

REQUEST FOR PROPOSALS

CONSULTANT – RAPID ASSESSMENT OF OPPORTUNITIES FOR IMPROVING AFFORDABILITY OF NUTRITIOUS FOODS THROUGH PACKAGING

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. 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. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. Through alliances, we provide technical, financial and policy support to strengthen food systems and use research and evidence to shape our own programmes as well as influence the actions of others.

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

2. BACKGROUND

Lower-income consumers represent a large market, estimated at 4 billion people worldwide. Many low-income consumers' diets are lacking in food diversity and quality. There is a business opportunity for private companies to help improve this by providing safe, nutritious foods that meet customers' needs at an affordable price – as long as they do so in ways that are profitable and financially sustainable for the company. The GAIN Business Model Research Project aims to identify promising ways that food companies can adopt their products and approaches to reach lower-income consumers with nutritious foods.

An earlier systematic review conducted by the project¹ identified two potential approaches for doing so that have to do with packaging: using single-serve packaging (which allows for purchasing only a small amount at a time), using reusable packaging (e.g., glass bottles that are collected, cleaned and reused by the retailer, distributor, or processor), or removing packaging altogether by selling foods in bulk (e.g., through dispensers or similar). The first option may improve affordability in the sense that only a small amount can be purchased at one time, though the per-unit price may be higher when compared to a larger package. The second option may improve affordability by reducing the costs of packaging, and the third option by eliminating them altogether.

To deepen this work, GAIN seeks to undertake a rapid analysis to understand the varying implications of these approaches. For single-serve packaging, this would include the relative cost of such products on a per unit basis when compared to other packaging options, the amount of packaging waste generated when compared to other options, and any other up- or downsides to the approach. For reusable packaging, this should include the types of products / packaging for which it can be applied, different models for recuperating and redeploying the packaging (with discussion of costs, pros and cons), the relative cost of such products when compared to other packaging options, and any other up- or downsides to the approach. For removing packaging, this should include the types of products / packaging for which it can be applied (considering food safety and feasibility for consumers), different models for storing and dispensing the product to maintain quality at the retail point (with discussion of costs, pros and cons), food safety and quality implications and mitigation approaches, the relative cost of such products when compared to other packaging options, and any other up- or downsides to the approach. Consultants are welcome to propose additional angles to consider. In all cases, the analysis should be evidence-based, specific, and quantitative where feasible, as opposed to speculative.

GAIN seeks a consultant to undertake this piece of work.

¹ <https://www.gainhealth.org/resources/reports-and-publications/business-models-reaching-lower-income-consumers-nutritious-foods>

The consultant can propose their own methods for undertaking this analysis, such as review of existing documents and research; key informant interviews; use of existing secondary data; modelling; or a focus on known case studies. Regardless, the consultant must be prepared to work very autonomously with little GAIN support (e.g., if key informants are to be interviewed, the consultant must identify them, not rely on GAIN contacts).

The approach proposed can be either global, including a strong focus on low- and middle-income countries in general, or focused on specific countries, provided those countries are among the low- and middle-income countries where GAIN works (listed above).

In either case, the focus should be on highly nutritious foods.

3. SCOPE OF WORK AND DELIVERABLES

The consultant shall provide the following services:

- Work with the GAIN team to finalize the research questions to be answered by the study and its methodology
- Undertake the study, including accessing any required documents or data for review or analysis
 - If including key informant interviews, ensure these are done in line with best practices for research ethics and obtain any approvals needed for doing these interviews
- Clearly document the method / approach used for the study
- Regularly update GAIN on the progress of the work, including discussing initial results and using those to adapt strategies if necessary
- Develop an outline for the final report, for GAIN review and approval
- Draft a full report on the study, including methods, results and conclusions/ recommendations, with all sources clearly referenced
- Revise and finalize report based on GAIN input

3.1. DELIVERABLES

The consultant shall provide the following:

- A completed and approved methodology and work plan
- A draft report summarizing the approach and the results
- A finalized version of this report, revised based on GAIN feedback, including links to or copies of any data or sources used to develop it, as relevant.

The table below provides illustrative dates for the work. **As noted above, GAIN expects this to be a rapid analysis, and the consultant should be prepared to work quickly and efficiently to meet this timeline.**

Deliverable	Deadline
Contract signing	27 May, 2024
Draft methodology and work plan	3 June, 2024
Draft report	27 June, 2024
Final report and supporting data or sources	15 July, 2024

3.2 EXPECTED EXPERTISE

The consultant shall be an individual consultant or institution with the following expertise:

- Strong understanding of food systems, food technology, and/or nutrition concepts

- Strong understanding of innovative food products, ideally including work on packaging or dispenser solutions
- Proven experience in conducting similar consultancy assignments
- Proven experience working on topics relevant to food in the LMIC context
- Excellent communication skills in English, both oral and written

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

Please direct all inquiries and other communications to rfp@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee proposal, including the number of days of work projected and the daily rate. The final fee will have to be approved by the organisation prior to starting the project.

3. SUBMISSION

Interested applicants should submit:

- Technical Proposal of a **maximum 6 pages**, excluding Appendixes. The proposal shall include:
 - Relevant background of the consultant (i.e., expertise on nutrition, food systems and on similar prior engagements)
 - CVs and/or examples of prior work can be included in an appendix
 - If relevant, proposed team with relevant expertise and roles
 - Detailed technical approach
 - Expected workplan and timeline to meet deliverables, paying close attention to the rapid timeline
 - References to prior work
- Financial Proposal (in a separate document):
 - Budget
 - Budget justification
- Offer of services (see template attached under IV)

These documents should be sent to GAIN (rfp@gainhealth.org) **by 15 May 2024**. Please use the subject line 'Packaging Analysis' when responding.

4. DEADLINE

Completed proposals should be submitted to rfp@gainhealth.org **before 15 May 2024, 23:39 Central European Time**.

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 or mail.
- Incomplete proposals.

6. 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.

7. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- 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.
- 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.

8. 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.

9. REFERENCES

GAIN reserves the right, before awarding the consultancy, 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.

10. RELEASE OF INFORMATION

After awarding the consultancy and upon written request to GAIN, only the following information will be released: Name of the successful applicant.

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.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that 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.

3. 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.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

- Understanding of the scope of work:
- Past experience undertaking similar work
- Rate

GAIN reserves the right to contact the individual in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

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

6. 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.

7. 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.

8. 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.

9. 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 into a contract subject to GAIN's terms and conditions.

10. 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.

11. 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 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 estimated fee:
- a. ___ Days
 - b. At _____ USD per day
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)