Permanent Mission of Italy
UN - New York

GUIDELINES FOR APPLICANTS

EXPRESSION OF INTEREST FOR PRESS AND MEDIA SERVICES

1. Purpose of the Notice

The Permanent Mission of Italy to the United Nations (hereinafter the "Mission") invites expressions of interest from qualified news websites, media outlets, news providers, news agencies and other professional media service providers interested in delivering press and media services in support of the Mission's institutional activities.
The purpose of this notice is to identify potentially qualified providers capable of ensuring the timely dissemination of information, enhancing the visibility of Italy's positions and initiatives within the United Nations system, and supporting the Mission's communication and media outreach activities.

2. Main Locations and Scope of Services

The services will primarily be provided remotely and will cover the institutional activities of the Mission, with particular regard to events and initiatives taking place at:

- The Permanent Mission of Italy to the United Nations, 885 Second Avenue, One Dag Hammarskjold Plaza, 49th Floor, New York, NY 10017;
- United Nations Headquarters, New York, NY 10017.

The scope of coverage may also include relevant activities at other United Nations offices and duty stations, including Geneva, Vienna, Nairobi and other locations, as appropriate.

3. Duration

The anticipated duration of the services is one year, from January 1, 2027, to December 31, 2027, subject to the completion of the applicable procurement and contracting procedures and the execution of a formal agreement.

4. Description of Services and Main Activities

The selected provider is expected to deliver professional press and media services, including, but not limited to, the following activities:

4.1. **Dissemination and media visibility.** Ensure the timely and effective dissemination of information concerning Italy's positions, initiatives, statements and diplomatic activities within the United Nations, with a view to maximizing their visibility among relevant institutional, diplomatic and media audiences.

4.2. **Publication of news items.** Publish and disseminate at least 25 news items or press releases per month, with particular attention to Italy's activities at the

United Nations. Relevant content may include interviews, factsheets and other editorial materials agreed upon with the Mission's Press Office (hereinafter the "Press Office").

4.3. **Newsletter distribution.** Distribute relevant news and institutional content through the provider's newsletter and other appropriate communication channels, reaching both existing subscribers and additional recipients identified by the Press Office, subject to applicable data protection and electronic communications requirements.

4.4. **Monitoring and reporting.** Monitor diplomatic developments, institutional initiatives, speeches, decisions and other events within the United Nations system that may be of particular interest to Italy or the European Union. Relevant information shall be reported to the Press Office by email at least once a week, with urgent or particularly significant developments communicated promptly.

4.5. **Coordination with the Mission.** Maintain regular communication with the Press Office to identify relevant news, coordinate dissemination activities, exchange information and ensure the accuracy and appropriate presentation of content concerning Italy's diplomatic initiatives and achievements.

4.6. **Editorial coordination.** Agree periodically with the Press Office on the editorial content, format, graphics and distribution of newsletters and other communication materials, taking into account the Mission's institutional priorities and communication objectives.

4.7. **Republication and distribution rights.** Grant the Mission the right to reproduce, publish and distribute, free of charge, news items and other materials produced or published under the service, including through the Mission's institutional communication channels, without requiring additional authorization or payment. The applicable terms concerning attribution and third-party rights shall be agreed with the selected provider.

4.8. **Media strategy support.** Cooperate with the Press Office in the implementation of press and media strategies aimed at strengthening the visibility and outreach of Italy's activities within the United Nations system.

5. Requirements for Applicants

Applicants must demonstrate that they have the professional capacity, editorial resources and distribution infrastructure necessary to provide the services described above.

The expression of interest shall include the following information:

5.1. **Company or organization profile**, including legal name, registered address, principal activities, ownership or organizational structure, and relevant experience in press, media, institutional communication or international affairs.

5.2. **Media coverage and audience reach**, including the average number of website visits and unique visitors per month, preferably based on data from the preceding twelve months, together with the methodology or source used to calculate these figures.

5.3. **Newsletter distribution**, including the number of subscribers and recipients, the profile and geographical distribution of the audience, the frequency of distribution and the principal subject areas covered.

5.4. **Newsletter performance**, including the average email open rate and, where available, click-through rate, preferably based on statistics for the preceding

twelve months. Applicants should indicate the period covered and the methodology used.

5.5. **Relevant experience and distribution channels**, including examples of previous coverage of the United Nations, international organizations, diplomatic affairs or institutional activities, as applicable.

5.6. **Contact information**, including the name and position of a contact person, email address and telephone number.

5.7. **Indicative financial proposal**, specifying the proposed fee for the services described in this notice, the applicable billing arrangements and any assumptions or limitations affecting the proposed price. All costs and fees should be clearly identified.

The Mission may request additional information or supporting documentation where necessary to assess the applicant's qualifications and the suitability of the proposed services.

6. Submission of the Expression of Interest

Expressions of interest must be submitted by email no later than **December 14, 2026**, to: admin.italyun@esteri.it

The subject line shall read: **"EXPRESSION OF INTEREST – PRESS AND MEDIA SERVICES".**

Applications must include the information specified in Section 5 and any relevant supporting documentation.

7. Nature of the Procedure

This notice is intended solely to collect expressions of interest and identify potentially qualified providers for press and media services to be delivered during 2027.

Submission of an expression of interest does not constitute a formal offer by the Mission, create any entitlement to the award of a contract, or guarantee participation in any subsequent procurement procedure.

The submission of an expression of interest does not establish any contractual relationship or financial commitment on the part of the Mission. The Mission reserves the right to request further information, conduct additional assessments, initiate a subsequent procurement procedure, or decide not to proceed with the acquisition of the services, in accordance with the applicable rules and procedures.

Participation in this preliminary process does not confer any preferential position in any subsequent selection or award procedure.

New York,

Head of Administration
Eugenio BOLDRINI

Firmato Digitalmente da/Signed by:
EUGENIO BOLDRINI

In Data/On Date:
mercoledì 11 novembre 2026 16:12:44