

REQUEST FOR PROPOSALS

**DESIGN AGENCY: DEVELOP A SOCIAL BEHAVIOUR CHANGE
COMMUNICATION (SBCC) APPROACH FOR THE ADVANCING
NUTRITION IN STAPLE CROP VALUE CHAINS PROGRAMME**
**PROJECT LOCATIONS: *4 States of Nigeria- Kaduna, Benue, Oyo and
Nasarawa***

**Issued by
The Global Alliance for Improved Nutrition (GAIN)**

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I. 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 to all people.

GAIN's work to improve the consumption of safe and nutritious food is based on three interlinked strategic objectives:

1. To improve the demand for safe, nutritious foods,
2. to increase the availability of nutritious foods and enhance the nutritional value of foods, and
3. to strengthen the enabling environment to improve the consumption of safe, nutritious foods.

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.

GAIN's Workforce Nutrition programme aims to improve the nutrition of workers and farmers in low- and middle-income countries or communities. The programme focuses on improving the access and demand for healthier diets using existing business structures as an entry point (workplaces or supply chains). GAIN began its workforce nutrition programme in 2013 and has reached over 230,000 estate workers, smallholder farmers and their families in the tea, cocoa and garment supply chain across Africa and Asia. We currently work with partners in the tea sector (India, Kenya and Malawi), cocoa sector (Ghana), garment sector (Bangladesh), and we are running pilots in a variety of industry sectors in Mozambique.

Our work on biofortified crops aims to scale access to, and demand for nutrient dense varieties of commonly consumed staples such as maize, sweet potato and cassava through targeted support to address challenges and constraints to increased production and consumption of these foods. We do this through market development and commercialization such as in our partnership with HarvestPlus and through non-commercial pathways focussed on farming households and public procurement systems. A key part of our approach is improving the enabling environment for biofortified seeds, crops and food products through advocacy, catalytic financing, and the licensing of technology and related services.

GAIN supports businesses, especially micro, small, and medium-sized enterprises (MSMEs) through most of our programmatic offerings. This support is coordinated through the Scaling Up Nutrition (SUN) Business Network (SBN) which is convened by GAIN in Nigeria and was launched in 2016 to improve and strengthen the private sector's contribution to nutrition. The Network has supported businesses with brokering business-to-business linkages, facilitating connections to government and other sectors including development partners, as well as capacity building for MSMEs to address key barriers to start, grow and scale their business. Specific areas of support include access to finance, access to markets, quality control and assurance in their production processes, and food safety and nutrition education among others.

BACKGROUND

GAIN is beginning the *Advancing Nutrition in Staple Crop Value Chains (ANSC)* project which will add a nutrition lens to and deliver an integrated suite of activities to support GIZ's Green Innovation Centre (GIC) in Nigeria. This nutrition project will strengthen the GIC priority value chains and improve food security and safety through improved diets for farmers, farm workers, other workers in businesses in these value chains, and among the wider population in Nigeria. The following broad objectives for this programme are:

- Increased consumption of safe, nutritious foods by smallholder farmers, their families, and the wider population
- Strengthened cassava, maize, sweet potato, and rice value chains in Nigeria which provide more, safe nutritious foods to consumers
- Increased use of nutritious varieties of the target staples in processed foods
- Improved productivity & efficiency of farmers and other businesses to improve the production of safe, nutritious foods in the cassava, maize, sweet potato, and rice value chains

To reach our overarching goal – improving nutrition through improved diets – the project will build on the increased consumption of the staple crops, which is the primary focus of the GIC, through the following related interventions:

- A workforce nutrition programme to support farmers and workers in these value chains to improve and diversify their diets;
- Business support services to make a wide variety of nutritious and safe foods more accessible, affordable and desirable; and
- Increased production and consumption of biofortified varieties of maize, cassava, and sweet potato

Farmers' nutritional health is directly linked to their productivity and earning potential both in terms of their own household, farms and businesses, and in terms of their contribution to national economic growth. However, farming families and households are often not aware of the importance of the nutrient content of the foods they produce and consume, and they are often unaware of the importance of the consumption of a diverse diet. Farmers engaged in the production of the priority staples in focus may be able to access foods that meet their energy needs but even earning good income from their business does not usually translate to accessing a sufficiently diverse diet. The costs of poor nutrition on lost revenues to businesses in a context like Nigeria, where underweight, stunting and anaemia are prevalent in rural areas, and obesity rates are growing could mean as much as 2.7% of GDP is lost from lower worker productivity (Chatham House, 2020).

The *workforce nutrition programme* will support farmers and workers in these value chains to improve their diets. The Workforce Nutrition (WFN) component aims to reach rice and maize value chain workers (from small holder farmers to processing employees) with workforce nutrition programmes that aim to improve the consumption of nutritious foods as part of a healthy, diverse diet for workers, farmers, and their households. The programme also aims to engage business owners in the supply chain, and local government and state authorities on the importance of farmer/worker nutrition for greater resilience and productivity. Throughout the programme, GAIN will lead regular advocacy and engagement with business managers, and government officials on the importance of workforce nutrition for both workers and farmers.

SMEs handle most of the food that is produced, transported, marketed, and consumed in low-income countries such as Nigeria. These SMEs are however hindered by a lack of business knowledge and skills and often lack the resources to take advantage of the opportunities around them to innovate and secure higher value from their smallholder investments. Lack of awareness of food safety regulations, good practices and how to adhere to them, also means that many consumers are exposed to contaminated or otherwise unsafe foods.

The *business support component* will empower women and young people and unleash the creativity and energy of youth and women to support their families, succeed in agri-business and attempt to tackle malnutrition, prevent food borne illnesses as well as food and social insecurity. This workstream will increase

women and youth involvement in value-added agriculture and entrepreneurship that directly addresses the specific challenges that women and rural youth face in the four focal states for this project. It will respond to opportunities to harness the political will at local, state and national levels in Nigeria to invest in creating economic opportunities for women and youth in the production, processing and sale of nutritious and safe foods. This will be achieved by significantly increasing the knowledge and information available to women and young people about nutrition, food safety, increasing their participation in decision-making and targeting business support and investments so they can bring forward innovations, increase livelihood opportunities and build nutrition sensitivity into the GIC value chains. This will be carried out using three interlinked approaches:

- Improving nutrition quality of staple foods produced by SMEs and farmers involved in GIC activities.
- Improving the capacity of food safety and value chain actors to adhere to standards and regulations on best practice.
- Supporting technical innovations for supply chains through innovation challenges and innovation clinics.

One in three people globally experience vitamin and mineral deficiencies leading to severe health outcomes including premature and preventable death in infants and young children. Micronutrient deficiencies can also constrain work performance resulting in slower economic growth and widespread, intergenerational poverty. Nearly two-thirds of Nigerian children are at risk of vitamin A deficiency due to inadequate amounts of vitamin A in their diets (NDHS 2018) and generally inadequate access to a diversity of food at household level due to rising levels of poverty. This “hidden hunger” is particularly acute in countries like Nigeria and among farming families who grow and eat their own food and diets are overly reliant on staple foods, lacking in the diversity of foods needed to meet multiple nutrient requirements.

The *biofortification component* aims to work with farmers and farming households to promote adoption, cultivation, and utilization of these staples by the farming households and other food processors. The workstream will promote Vitamin A Cassava, Vitamin A Maize and Orange Fleshed Sweet Potato (OFSP) in Oyo, Kaduna, and Benue/Oyo states, respectively.

SCOPE OF WORK AND DELIVERABLES

1.1. OBJECTIVES

GAIN Nigeria seeks a social behaviour change communication (SBCC) agency who will work closely with GAIN and its partners to develop a behaviour change communication strategy for the *Advancing Nutrition in Staple Crop Value Chains* Project.

The project will be designed to (1) improve demand for nutritious and safe foods, and healthy diets; (2) improve access to these foods and (3) advocate for an enabling environment to build a sustainable approach to improving the nutritional health of vulnerable farmers, their households and the wider population.

The SBCC agency selected will support in development of a behaviour change communication strategy, building upon the formative research conducted. The formative research will provide insights into the current dietary practices and preferences of small holder farmers, and households; identify nutritional and dietary gaps and explore barriers and opportunities to improve the availability, affordability and acceptability of safe and nutritious food options; identify barriers faced by value chain actors from production, aggregation, transport, retail, to adhere to food safety standards and regulations; map innovations in the supply chains that can improve efficiency; identify businesses operational in the value chains of the focus states. The research will surface targeted foods and food groups to promote, within the context of and alongside the Nigerian Healthy

Eating Guidelines, and key behaviours to target and improve for farming households. The research will also assess opportunities, approaches and entry points to both identify and regularly reach farmers and households with messages, as well as to connect them with the identified access components of the programme. Entry points should use existing delivery structures with the GIC programme such as the agricultural development programs (ADPs) at state level, existing service delivery models such as partnerships that have already organized farmers into farmers groups and are providing services. Finally, the research will scope the wider partner landscape and enabling environment towards ongoing advocacy and engagement with the state and national governments on the workforce nutrition, support to nutritious food businesses and the adoption of biofortified varieties of the target staples.

Building on this, the SBCC agency will design, test and pilot a powerful and engaging behaviour change communication campaign to improve both access to and demand for targeted nutritious foods among smallholder farmer families. The SBCC agency is expected to:

- Gather insights on the target group and opportunities for behaviour change through the formative research conducted and, where needed, additional qualitative approaches.
- Identify the triggers, barriers, enablers and motivators for the targeted nutrition behaviours.
- Develop a set of key messages that are not only based on the insights from the formative research on which targeted foods and food groups to promote, but also address the emotional triggers, barriers, enablers and motivators for behaviour change.
- Leverage the insights from the formative research and ensure the design is rooted in the behaviours of our target audience and the context.
- Design cost-effective, scalable approaches and leverage existing communication channels and implementation structures as identified in the formative research.
- The design should include an approach to increase demand for targeted nutritious foods through a set of activities such as small group training, street plays, social media or cooking classes.
- The design should include an approach to increase access to targeted nutritious foods through a set of activities such as promotion of kitchen gardens, door-to-door vendors or promotion of healthy foods at the point of purchase.
- The design process should include consumer concept testing through qualitative approaches and use these insights to refine and improve upon the intervention design.
- The design should include an approach to improve awareness and demand for biofortified crops targeting value chain actors to promote adoption of these crops by farmers and consumption amongst farming households and other consumers in the implementation states.

The proposed methodology should be outlined in the proposal. It is expected that the selected applicants will work in close collaboration with the GAIN Nigeria Senior Project Manager, partners and stakeholders within the broader project.

1.2. DELIVERABLES

Table 1: Scope of Work: Activities and deliverables applicable to all countries

| Activities | Deliverables |
|--|--|
| Design approach including methodology, implementation plan, budget details, and schedule of activities | Final detailed research proposal, work plan, budget, and timelines by July 30, 2021 . |

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| | (as with all deliverables, they are subject to review and approval by GAIN) |
| Conduct insights research that builds upon the insights from the formative research | Data collection report on insights gathered by September 10, 2021 |
| Develop the behaviour change communication strategy and key messages clearly outlining the insights on which it is built | High quality report including draft and revisions as requested by GAIN by October 15, 2021 |
| Develop communication materials as per the communication strategy, including consumer concept testing through qualitative approaches | High quality communication materials including draft and revisions as requested by GAIN by November 12, 2021 |
| Participate in a co-design workshop to present findings and finalize the design as per discussion with stakeholders | Participation in workshops/stakeholder meetings and present a high-quality PowerPoint presentation on the design and outlining the insights on which it is built by November 26, 2021 |

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.

CONTACT

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: rfp@gainhealth.org. Queries sent by **June 4, 2021** at 5:00pm EST will be responded to via an [online post on the website](#) on **June 11, 2021**. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

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.

FORMAT FOR PROPOSAL

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

1. **Technical proposal** outlining the design process and research strategy to test the campaign ideas; detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise, past experience (previous campaigns designed over the last five years which are relevant for this work) and references.
2. **Financial proposal** outlining budget accompanied by a budget narrative (as above).

SUBMISSION

Proposals should be in English and submitted in electronic copy to the following e-mail address: rfp@gainhealth.org . Please include **STAPLE CROP VALUE CHAINS NIGERIA DESIGN AGENCY** in the subject line.

DEADLINE

Completed proposals should be submitted electronically to GAIN **before 5:00 pm Central European Time on June 18, 2021.**

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.

REVISIONS

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

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.

COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed electronically 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 GAIN at rfp@gainhealth.org prior to making their submission. Queries must be submitted by **June 4** and all responses will be publicly available on the GAIN website by **June 11**
- 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.

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.

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.

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.

SUMMARY OF DEADLINES

- Queries to be submitted by: June 4
- Response will be disseminated on the website by: June 11
- Proposal submission deadline: June 18
- Response from GAIN on acceptance or rejection of proposal: June 25
- Award of contract: July 9