

REQUEST FOR PROPOSALS

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EVALUATION PARTNER IN BENIN

TRANSFORMING FOOD SYSTEMS TO IMPROVE DIET QUALITY AND RESILIENCE FOR THE MOST VULNERABLE

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.

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, Benin, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

GAIN aims to transform food systems to create lasting changes that enhance diet quality and improve nutrition outcomes. With support from the Ministry of Foreign Affairs of the Netherlands (MoFA), GAIN has launched a new round of programming through a five-year grant, which is being implemented in six African countries, including Benin. In Benin, this initiative is known as the “Programme d’Alimentation Saine et d’Intervention basée sur le Marché” (PASIMA). The overall Theory of Change for this approach is illustrated in Figure 1.

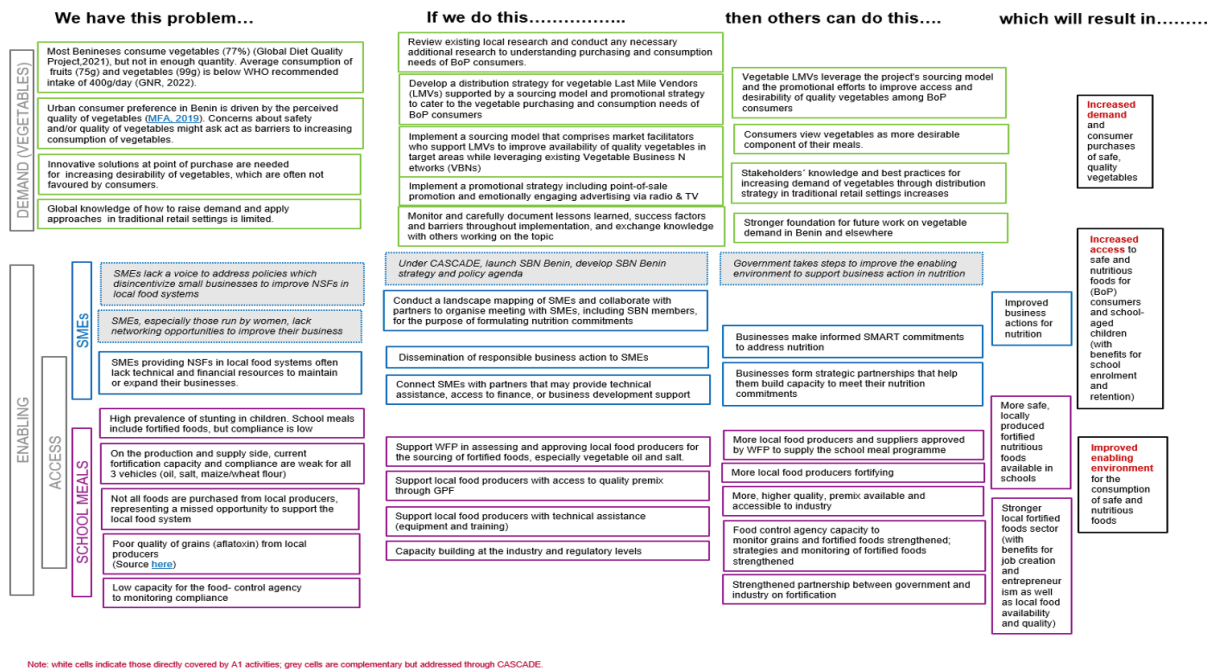


Figure 1. Benin's approach Theory of Change

A key objective of PASIMA is to strengthen nutritious food value chains, particularly in the vegetable sector. To achieve this goal, PASIMA includes a vegetable-focused component that consists of: i) a sourcing strategy, and ii) a promotional and advertising strategy, along with monitoring and learning efforts. The logic model for this component is depicted in Figure 2.

The sourcing strategy employs a market facilitator model that connects farmers and farmer producer organizations (suppliers) with last-mile vendors (LMVs), ensuring a consistent supply of vegetables. This model improves reliability and reduces shipping costs for LMVs while providing consumers with access to a wider selection of quality vegetables at more predictable prices. The success of this model is supported by the involvement of the Vegetable Business Network (VBN), which acts as both suppliers and market facilitators.

The promotional and advertising strategy aims to encourage vegetable purchase and consumption among our target consumers. The communication concept centers on the figure of Nanavi, who serves as a culinary protector of traditions and an inspiration for women who turn meals into joyful experiences. In a society where women juggle work, family, and responsibilities, Nanavi becomes the ally they have been waiting for; she offers tips, motivation, and energy to prepare healthy meals without stress. With Nanavi, cooking transforms from a chore into a celebration.

PASIMA's vegetable component is currently being implemented in five cities: Abomey-Calavi, Cotonou, Seme-Kpodji, Porto-Novo, and Bohicon. It aims to reach 330,000 Bottom of the Pyramid (BoP) consumers with the objective of improving vegetable consumption among 70,000 individuals.

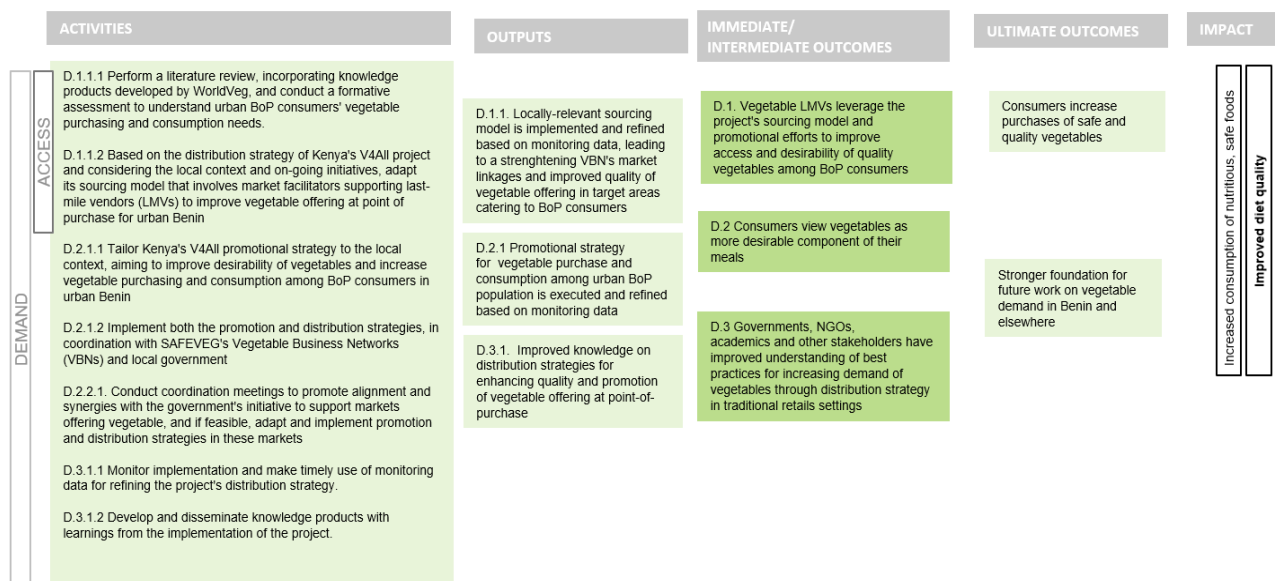


Figure 2. Logic model of Pasima's vegetable component

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP. The purpose of this RFP is to engage services of a Service Provider to conduct an evaluation of vegetable component of Pasima.

3. SCOPE OF WORK AND DELIVERABLES

The evaluation partner should play the role of a *thought-partner* through the programme duration, providing leadership on best practices for rigorous evaluations of the project while considering the contextual realities and programmatic experiences of GAIN.

The evaluation partner will work closely with GAIN to conceptualize and implement an evaluation with a single observation moment after project completion in a comparison of areas with and without the project in Benin. The evaluations will include (quasi-experimental) endline surveys at the country level, including a quantitative estimation of vegetable consumption. A mid-line assessment can entail a process evaluation. We are particularly interested in innovative and mixed-methods approaches for this evaluation.

3.1. OBJECTIVES

1. Review Pasima's vegetable component designs (theories of change, logic models and results frameworks, assumptions, inception reports and other relevant documents).
2. Design a proposed approach to assessing progress and impact of the component.
3. Partner with a local research institution to conduct the evaluations as full intellectual partners (if service provider is not based in Benin).
4. Lead, in collaboration with GAIN to generate peer-reviewed paper on the findings of impact evaluation.

3.2. DELIVERABLES

Deliverable	Tentative deliverable dates
Brief inception report updating evaluation proposal	4 July 2025

Research protocol submitted to IRB approval	4 August 2025
Data collection report and datasets (mid-line): brief report on data collection process and procedures	6 October 2025
Mid-line report	13 November 2025
Data collection report (endline)	1 August 2026
Endline report, datasets and dofiles	1 October 2026
Draft peer-reviewed publication	1 November 2026

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 the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- rfp@gainhealth.org subject line 'Inquiry – Evaluation Benin'

2. BUDGET

Applicants are required to provide an illustrative budget in US Dollars, in a separate document. The final budget will be elaborated as the scope of the assessment is clarified and as part of the contracting process. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs including: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

The proposal needs to be formatted and attached as two separate documents:

1. **Technical proposal** for the entire project (6 pages maximum, not counting CVs) outlining:
 - a. research objectives and suggested methodological approaches;
 - b. detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise and publications in relevant research (please attach CVs);
 - c. past experience of lead consultant (or organisation) and partner relevant to this project conducted in the last five years (previous research in food systems and other complex research contexts, reaching consumers at the bottom of the pyramid, work and research in Benin, new or innovative methodological approaches, learning approaches to assess new methods and measures, etc.) and references;
 - d. Brief management and personnel plan

2. **Financial proposal** outlining an illustrative but detailed budget accompanied by a budget narrative (including anticipated field costs).

4. SUBMISSION

Proposals should be in English and submitted in electronic copy to rfp@gainhealth.org. Please include in the subject line "Proposal – Evaluation Benin"

Completed proposals should be submitted to GAIN **before 11 pm Central European Time on 2 June 2025**.

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.

5. REVISIONS

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

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

- 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.
- 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 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.

10. 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.

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. 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) 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 authorise 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 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)
