REQUEST FOR PROPOSALS

SYSTEM CHANGE EVALUATION OF THE FOOD INVESTIGATOR GAME IN INDONESIA

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK 2
II. INSTRUCTIONS FOR RESPONDING 5
III. TERMS AND CONDITIONS OF THIS SOLICITATION 7
IV. OFFER OF SERVICES 10
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, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

Low-quality diet, particularly processed food consumption, are the leading risk factor for poor health. Access to low-quality diets is becoming prevalent nowadays. Indonesian adolescents’ snack multiple times a day (Blum et al, 2019) and regularly purchase pre-packaged snacks sold by street vendors, school canteens and kiosks.

While the consumption of the packaged snacks is very high among adolescents, reading packaged food label for informing consumption decision is not a common behaviour among them. Furthermore, meta-analysis study in Indonesia (2017)1 showed that most consumers do not read labels due to lack of information. The study also showed that there is a relationship between reading label habits and increasing nutritional knowledge. If the nutrition labelling is well designed, as a population-based approach, it can potentially have a positive influence on the diet of consumers.2

More informative nutrition label that being placed in front of pack label (FOPL) can help consumer to choose healthier option. Indonesia applied the voluntary FOPL-healthier option logo and facts-ups-front logo. Other regulation requires a warning message to be placed “Consumption of sugars more than 50gram, sodium of more than 2000milligram, or total fat of more than 67 gram per person per day increase the risk of hypertension, stroke, diabetes, and heart attack (Permenkes No. 63/2015)”, however its hardly implemented.

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2 https://doi.org/10.1080/16070658.2016.121587
A very recent updated regulation in 2021 on Nutrition Fact Information allows 20 product categories to use Healthier Option Logo. This regulation is not yet implemented.

GAIN received a grant “Food Investigator Game” (FIG) that was designed based on one of the winning ideas from Saya PEMBERANI challenge “Pelajar Peduli Gizi” (PPG). PPG invited adolescents to read package food label and choose healthier option. The project will also invite adolescents for ideas on advocating better food label (see detailed description below). The purpose of this RFP is to engage services of a Service Provider to evaluate the FIG project.

2.1. THE FOOD INVESTIGATOR GAME PROJECT
The Food Investigator project seeks to equip young people with the knowledge, awareness, and tools to understand the foodscape around them and to make healthier food choices specifically when it comes to snacks, which play a big role in the Indonesian diet. The overall aim of this project is to shift adolescents snacking choices towards healthier food options.

The project is organised around three pillars: 1. youth engagement to drive demand for healthier snacks; 2. retail response, and 3. influencing policy and the enabling environment. Project design is premised on the fact that if adolescents are able to identify healthier vs. less healthy food options, are more aware of the consequences of unhealthy snacking, and have access to healthier options within their direct environment, then they will be motivated to shift their snacking behaviors towards healthier options.

Pillar 1: Youth engagement to drive demand for healthier snacks
Together with junior high school students in East Java and Jakarta, GAIN will co-create solutions to positively influence peer motivation and intention to eat healthier snacks within their local environment.

- Increase awareness and knowledge among adolescents about the nutritional content of snacks and their health implications, by using the Food Investigator app. To achieve this, we will ensure that the Food Investigator campaign and mobile game are engaging, generationally relevant, reach the target audience, and generate high participation. The main output is the co-creation and promotion of the Food Investigator app. This will encourage adolescents to capture nutritional information on pre-packaged snacks (where available). These labels will be translated into easy-to-understand FOPLs, which will be used by adolescents to understand the potential harmful consequences of consuming these snacks.

- Increased awareness among adolescents of availability of healthier snacking options. We understand that currently, adolescents are unaware of healthier snack options available to them and do not know where to find them. The main activities here are to launch the Food investigator campaign, to encourage adolescents to use the app, and to collect information on what pre-packaged snacks they and their peers like to eat including where they buy them. The rules of the game would grant more points for players who tag more nutritious foods. Players can also win points by tagging vendors with healthier snacks.

- Increase awareness among local institutions about lack of healthy snacking options in schools and surrounding areas. We assume that the data generated through the Food Investigator app will trigger a few, highly engaged adolescents to want to influence local institutions and to advocate about the lack of healthier options in their vicinity. We further assume that local decision makers will be prepared to listen to these young people and to consider revising their procurement policies. GAIN will support and train adolescents to better understand the collected data and to use it.

Pillar 2: Retail response
GAIN will work to encourage retailers in the project locations to reconsider their food offer and stock healthier snacks to stimulate adolescents to shift their snacking choices to healthier food options. GAIN will commission a retail audit to inform the Food Investigator app with the variety of pre-packaged snacks available on the market. The app would then be promoted to maximize reach among adolescents. The

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3 https://jdih.pom.go.id/preview/slide/1313/26/2021
app will rank vendors according to the type of snacks they carry. Seeing this ranking and the increased demand for the healthier rated snacks in the app, retailers will be motivated to increase availability of healthier snacks. The assumption is that sufficient data will be collected to rank and therefore trigger motivation among retailers. Further, we assume that retailers will find it financially viable to respond to the market pressure to stock healthier options. The longer-term outcome, beyond the line of accountability of this project, is that producers will supply more appropriately labeled, healthier snacks targeting adolescents.

Pillar 3: Policies and enabling environment
GAIN and partners will work towards increasing awareness among authorities about the lack of compliance of pre-packaged snack manufacturers on food labeling. The assumption is that labelling does influence consumers in food choices. The main activities will be to consolidate compelling evidence on how simple food labels can nudge healthier choices. We will share the Food Investigator collected data and other retail audit information to the main government stakeholders to encourage better enforcement of existing food labeling legislation. The long-term outcome would be to influence the regulatory environment and expand labeling legislation, building on the visual cues tested through the Food Investigator App, which would lead to more producers complying to appropriate labelling of pre-packaged snacks.

External factors
We recognize that multiple external drivers shape adolescents’ food choices, namely the fact that they have pre-existing attitudes towards food which are also continuously shaped by marketing and promotional activity of the snacking industry. Available options need to be affordable to be within the adolescents’ consideration set.

Expect outcomes
The expected outcomes of Pillar 1 – Youth engagement to drive demand for healthier snacks are:
• To increase awareness and knowledge among adolescents about the nutritional content of snacks and their health implications.
• To increase awareness among adolescents of availability of healthier snacking options and
• To increase awareness among local institutions about lack of healthy snacking options in schools and surrounding areas.

The expected outcome of Pillar 2: Retail response is to increase the motivation of retailers to improve snack food offerings. The long-term outcome is an improved supply of appropriately-labelled, healthier snacks targeting adolescents.

For Pillar 3: Policies and enabling environment, GAIN and partners will work towards the outcome of increasing awareness among authorities about the lack of compliance of pre-packaged snack manufacturers on food labelling and in the long term, influence the regulatory environment and expand labelling legislation, which would lead to more producers complying to appropriate labelling of pre-packaged snacks.

See Annex 1 for FIG’s theory of change.

2.2. FIG CAMPAIGN

Audience: 13-19 years old mobile internet users (boys and girls) in Jabodetabek, Jember and Surabaya

Main objectives:
- To increase awareness and knowledge among adolescents about nutritional content of snacks and health implications.
- To encourage target audience to use the FIG app to scrutinize food packages and demand clear information on contents of unhealthy packaged food.
- To increase awareness among adolescents of the inadequacies of current package labelling methods

Core message: “We need better food labelling so we can identify and choose healthier snack option.”

The secondary objective of the campaign is to increase motivation of retailers in Jabodetabek, Jember and Surabaya to offer healthier snack options for adolescents.
3. SCOPE OF WORK AND DELIVERABLES

3.1. SCOPE OF WORK

FIG is a multi-component project implemented in a changing and complex environment (e.g., Indonesia’s recently enacted new legislation on FOPL). Considering the limitation of traditional approaches to evaluating these types of initiatives, we seek to engage a research partner to co-design with GAIN and independently conduct an evaluation of FIG using a system change approach or framework that can account for dynamic and unpredictable environments and that allows for flexibility.

Although the research partner is expected to propose appropriate methods for conducting this evaluation, it is recommended the use of social media monitoring, as well as interviews with key or bellwether informants for tracking the evolution of the awareness, opinion, and support for action; participant observation for gaining first-hand experience of system actor’s capacity; and Most Significant Change (MSC) story for identifying changes in the behaviours of different system actors as part of this work.

3.2. DELIVERABLES

The proposed work will take place over the course of 18 months. Below is an estimated timeline of program activities, proposals should propose the sequencing of all related activities.

- Inception-phased report (April/May 2022),
- Implementation of FIG activities (April 2022 – December 2023) by GAIN; data collection by service provider
- Final report (April/May 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

Please direct all inquiries and other communications to rfp@gainhealth.org, subject line ‘FIG evaluation query’. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. SUBMISSION

Interested applicants should prepare a brief proposal (maximum 5 pages) that includes:

- A proposal outlining research objectives and evaluation approaches. The proposal should include explanation of how the suggested design determines attribution.
- The proposal should be informed by knowledge and evidence related to measurement of systems change.
- 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. The applicant team must include a partner based in Indonesia, including letters of commitment.

- A narrative that does not exceed 4 pages of single spaced in text inclusive of references, tables, and figures. Qualifications of the institution and team members is apart from the 4-page limit.

A completed ‘Offer of Services’ form (see end of RFP for template).

4. DEADLINE

Completed proposals should be submitted to GAIN Indonesia, by email at rfp@gainhealth.org by 21 March 2022.

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 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.

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.

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.

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:
- 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:
- Providing detailed technical documentation of the proposed strategy.
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:

- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
- The work plan details how activities will be coordinated.

Detailed budget and cost-effectiveness of proposed approach:

- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Proposal shall identify possible challenges and include creative approaches to addressing them.

Management and personnel plan:

- The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
- 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:
2. 
3. 
4. 
5. 
6. 
7. 
8. (Print or type business, corporate name and address)
9. 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.
10. 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.
11. 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)
Annex 1. FIG’s Theory of Change

**External factors:**
- Local government and education institution willingness to adopt enabling policy environment for healthier snacking
- Pre-existing values and motivations related to food & attitudes towards food products
- Marketing and promotional investment of the snacking industry shaping the demand of the adolescents.

**Long-term outcomes**
- Government introduces snack food front of pack labeling legislation, and improves enforcement by producers
- FDA drafts changes to expand front of pack labeling legislation, improved enforcement protocols developed

**Medium-term outcomes**
- Increased awareness of FDA, MH, MOH on importance of increasing front of pack labeling for influencing healthier purchases
- Increased awareness among local institutions about lack of healthy snacking options in schools & surrounding areas

**Impact (AIM): Adolescents shift their snacking choices towards healthier options**
- Adolescents’ agency to make choices enhanced through knowledge, opportunity and realization that the snacking options around them are expanding
- Increased awareness and knowledge among adolescents of nutritional content of snacks and availability of healthier snacking options
- Adolescents respond to the campaign by participating in the game, collecting data on nutrition labels andlst ranking the snacks options

**Activities**
- GAIN and partners advocate for better enforcement of existing food labeling legislation
- Support adolescents to advocate to local authorities, schools and businesses
- Co-create with adolescents and implement “Improved Snacking” multi-media campaign targeting adolescents
- Co-develop “Food Investigator” app with adolescent and ensure it reaches large numbers of adolescents

**Assumptions:**
- Campaign & mobile game apps effectively reaches adolescent, cut through the clutter and are able to raise awareness of harmful consequences of consuming unhealthy food/snack products
- Adolescents willing to participate in food label inspection program, good internet access
- Retailers are willing to let adolescents scan the labels of snacks that they do not intend to buy
- Government/education institution officers are able to enforce food labeling legislation.

**Key problems to solve (The need)**
- Many snacking products carry no label to guide choice, as a result of the lack of enforcement of the existing legislation on food labeling
- Adolescents consume snack foods regularly, are not always aware of the health implications of unhealthy snacking, nor of the existence of healthier snack options and where to obtain them

**Long-term outcomes**
- Improved intent and motivation among adolescents to choose healthier snacks
- Healthier, more nutritious snack foods are made available and affordable by food producers
- Increased motivation among retailers to improve snack food offer and improve their ranking in the app
- Retailers respond to increased demand and stock affordable healthier snack foods
- Ranking retailers on availability of healthier snacks