and tender format .....	8
7. Tender documents required to be submitted .....	8
8. Notification of Award of Tender contract .....	9
Section 4 : Tender Evaluation .....	9

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### Definitions

ITT:	Invitation to Tender
Tender process:	The time period commencing from the invitation to tender to the tender award decision
Tenderer(s):	Service provider
Distribution:	Refers to postal services from printing company to final postal destination. MSF has a couple of distribution partners ( <i>PostNord and CityMail the printer supplier will be responsible for coordinating delivery to a donor or prospect home address or partner company address, a venue address</i> )
Printing:	Refers to printing content on paper derivatives
Delivery/office delivery:	Delivery of printed material will be to MSF Sweden office address
Order fulfillment timeline:	Time between order being made to printing partner and distribution or office delivery
Printing optimization:	Refers to suggestions of paper type, ink type, fold types and design

# Terms of Reference- Tender for Printing Partner(s)

## Section 1: Basic information about MSF

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### 1. MSF in brief

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organisation that delivers emergency aid to people affected by armed conflict, epidemics, natural disasters and exclusion from healthcare. MSF offers assistance to people based on need, irrespective of race, religion, gender or political affiliation.

### 2. MSF in Sweden

The Swedish section of MSF, founded in 1993, has four main areas of activity:

- Fundraising
- Recruitment and deployment of field workers
- Awareness raising
- Support to the field activities through the innovation and evaluation units.

MSF Sweden raises money through donations and in addition recruits field workers, as well as forms public opinions. We inform the public, politicians, media and experts on the lives of the people we meet in the field. For more information about MSF please visit our website [www.lakareutangranser.se](http://www.lakareutangranser.se)

## Section 2 : Background information for Printing Tender

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MSF Sweden is looking for one or several printing partners who can manage our volumes of printing with good quality vs cost and flexibility in printing order timelines.

The tender is separated in lots as we have a large portfolio in printing needs and MSF Sweden understands that some companies may wish to compete for only some part of the work.

We have divided printing needs in lots we feel are closest to each other (be it through format or through order frequency).

We expect all printing partners to be able to provide help with Printing optimization and to send references to the office prior sign-off.

### List of Printing Activities at MSF:

Coldmail: Refers to a marketing postal mail (envelop and letter) sent to prospect donors. Letter format and or folds may vary. Envelops depend on letter type but are usually standard (DL, C5...).

Warmail: Refers to marketing postal mail (envelop and letter) sent to existing donors. Letter format and envelop can vary in sized. Letter format

and or folds can vary from one production to the next. Envelops depend on letter type but are usually standard (DL, C5...).

**Standard Mailings:** Refers to postal mail to donors with standard content and usually contains information about MSF. Letter format and or folds may vary. Envelops depend on letter type but are usually standard (DL, C5...).

**Branded stationary:** Refers to stationary printed with MSF logo (envelops-mostly C4, paper with letterhead A4, calendars, forms, pens, t-shirt...)

**Direkt:** Quarterly magazine about MSF and humanitarian issues. The magazine is about A5 in format and has 32 pages: [Link to example](#)

**Information Folders:** Two- or three-fold marketing material informing about specific gift types such as legacy or corporate sponsorship. Printed ad-hoc with 2 weeks' notice.

**Annual Report:** This report details operations and financial status of MSF Sweden, it is printed annually, format is A4 magazine about 30 printed pages. [Link to example](#)

**Gift certificates:** Gift certificates ordered by donors from the website. The gift certificate's is a square shaped gift card and envelop, and paper is thicker. [Link to example](#)

**Welcome/thank you letters:** Refers to letters to welcome new regular donors and is comprised of one envelop and one or two letters. Letter format is often A4, folds can vary from one production to the next. Envelops depend on letter type but are usually standard (DL, C5...).

**Batch prints:** Batch print forms often with a cut-out form that should be mailed back to MSF Sweden (Inbetalningskort or autogiro forms).

**Ad-hoc printing:** Very low volume printings ranging from posters to folders. These orders happen at random time periods with a notice period ranging from 1 week to 2 months.

**The call for tender comprises 3 lots:**

**Lot 1:** Coldmailing, Warmailing, Standardized Mailings and Batch prints

**Lot 2:** Direkt and annual report

**Lot 3:** Welcome/thankyou letters, Gift Certificates, Information folders and Branded stationary, Ad-hoc printing

For all lot, MSF expect printing partners to suggest printing designs that are perhaps more sustainable and cost effective (be it paper type or selection of inks used). Printing optimization is expected with any lot selected.

### Details on printing activity

Lot	Printing Activity	Annual Volume	Order frequency per year	Annual order variation (plus or minus)	Order fulfillment timeline	Distribution or office delivery
1	Warmail	1052416	Multiple	75000	1 month	Distribution
1	Coldmail	1400000	Multiple	<a href="#">250 000</a>	1 month	Distribution
1	Standard Mailing	50 000	Multiple	5000	1 Month	Distribution or office delivery
1	Batch prints	10000	Multiple	5000	2 weeks	Office delivery
2	Direkt	450800	4	30000	1 month?	Office delivery and distribution
2	Annual report	200	One a year	50	2 weeks	Office delivery and distribution
3	Welcome /thank you letter	57000	52 (once a week)	5000	1 week	Distribution
3	Branded stationary	70 000 (10 000 envelops, 60 000 letters with letterhead )	1	20 000	1 week	Office delivery
3	Branded material	2000 pens, 50 t-shirts, ...	2	Small quantities ad-hoc (less than 2000)	3 weeks	Office delivery
3	Gift certificates	4000	52 (once a week)	20000	3 days to 1 week	Distribution
3	Information folders	New product	Multiple	No historical data	1 week to 1 month	Office delivery OR distribution
3	Ad-hoc printing	TBD	0 to multiple	TBD	1 week to 2 months	Distribution or office delivery

## Section 3 : Invitation to Tender (ITT) – Guidelines of this tender

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### 1. General

- 1.1. These guidelines are intended to ensure that all Tenderers are given fair and equal consideration. As much detail as possible has been provided to assist the Tenderer to provide a comprehensive Tender document.
- 1.2. By participation in the tender process this automatically signals that the Tenderer accepts these Conditions of Participation.
- 1.3. Any information prepared or shared by MSF Sweden in connection with this tender shall remain the property of MSF Sweden and shall be used only for the purpose of this procurement exercise.
- 1.4. The Tenderer shall not make contact with any other employee or consultant of MSF Sweden who are in any way connected with this tender process during the period of this tender, unless instructed otherwise by MSF Sweden.
- 1.5. MSF Sweden shall not be committed to any course of action as a result of: issuing this invitation to participate in this tender process, or by communicating with a Tenderer or a Tenderer's representatives or agents in respect of this tender process.
- 1.6. Tenderers shall accept and acknowledge that by issuing this tender, MSF Sweden shall not be bound to accept any Tender and reserves the right not to conclude a Contract Agreement for some or all of the services for which Tenders are invited.
- 1.7. MSF Sweden reserves the right to amend, add to or withdraw all, or any part of this tender invitation at any time during the tender process.
- 1.8. The official contact of the Tenderers will have expressed an interest by completing and submitting to MSF Sweden the tender acknowledgement pro-forma.
- 1.9. Canvassing will lead to disqualification. Any Tenderer who directly or indirectly obtains or attempts to obtain information from other members or employees concerning any other Tenderer, Tender or proposed Tender will be disqualified.

### 2. Confidentiality

- 2.1. Apart from what is already within the public domain, Tenderers shall not disclose, copy, reproduce, distribute or pass any of the information to any other person. The Tenderer shall at all times treat the contents of this tender process (with its related documents) as confidential. Subject to the exceptions referred to in paragraph 2.2
- 2.2. Exceptions of disclosure, to pass or distribute any of the information by the tenderer are permitted if the sole purpose is of enabling a Tender to be submitted and the person receiving the Information undertakes in writing to keep the Information confidential on the same terms as if that person were the Tenderer. For example, for legal advice or if the Tenderer is legally required to make such a disclosure.
- 2.3. MSF Sweden reserves the right to distribute information that is materially relevant to the procurement to all Tenderers, even if the information has only been requested by one Tenderer.
- 2.4. MSF Sweden may disclose detailed information relating to Tenders to its employees or advisers and may make any Contract Agreement documents available for private inspection by its employees or advisers.
- 2.5. MSF Sweden will also endeavor to respect any commercially sensitive information provided by the tenderer. In case the Tenderer should provide such information, it

should be clearly identified what is 'commercially sensitive' including the time period it will remain so, while explaining the potential implications of the disclosure.

### 3. Tender period and validity

- 3.1. The tender process from invitation to tender, successful bid to implementation is 4 weeks. MSF Sweden reserves the right to amend, add to or withdraw all or any part of this tender invitation at any time during the procurement exercise.
- 3.2. Your tender quotation should remain open for acceptance for a period of 60 days as any tender quote that is valid for a shorter period may be rejected.
- 3.3. Timeframes indicated in this document: these acts as a guide and while there may be no intention to deviate from this, MSF Sweden reserves the right to do so.

<b>Tender submission deadline is Friday 2020-10-23</b>
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### 4. Official email contact address and queries related to tender

- 4.1. In case of any doubts or queries related to this tender process the main contact person for provision of information is Gabriella Hernqvist. (Email: [gabriella.hernqvist@lakareutangranser.se](mailto:gabriella.hernqvist@lakareutangranser.se)) All queries will be responded to via email and shared with other Tenderers to ensure that all information is equal among the Tenderers.
- 4.2. All communications from Tenderers during the period of this procurement exercise must be directed to the designated official email contact. Please send all email regarding this process to this address.
- 4.3. All communications should be clearly headed "***Tender for Printing Partner(s) ref no.202009 lot no.\_\_\_\_***" and include the name, position and contact details of the person making the communication. However, when presenting the tender documents it may be provided in Swedish. Any company can submit a proposals of one or more lot.
- 4.4. Requests for Tender clarifications must be submitted in accordance with the procedure set out in paragraph 5 – Tender related queries.
- 4.5. Customer references and contacts may be made as part of the procurement process for Tender award. This may include visits and written references.

### 5. Tender related queries

- 5.1. Any participating provider may request further clarification on matters pertaining to this ITT by submitting its question(s) in writing via email to the official email address, with the following noted in the subject line: ***Supplier name – Tender for Printing Partner(s) ref no.202009 - Questions.***
- 5.2. All communication and requests for clarifications related to this tender may be submitted via email from date of receiving tender to [gabriella.hernqvist@lakareutangranser.se](mailto:gabriella.hernqvist@lakareutangranser.se) and no further requests will be accepted after **Date 2020-10-21.**
- 5.3. The MSF Sweden contact person, Gabriella Hernqvist will endeavor to answer all questions as quickly as possible, but cannot guarantee a minimum response time. Exception to response is in the event that a question may prejudice our commercial interests, then MSF Sweden reserves the right not to respond.

5.4. Please do not contact other MSF Sweden staff to discuss the ITT. Questions on the substance of the ITT will be answered (without identifying the source of inquiry) in a document released to all who submitted a reply to the Tender.

## 6. Method of submission and tender format

**6.1.** All tenders must be submitted in electronic version via email to the official email address, with the following noted in the subject line: ***“Tender for Printing Partner(s) ref no.202009 lot no. \_\_\_-\_\_\_-\_\_\_”***.

## 7. Tender documents required to be submitted

Please do not submit generic marketing materials, broadly descriptive attachments, or other general literature unless necessary to support the proposed solution. Responses to this ITT should be emailed and must consist of the following:

- Cover letter
- Company description
- Description of services and costs
- Description of working process
- Customer reference (please inform the customers as MSF might reach out to learn more about their experience)
- Sustainability overview

Please feel free to detail any services that might complement the tender query (for example experience in leads management, graphic design). This description is appreciated.

### 7.1. Cover letter

The cover letter in PDF format must contain:

- Name and address of the Service Provider
- Name, title, telephone number, and e-mail address of the person authorized to commit the Service Provider to a contract
- Name, title, telephone number, and e-mail address of the person to be contacted regarding the content of the tender, if different from above
- Declaration that the Tenderer commits to the terms described in their tender and assumes responsibility for any pre-contract costs incurred during the bid and negotiation phases
- A signature of this letter by a duly authorized representative of the company

### 7.2. Company description

A short introduction to your company with a brief history, number of current employees and service portfolio.

### 7.3. Description of services and costs.

The description of services and costs should clearly outline costs for the different services. *Please be as specific as possible with a detailed overview of the costs.* For guideline of what is requested please see section 2 and annexes.



#### 7.4. Customer references

A short list of customer references, up to 3 references. Please inform them that MSF might contact them.

#### 7.5. Sustainability

Environmental and social aspects, such as being a responsible employer, are very important to Läkare Utan Gränser. Therefore, we kindly ask suppliers to describe their efforts in relation to sustainability. This can be done either by including a link to the sustainability report (if existing) with the tender, or as a separate section in the tender submitted.

#### 7.6. Description of working process

Description of how you prefer to work, specify if you are an agent (ex: direktmarknadsföring byrå) and outsource printing or if you are printing company with your own equipment,

Please also indicate if you will assign a project manager or contact reference to be our main contact agent and work directly with us.

### 8. Notification of Award of Tender contract

- 8.1. The successful Tenderer will be notified in writing through issue of Letter of notification of Award of Tender.
- 8.2. The Tenderer in submitting the Tender undertakes that in the event of the Tender being accepted by MSF Sweden they will within **30 days** be able to execute what will be agreed on by both parties.
- 8.3. Any Contract Agreement concluded as a result of this ITT shall be governed by Swedish law.
- 8.4. MSF Sweden shall be under no obligation to accept the lowest or any tender.
- 8.5. All unsuccessful Tenderers will also be notified in writing and given an opportunity for a debriefing. Debriefing will only be provided at the request of the Tenderer. It will provide reasons why the Tenderer was unsuccessful, and where possible provide details of the characteristics and relative advantages of the successful Tender.

## Section 4 : Tender Evaluation

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From the time the tenders are opened until the contract is awarded, if any Tenderer wishes to contact MSF Sweden on any matter related to its tender, it should do so via email to the official email address.

### SELECTION CRITERIA

#### Cost effectiveness and expertise

Cost effective pricing

Knowledge of Post pricing and discount models to ensure cost-effective direct mail campaigns

Input and proposals for printing optimization to ensure cost-effectiveness  
Experience in implementing fundraising campaigns is preferred

**Flexibility**

Time frame between order day and mailing day  
Flexibility to update content and timing in the annual plan according to test results  
Process flexibility and automation prospects  
Ability to scale up or scale down in order volume

**Project management and privacy**

Appointed contact person with back up when out of office  
Ability to meet the deadlines described in the annual plan  
Internal processes to comply with GDPR and other legal framework, as well as MSF Sweden's privacy policy standards.

**Other services**

Cost effectiveness  
Creative consulting: ability to suggest new products that would improve on our paper based marketing  
Broker services: ability to coordinate a multitude of printing services  
Quality  
Variety of services and products