

REQUEST FOR PROPOSALS

Members progress monitoring: Capture impact and successes through story telling

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	6
III. TERMS AND CONDITIONS OF THIS SOLICITATION	9
IV. OFFER OF SERVICES	11

PROJECT BACKGROUND AND SCOPE OF WORK

ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Benin, Uganda, Rwanda and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

About SBN

The Scaling Up Nutrition Business Network (SBN) is the private sector platform for the Scaling Up Nutrition (SUN) Movement and aims to support businesses to integrate and sustainably improve nutrition within the context of the country's national nutrition priorities.

SBN works to strengthen the engagement of the private sector in national coordination and policy-planning through government-led and multi-stakeholder platforms for nutrition. The goal of the network is to ensure that empowered private sector members become long-term sustainable development partners in nutrition, accelerating investments in products and practices that contribute to ending malnutrition, aligned to national nutrition priorities.

This is achieved by bringing together the private sector, government, and relevant stakeholders to work with and support businesses, particularly nano, micro, small and medium enterprises, to take joint, practical actions that shape sustainable local food systems and accelerate contributions to improved nutrition. The SUN Business Network aims to contribute to reducing malnutrition in all its forms by mobilizing the private sector in SUN countries to commit to and invest in improved and sustainable business practices that ensures easy access to healthier diets for vulnerable groups.

BACKGROUND

SBN since 2016 has been mobilizing Micro, Small, Medium, and Large businesses to commit to improving access to safe and nutritious foods. SBN has also provided technical assistance in different forms through capacity building, access to finance, business development services, platforms for business visibility etc.

The purpose of this RFP is to engage the services of a Service Provider (**from 30th April to 30th June 2024**) to conduct an impact mapping and an outcome harvesting exercise in form of a reenacted documentary series.

The series tagged '**Life of A Nutripreneur - LOAN**' will feature preselected members of the network with compelling stories of their journey as a nutrition-focused agribusiness. It will showcase the resilience and display of unwavering commitment to improving nutrition outcomes in Nigeria despite the constantly depreciating political, economic, and environmental situations. The re-enactment will seek to tell the stories of these Nutripreneurs with the following themes- **Resilience to Shocks, SBN Influence on business practices, Business' Impact on Nutrition outcomes** linked to their business' nutrition commitments and Potential for Growth with support and Investment. These 3 themes will be dominant throughout the entirety of the series.

Other specific considerations–

Women-led businesses should make up 40% of the total number of businesses that will participate in this activity, while youth-led businesses consist of 20%, and Others 40%) business members.

Location:

The activity will be carried out in all Six Geo-political zones in Nigeria with specific locations as seen below:

- a. **South-West:** Lagos and Ibadan
- b. **South-East:** Owerri and/or Enugu
- c. **South-South:** Cross River and/or Akwa Ibom
- d. **North-Central:** Jos and/or Nasarawa
- e. **North-West:** Kebbi and/or Kano
- f. **Northeast:** Bauchi (Subject to change)

OBJECTIVES

The main objective of the development of this documentary series and media campaign is to harvest SBN programme outcomes through visual aids, raise awareness and amplify the voices of the micro small and medium enterprises in the network. The output of this activity will be used to advocate for support and inspire relevant actors to taking practical actions towards creating an enabling environment for nutrition focused agribusinesses to operate.

By showcasing the contributions of these businesses within its network, SBN seeks to galvanize stakeholders, mobilize resources, and accelerate progress towards ending malnutrition in all its forms. The service provider will conduct a story telling exercise that will include a mapping of SBN members with compelling stories of nutrition impact outcomes, develop a script for the reenactment of specific scenes in the stories of the nutrition

entrepreneurs and produce video recordings of the reenactment.

SPECIFIC OBJECTIVES:

1. Extract the stories of change focusing on SBN members progress on commitments, through the use of any data collection methodology.
2. Develop storytelling script using information on the success stories collected from pre-assessed SBN members.
3. Shoot and develop short series film for promotion and other advocacy purposes.
4. Showcase SBN project activity impacts in form of stories of impact in selected state.
5. Amplify the challenges and concern of the businesses using tailored and appropriate story telling technique.

3.1 PROJECT REGIONS, STATES

S/N	Regions	States	Number of Businesses
1	North-Central	Jos and Nasarawa	10
2	North-West	Kebbi and Kano	10
3	North-East	Bauchi	10
4	South-West	Lagos and Ibadan	10
5	South- East	Imo and Abia	10
6	South-South	Port Harcourt, Akwa-Ibom and Cross-Rivers	10

2. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall complete the following services:

- a. Conduct a desk review of SBN’s impact assessment report and the results from the SBN Nutrition Champion Award submissions and any other repository document provided by SBN, to develop a list of suitable members based on the themes mentioned above for the documentary series.
- b. Develop storytelling guides, scripts, and templates for the project to document stories to be used till the end of the project cycle.
- c. Create compelling, impact-change footage stories and documentaries in English, with provision for subtitles in Yoruba, Hausa, and Igbo.
 - Edit footage to fit different advocacy audiences including Policy Influencers and regulators, government heads of ministries, organized private sector groups, cooperatives, financial institutions and donor organizations, development partners, and civil society.
- d. Develop a series tagged (SBN Member Spotlight) as part of the documentary series. SBN spotlight will be social media content adapted to showcase the social impact stories of the network members. The series will be developed with simplicity at the core to allow for continuity after the end of the contract.
- e. Take action pictures (at least 50 per location)

- f. Provide a written report detailing the methodology, process, challenge, etc observed during the entire activity.
- g. For each of the business interviewed major information required from all of them will include the following-
 - How have their business practices been influenced by their interaction with GAIN/SBN?
 - What is the volume of production before their interaction with GAIN/SBN and/or three years ago and how much has that changed (increase or decrease)
 - Market penetration growth rate
 - Record of consumer volume or sales volume

2.1. DELIVERABLES

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the table below:

Deliverables	Deadlines
Proposal submission deadline	10th May 2024
Contracting process finalized	24th May 2024
Inception Meeting	27th May 2024
Submission of inception report with a detailed strategy for the desk review impact mapping, documentary and storytelling activities- Conduct desk review, submit list of businesses and timeline for each shoot.	30th May 2024
Field Work	3rd June – 23rd June 2024
Submission of final report (Word/PDF format) with all videos, documentaries, photo stories and scripts annexed and recommendation from the consultation.	28th June 2024

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Key Programme and technical staff from GAIN are part of the selection team of the organization and will review the process. They will be available via email to respond to clarifications on solicitation. Please direct all inquiries and other communication to digelle@gainhealth.org with todunmbaku@gainhealth.org in copy. Responses will not be confidential except in cases where propriety information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed budget in Nigerian Naira, fees/travel/accommodation, and any other direct costs to be incurred in the delivery of the scope of work. Include a detailed narrative justification for the line items included. The budget must be inclusive of all taxes (Withholding tax). The final budget amount will have to be approved by GAIN prior to starting the project.

3. FORMAT FOR PROPOSAL THE PROPOSAL NEEDS TO BE FORMATTED AS FOLLOWS:

1. Technical proposal

- a. Description of previous work (maximum 1 page)
- b. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
- c. Detailed proposal explaining how the areas of work mentioned in objectives and scope of work will be addressed, including risk and mitigation strategy, sustainability, and timeline (maximum 10 pages).
- d. References.

2. Financial reports

- a. Description of each project stage and financial implications
- b. A summary of activity budget

3. SUBMISSION

The original proposals should be submitted in electronic copy on or before **10th May 2024** and addressed to digelle@gainhealth.org and copying todunmbaku@gainhealth.org; iakinduro@gainhealth.org

Please include “**SBN Docuseries**” as the subject of your submission. Requests for additional information can be directed to the same e-mail addresses.

4. DEADLINE

Completed proposals should be submitted to GAIN before **12.00 pm WAT** on **10th May 2024**.

5. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- **Proposals that are received after the RFP deadline at the specified receiving office.**
- **Proposals received by fax.**
- **Incomplete proposals.**
- **Proposals that are not signed.**

6. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

7. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

8. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- Written in English and in 10-point Arial font; maximum of 10 pages.
- Narratives should be prepared in Microsoft Word with print areas set to 8.5 x 11-inch, letter-sized paper, and one-inch margins, left justification, and a footer on each page including page numbers, date of submission, and applicant name.
 1. Spreadsheets should be prepared in Microsoft Excel with print areas set to 8.5 x 11-inch, letter-sized paper.
 2. Applicants must submit evidence of prior or related work on the concept being proposed and evidence that demonstrates the effectiveness of the approach. We are interested in establishing that applicants have already been working in this area and have some research and knowledge that reduces the chances of failure.
 3. In case of errors in calculating overall costs, the unit costs will govern.
 4. It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact GAIN via the emails already specified above
 5. While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
 6. By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

9. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

10. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

11. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- **Name of the successful applicant.**
- **The applicant's own individual ranking.**

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed

appropriate.

If you do not hear from us after three months, please note that your application was not successful.

12. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. If any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

13. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

14. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - o Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - o Providing detailed technical documentation of the proposed strategy.
 - o Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - o Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided as part of the Proposal.

15. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

16. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

17. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

18. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

19. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a contract subject to GAIN's terms and conditions.

20. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

21. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
 - a. Click or tap here to enter text.

- b. Click or tap here to enter text.
 - c. Click or tap here to enter text.
 - d. Click or tap here to enter text.
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
 - (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)