

## REQUEST FOR PROPOSALS

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# CONSULTANT TO WRITE TRAINING MODULES ON THE SAFE COMMERCIALISATION OF MANUFACTURED COMPLEMENTARY FOOD PRODUCTS

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

### 2. ABOUT THE BETTER DIETS FOR CHILDREN PROGRAMME

The first decade of a child’s life builds an unshakeable foundation rife with opportunities. Fostering healthy diets for children can reverberate positively throughout entire societies. A child that eats well can grow well, creating a valuable steppingstone to adolescence and to becoming a fully participating member of society. In low-and middle-income countries, few infants and young children 6-23months eat a minimum acceptable diet (Food Systems Dashboard, 2020), and we know little about the diets of older children due to data gaps. Poor diets are one factor contributing to the multiple burdens of malnutrition faced by children. Our food systems - people and activities that play a part in growing, transporting, supplying, and, ultimately, eating food – and the discourse around them do not always account for the specific needs of children.

To address this, GAIN’s Better Diets for Children programme connects actors across the food system and other sectors to improve food systems to better protect and cater to the needs of children through innovative partnerships and programmes that aim to:

- Make foods for children more nutritious, safer and affordable by providing support to Small and Medium Enterprises that manufacture these foods and by improving the environments where children eat.
- Help children and their caregivers make better food choices, by making nutritious food more affordable, available and desirable.
- Influence and improve regulations that impact children’s diets.

### 3. 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.

To ensure optimal growth, health and development, infants should be exclusively breastfed for the first six months of life. From 6 to 24 months, when breast milk alone is not enough to meet nutritional needs, young children should receive nutritionally adequate and safe complementary foods alongside breastfeeding.

In 2019 GAIN initiated a project to support SMEs that manufacture complementary foods, including those that are fortified. A first phase was completed, delivering training courses in Rwanda, Ethiopia, Mozambique, and Kenya attended by around 100 SME, NGO, and government representatives. Three of the manuals are now available on the GAIN website [here](#). The trainings included modules on nutritional requirements for young children, fortification of complementary foods, formulation, quality assurance, processing, regulation, packaging and storage.

Based on feedback from these trainings, the second phase of the project is now in development aiming to develop training modules on the marketing and commercialisation of manufactured complementary foods. The objective of these modules is to equip SMEs with know-how and practical examples on how to develop a business model to commercialise complementary foods and promote them in adherence to national and global regulations.

The third phase of the project involves making the course materials globally applicable and available via an e-learning platform.

The purpose of this RFP is to engage services of a Service Provider to develop and write training modules around the commercialisation of manufactured complementary foods; specifically, this will consist of modules related to marketing, financial, and distribution practices, and include case studies.

### 4. SCOPE OF WORK AND DELIVERABLES

The successful applicant will support GAIN to develop further modules which will expand the current training manual, to equip stakeholders with the knowledge to commercialise their products (complementary foods) within the strict guidance and regulation that exists globally, including signposting to national standards. The successful applicant shall therefore understand the sensitivity around the marketing of complementary foods, and be knowledgeable about compliance with Codex standards and the International Code of Marketing Breast-milk Substitutes and related WHA directives.

\*The Commercialisation modules will be designed and developed to be suitable for eventual delivery via an e-learning platform, to fall into the wider project purpose of converting the training from a written manual to e-learning course.

#### 4.1. OBJECTIVES

- Review GAIN's manual and training materials on manufactured complementary foods as well as similar manuals and training materials developed by GAIN for SMEs to identify what information can be leveraged.
- Provide strategic guidance and make recommendations on module content.
- Develop at least four modules on topics relating to the safe commercialisation of manufactured complementary foods, especially fortified complementary foods.

#### 4.2. KEY TASKS

- Prepare and propose the structure and content of the modules based on an analysis of existing materials and personal expertise.

- Develop a workplan for the new modules together with GAIN staff. The workplan should include time for GAIN staff to review.
- Remain in regular contact with the BDC Programme Lead and provide regular updates.
- Write and format four modules, including case studies, based on GAIN input.
- Participate in meetings, as required.

The table below provides illustrative dates for the work deliverables.

Deliverable	Deadline
Contract signing.	17 <sup>th</sup> May
Detailed workplan, methodology, content structure and recommendations.	21 <sup>st</sup> May
Deliver first draft of new modules, and provide a template for GAIN staff/consultant feedback	7 <sup>th</sup> June
Deliver second draft of new modules, and provide a template for GAIN staff/consultant feedback	18 <sup>th</sup> June
Deliver final draft of new training modules in PPT.	25 <sup>th</sup> June

#### 4.3. EXPECTED EXPERTISE

The Service Provider shall be an individual consultant or institution with demonstrated experience and thematic knowledge of sales/marketing/business development, especially for children’s foods. The Service Provider should have a good understanding of and knowledge on how to apply the CODEX regulations relating to manufactured infant foods, the BMS code and related WHA directives. The Service Provider should also have demonstrable analytical, communication and drafting writing skills in English, and ability to synthesize technical information in non-technical terms.

## 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.

**Sonia Perrier**, Programme Services Team, GAIN Geneva.

Email: [sperrier@gainhealth.org](mailto:sperrier@gainhealth.org)

Phone: +41 22 749 1842

## 2. BUDGET

Applicants are required to provide GAIN with a fee proposal for the entire consultancy, with a detailed payment per deliverable. The final budget amount will have to be approved by the organisation prior to starting the project.

## 3. FORMAT FOR PROPOSAL

The proposal should include and be formatted as follows:

### 1. Technical proposal

- a. A brief proposal detailing the proposed training module outline and key resources that will be used.
- b. Detailed profiles (qualification, expertise, relevant experience etc.) of the individuals who will be completing the work including their full names, references, and examples of previous work where relevant.

2. **Financial Proposal** outlining a budget, broken down by main cost categories and activities, and accompanied by a brief narrative justification for the line items included. The budget should be inclusive of all taxes/VAT and indirect costs.

3. A completed '**Offer of Services' form** (see end of RFP for template).

## 4. SUBMISSION

Interested consultants should submit completed proposals in electronic format (preferably in MS Word), via an email to [sperrier@gainhealth.org](mailto:sperrier@gainhealth.org) with subject line 'SME Complementary Foods Training: Commercialisation Proposal'.

## 5. DEADLINE

Completed proposals should be submitted to GAIN **before 17:00 Central European Time on 10<sup>th</sup> May 2021**.

## 6. 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.

## 7. REVISIONS

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

## 8. 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.

## **9. 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.

## **10. 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.

## **11. 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.

## **12. 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. REVIEW PROCESS**

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

## **5. 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.

## **6. 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.

## **7. 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.

## **8. 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.

## **9. 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.

## **10. 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:

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(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)