

Date: 20/05/2026

REQUEST FOR PROPOSAL (RFP) n. UNSSC/2026/03

Email Marketing Services

DEADLINE FOR SUBMISSION: 15 June 2026 hrs 23:59 CEST

1. The United Nations System Staff College (UNSSC) hereby solicits your proposal for the above subject, in accordance with this document and annexes attached hereto. Proposals must be submitted to the UNSSC before **15 June 2026 hrs 23:59 CEST**.
2. This Request for Proposal (RFP) consists of this document and the following Annexes (listed at the end of the present document) and Appendices (as separate files):
 - Annex A: Terms of Reference
 - Annex B: Terms and Conditions to Submit a Proposal
 - Annex C: Evaluation Criteria
 - Annex D: LTA template, including UN General Conditions of Contract (UNGCC)
 - Appendix A: Technical Proposal Form → **to be filled-in and submitted**
 - Appendix B: Financial Proposal Form → **to be filled-in and submitted**
3. Your proposal must include information in sufficient scope and detail to allow the UNSSC to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily. Bidders shall fill in Appendix A and Appendix B in their entirety and provide relevant supporting documentation in accordance with this RFP.
4. The UNSSC reserves the right to request from bidders additional information regarding their commercial activities, history and resources.
5. By the present RFP, UNSSC is aiming to identify a supplier, with possibility of a back-up, for the provision of email marketing services for a period of 3 years, with possibility of a 2-year extension (3+2 years). Awarded supplier will enter into a Long-Term Agreement (LTA) with UNSSC. LTAs do not commit UNSSC to procure a minimum quantity of services
6. **Your technical and financial proposal must be submitted via email to: tenders@unssc.org no later than 15 June 2026 hrs 23:59 CEST. Non-compliant offers with the terms stated in this document and its annexes may be rejected without any evaluation.**
7. UNSSC estimates to conclude the selection process by mid-June 2026 and aims to start the collaboration with the awarded suppliers immediately after.
8. **Inquiries and clarifications concerning this RFP must be submitted before 08 June 2026 hrs 23:59 CEST via email to procurement@unssc.org. UNSSC will respond to questions received and will advertise the Q&As file in the same channels where the present RFP is advertised.**
9. **Please note that the UNSSC has VAT exemption status and can provide documentation for the same. Hence, fees in the Financial Proposal form shall be presented net of VAT.**

ANNEX A: Terms of Reference

I. **Background and Context:**

The United Nations System Staff College (UNSSC) is the UN's trusted interagency learning partner, delivering innovative, scalable, and cost-efficient solutions that support transformative change. Established in 2002 and headquartered in Turin, Italy, with an office in Bonn, Germany, UNSSC delivers cutting-edge learning solutions, advisory support, and change facilitation to foster a shared organizational culture. Leveraging our deep, long-standing relationships, system-wide credibility and knowledge of UN mandates and context, we work with UN entities to design and deliver learning that meets their specific needs. Utilizing cutting-edge platforms and methodologies, we provide exceptional value. Our learning technologies and platforms ensure high-quality learning is accessible to the entire UN workforce, reducing duplication and maximizing cost-efficiency for the system. For more information, please visit the [UNSSC website](#).

The UNSSC has been utilizing an email marketing platform to:

- Send up to 5,200,000 emails within a twelve-month period. These emails include communications about programmes and courses, targeted outreach, and newsletters.
- Manage over 110 contact lists maintained by both programme teams and the communications team. This includes:
 - the UNSSC monthly newsletter, "Learning Matters," which has 80,000 subscribers,
 - the Course Promotion newsletter, sent on a quarterly basis to 122,000 subscribers, and
 - the Blue Line, a platform for self-directed online learning, with more than 60,000 subscribers from the UN system that communicate with on a weekly basis.
- Create approximately 475 dynamic email layouts to inform, engage, and entice our audiences.

Currently UNSSC is purchasing yearly subscriptions of an email marketing platform managed directly and relying on the existing available functionalities of the platform. However, UNSSC is now seeking an **email marketing service provider to streamline mass email marketing and improve efficiency and effectiveness with the latest tools and features available.**

In fact, UNSSC is preparing to promote a suite of various courses, each specifically designed for targeted audience that UNSSC would reach through its email marketing platform. To do so, UNSSC utilises its Salesforce CRM, currently counting a total of around 220,000 contacts, to extract a targeted list of former participants from its comprehensive alumni database. Communications and Outreach team upload the contact list to the email marketing platform and segments alumni by job title, grade level, and duty station, ensuring that targeted audiences of each course receive the invitation.

The email campaign features an engaging layout that contains course overviews, learning objectives tailored to managerial challenges, testimonials from past participants, and a direct registration link. Advanced analytics track engagement, allowing UNSSC to refine its outreach and follow up with those who show interest. This precise, data-driven approach enables UNSSC to efficiently communicate professional development opportunities and reinforces its commitment to capacity-building within the UN system

II. **Objectives and Requirements:**

By the present RFP, UNSSC aims to identify a qualified supplier able to provide an email marketing platform that meets the following objectives, characteristics and requirements:

- **Enhanced Communication Efficiency:** Leverage robust email marketing features to streamline communication processes, ensuring timely and targeted outreach to different audience segments while reducing manual effort.
- **Audience Engagement and Growth:** Utilize email marketing tools to create engaging and visually appealing email campaigns, with the aim of increasing open rates, click-through rates, and overall audience engagement. This includes expanding subscriber lists through targeted lead generation strategies.
- **Performance Tracking and Analytics:** Implement analytics and reporting features to monitor campaign performance effectively. Set specific KPIs to evaluate success, such as subscriber growth, engagement metrics, and conversion rates, enabling data-driven decisions for future marketing and outreach efforts.

Specifically, UNSSC is looking for qualified suppliers able to meet the requirements below:

Easy-to-use user interface (UI)	The platform shall have an intuitive, easy-to-navigate user interface (UI) that allows users of varying technical backgrounds to efficiently manage campaigns.
Multi-Environment Account	<ul style="list-style-type: none"> • Two (or more) logically separate workspaces under one license for the College and the Blue Line • Full control over user roles and permissions per workspace • Separation of lists, content, automation, and access levels
User Roles & Permissions	<ul style="list-style-type: none"> • Unlimited users (a minimum 35 is required) • Custom roles can be created with granular access restrictions to certain lists, features, or sub-accounts • Roles can be adjusted or revoked anytime by admin user(s)
Database & List Management	<ul style="list-style-type: none"> • Import lists and segment, tag, and update directly within the platform • Subscriber Key Unification/De-duplication logic is required to avoid duplication of subscriber profiles • Native Salesforce Sync with easy login-based setup • Full GDPR consent tracking and secure attribute management <p>Participant contact lists are the only data source required from Salesforce CRM.</p>
Targeting and Segmentation	<p>Targeting and Segmentation are essential features. The platform shall include:</p> <ul style="list-style-type: none"> • robust audience management, • flexible segmentation tools (such as tags, groups, and rule-based segments), • advanced targeting and segmentation criteria using engagement data, custom fields, scoring, etc., such as demographic and behavioural data • Prioritize features that facilitate increased open rates, click-through rates, and audience interaction. Include mechanisms for audience segmentation, A/B testing, and

Annex A – Terms of Reference

	targeted lead generation to expand the subscriber base and foster sustained engagement.
Email, Automation & Drip Campaigns	<ul style="list-style-type: none"> • Visual drag-and-drop editor, reusable templates, utilizing AI for message optimization, and A/B tests • Dynamic content: personalization features that allow us to create branded, responsive emails with a drag-and-drop editor. Essential capabilities include editing content blocks such as text, images, and buttons; customizing styles like background colors and fonts; selecting flexible column layouts; and configuring dynamic content for a personalized user experience. • Drip campaigns (a.k.a. Workflows) with logic based on opens, clicks, course progress, tags, etc. • Time-zone based delivery and optimal delivery windows • Existing email campaigns developed on the current platform in use, including layouts and contact lists, will need to be transferred. • Ability to personalize messages, especially emails, with personal information from the supporter database. • Ability to attach documents to emails.
Reports & Visibility	<ul style="list-style-type: none"> • Real-time analytics on campaigns, lists, automations, user activity, webinar attendance, etc. • Scheduled custom reports (e.g., weekly reports sent to managers) • Exportable in PDF, Excel, CSV <p>Any reporting, analytics, or data analysis activities delivered as part of this engagement should align with UNSSC existing data management standards, policies, and practices. Further details will be shared with the awarded supplier(s) in due time.</p>
Deliverability Support	<ul style="list-style-type: none"> • dedicated IPs • deliverability team • IP warming assistance, spam-checks, inbox previews • Direct contact with Gmail, Yahoo, Microsoft in case of blocks.
Customer Service Support	<ul style="list-style-type: none"> • Service desk support for UNSSC admin • Dedicated focal point/contact person

Awarded supplier(s) will work closely with UNSSC Communications team and may interact with CRM and ICT teams, to ensure coherence, quality assurance and strategic alignment with UNSSC needs.

III. Privacy:

As part of the services requested, awarded suppliers may need to process personal data. In doing so, they shall process personal data in accordance with standards requested by the data protection legislation affecting the Contractor. The supplier should have appropriate organizational, administrative, physical and technical safeguards and procedures implemented to protect the security of personal data, including against or from unauthorized or accidental access, damage, loss or other risks presented by data processing.

The protection of this data is essential to upholding fundamental rights to privacy and the [UN-system wide personal data protection and privacy principles](#).

ANNEX B – Terms and Conditions to submit a proposal

In order to be considered in the present RFP, interested bidders are required to submit Appendix A and Appendix B, together with relevant information as described below.

Proposals must be submitted in English and shall be expressed in the form described in the table below:

Technical Proposal (Appendix A)
Please submit Proof of legal registration / Company registration certificate as applicable under national legislation.
Please provide a company profile clearly identifying the experiences that demonstrate expertise in the provision of similar services
Please provide a list of main clients to which similar services, including in terms of volumes, have been rendered in the past 5 years. Experience in the UN/ international organizations sector is considered a plus, with at least 2 references from previous clients with contact details. UNSSC may reach out for reference check.
Please provide brief CV(s) of the team that will be assigned to the UNSSC in case of award.
Please provide a comprehensive presentation of the proposed platform with details on the characteristics able to meet the requirements as described in the table in section II. Link to mock up can be sent.

Financial Proposal (Appendix B)
<ul style="list-style-type: none">• <i>Please fill in Appendix B, indicating your best rates expressed in the currency you will invoice, excluding VAT.</i>• <i>Prices are expected to remain unchanged throughout the entire contract period, including extensions. In any case, no revision to the rates is possible during the initial 3-years term.</i>• <i>In case of offers received in multiple currencies, financial evaluation will be based on the USD amount at the UN exchange rate of the time of the RFP closing deadline.</i>

The technical and financial proposal must be submitted in two separate files to tenders@unssc.org only. Submissions sent to any other emails may result in disqualification.

Submissions deadline is MONDAY 15 June 2026 hrs 23:59 CEST.

Please be aware that size of attachments is limited to a maximum of 20 Mb. If size of attachments exceeds this limit, it may be necessary to send more than one e-mail for the whole submission.

Please indicate in e-mail subject field:

- Bid Number: RFP 2026/03
- Name of your firm
- Number of e-mails that are sent (example: 1/2, 2/2).

UNSSC will not be responsible for locating or securing any information that is not identified in the bid.

Annex B – Terms and Conditions to submit a proposal

Proposers must provide all information required under this RFP and clearly and concisely respond to all points set out herein. Any proposal which does not fully and comprehensively address this RFP may be rejected. However, unnecessarily elaborate brochures and other presentations beyond those sufficient to present complete and effective proposals, are not encouraged.

Following submission of the proposals and final evaluation, the UNSSC will have the right to retain unsuccessful proposals. It is the proposer's responsibility to identify any information of a confidential or proprietary nature contained in its proposal, so that it may be handled accordingly.

No Commitment

This RFP does not commit UNSSC to consider any proposal, to award a contract or to pay any costs incurred in the preparation or submission of proposals, or any costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods.

UNSSC reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the proposers or other firms in any manner deemed to be in the best interest of UNSSC.

This RFP contains no contractual proposal or offer of any kind; any proposal submitted will be regarded as an offer by the proposer and not as an acceptance by the proposer of any proposal or offer by UNSSC. No contractual relationship will exist except pursuant to a written contract document signed by the authorized official of UNSSC and by an authorized officer of the successful proposer(s).

Rejection of Proposals

UNSSC reserves the right to reject any proposals that, inter alia:

- i. are received after the deadline stipulated in the RFP;
- ii. are not properly marked or addressed as required in the RFP;
- iii. contain an alternate proposal or
- iv. are not otherwise in compliance with the RFP.

Ethical Standards

All UN vendors shall adhere to the highest ethical standards, both during the procurement process and throughout the performance of a contract.

Contractual Relationship

UNSSC shall enter into Long-Term Agreement(s) (LTAs) for the provision of services with the highest-scoring proposer(s) on a non-exclusive basis at the UNSSC's sole discretion. LTA template is available in Appendix C.

The award of the contract pursuant to the terms stated in this proposal, including its annexes, is subject to the United Nations General Conditions of Contracts (UNGCC) available in Appendix D.

Full acceptance of the UNGCC is a mandatory requirement for the award of the contract(s); non-acceptance of the UNGCC may result in the rejection of the proposal.

Travel

Travel is not expected and travel costs should not be indicated in the financial proposals. However, should any travel be required to deliver the services, it shall first be approved by UNSSC and UNSSC will define an up-to amount in accordance with its travel policies, rules and administrative instructions.

Annex B – Terms and Conditions to submit a proposal

In case of travel, it is responsibility of the awarded supplier to arrange the travel(s) and to ensure having the required authorizations, visas, insurances or medical clearances to undergo travel to the required location(s).

ANNEX C – Evaluation Methodology and Criteria

I. Evaluation Methodology:

The UNSSC will evaluate the proposals based on the “Best Value for Money” (BVM) principle. This process involves the combination of apportioned technical and financial scores obtained by each Bidder.

Proposals will be evaluated from two perspectives:

- mandatory pre-requirements
- a weight score evaluation based on a technical component (60 points) and a commercial component (40 points).

Bidders will be initially evaluated against the mandatory pre-requirements. This will be evaluated based on a Pass/Fail evaluation. Only bidders passing **all** mandatory pre-requirements will be considered for the Scored Technical Evaluation.

The technical component will focus on the overall responsiveness to the Annex B-Terms and Conditions, applying the evaluation criteria and sub-criteria specified below in the written proposal. Only proposals with a technical score higher than 42 points will be considered technically compliant and will be considered for the financial evaluation. The commercial component will address the competitiveness of the cost proposal.

The UNSSC shall use the best value for money principle (BVM) to determine the award and selection will be based on the most responsive proposal. The overall technical and commercial scores will be combined to determine the best value-for-money bid using the following weighting of 60% Technical and 40% Commercial.

The bidder(s) meeting all mandatory criteria, and with the highest combined value will be considered as achieving best value for money and will be recommended for the contract award.

Any Proposal received which omits any portion of these submittal requirements will be deemed non-responsive.

The cost for preparing the Bid shall be borne solely by the bidder. No part of the cost of preparing the bid shall be incorporated into the bid itself.

II. Evaluation Criteria:

- Mandatory pre-requirements (pass/fail)

#	Description	Scores
1	The bidder is legally registered and authorized to enter into contractual agreements.	Pass / Fail
2	Acceptance of UN General Terms and Conditions for the provision of services (by signing Appendix A).	Pass / Fail
3	Auto-declaration that the bidder is compliant with relevant privacy legislation and that have appropriate organizational, administrative, physical and technical safeguards and procedures implemented to protect the security of personal data, including against or from unauthorized or accidental access, damage, loss or other risks presented by data processing (by signing Appendix A).	Pass / Fail

Only offers that will meet all the above mandatory requirements will be considered for the technical evaluation.

- **Technical Evaluation (60 points)**

The bidder shall submit the proposal in accordance with the requirements as detailed in “Annex B-Terms and Conditions to submit a proposal” of this RFP, which consists of the following documents/information in line with the below evaluation criteria:

#	Criteria	Evaluation	Max scores
1	Number of years of relevant experience in the provision of an email marketing platform	Scores will be allocated based on the number of years of relevant past experience in the provision of an email marketing platform as evidenced in the company profile.	10
2	Number of main clients and quality of references	Scores will be allocated based on the number of clients to whom similar services have been provided and quality of reference. Higher points will be given to bidders with experience with the UN / international organizations	10
3	Quality and characteristics of the platform and compliance with the requirements	Scores will be allocated based on the functionalities and characteristics of the platform to meet the requirements listed in Section II.	25
4	Experience of the assigned team	Scores will be allocated based on the average number of years of experience of assigned team as evidenced in the submitted CVs	15

Only offers meeting the minimum technical threshold of 42 points will be considered technical compliant and will be considered for financial evaluation.

- **Commercial Evaluation (40 points):**

Financial offer forms shall be submitted by filling in Appendix B. Total cost and cost breakdown based on the deliverables provided shall be filled in without VAT. Bidders are allowed to quote in the currency they will use to invoice. In case offers in different currencies are received, for financial comparison purposes, rates will be converted in USD using the UN exchange rate applicable at the time of the RFP submission deadline.

The financial component will be evaluated separately from the evaluation of the technical component. The financial evaluation will be based on pricing and will be evaluated in comparison with other financial proposals. The financial proposal will receive points for their price competitiveness. The proposal with the lowest price will receive the maximum points (40 points). All other proposals will receive scores for financial proposals in inverse proportion. The formula for the inverse proportion is as follows:

$$\text{Bidder's score} = \text{Lowest Daily rate} / \text{Bidder's Daily rate} \times \text{Maximum Price Points (40)}$$

In order for the UNSSC to be able to compare the cost proposals from different vendors in a meaningful way, vendors must submit costs conforming to the proposed pricing model in “Appendix B – Financial Proposal Form” of the RFP. The commercial offer shall be valid for a minimum of 90 days from the submission date.

- **Combined Technical and Commercial Evaluation:**

Overall combined evaluation will sum up the technical and commercial points of the technically compliant offers and the offer(s) with the highest combined score will be considered

as the best value for money proposal(s) and recommended for award.

- **Key Performance Indicators (KPIs):**

Awarded suppliers in the delivery of the services will be evaluated based on the following KPIs:

- Quality and usability of the platform, including interaction with CRM and customer support.
- Timeliness and responsiveness in case of technical issues;
- Responsiveness, collaboration, and professionalism demonstrated by the team throughout the assignment;

UNSSC will provide dedicated access to the required platforms and data to allow the awarded bidders to perform the services.