

## REQUEST FOR PROPOSALS

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# DIGITAL TRAINING CONSULTANCY

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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### TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	4
III. TERMS AND CONDITIONS OF THIS SOLICITATION	6
IV. OFFER OF SERVICES	8

## 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.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals while providing global leadership on evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centres in collaboration with hundreds of partner organizations. The HarvestPlus programme is headquartered at the International Food Policy Research Institute (IFPRI) in Washington, DC and collaborates with multiple CGIAR centres and partner organizations around the world.

GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 200 million consumers by 2022, realizing a higher reach of up to three times this (600 million) from the initial investment by 2028. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners through the Commercialisation of Biofortified Crops Programme. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption.

#### **1.1 About Commercialisation of Biofortified Crops (CBC) Programme**

The Commercialisation of Biofortified Crops (CBC) programme was launched in 2019 to address widespread hidden hunger in Africa and Asia by significantly expanding the reach of foods and food products made with biofortified staple crops.

The micronutrient-rich crops are developed through conventional breeding techniques (they are not genetically modified) to increase their density of iron, zinc, or vitamin A – all critical micronutrients for maintaining good health and human development. They are also bred with other traits demanded by farming families, including high yield, drought tolerance, and resistance to diseases and pest. Biofortified foods and products can be practical, affordable, and natural sources of nutrition for billions of people.

The CBC programme works with commercial value chain actors- including seed producers, farmers, aggregators, and processors - to catalyse commercial markets for biofortified seeds, grains and food products in six countries with pervasive levels of malnutrition: Bangladesh, India, Kenya, Nigeria, Pakistan, and Tanzania. Our programme vision is to enhance food systems so that they can deliver nutrition cost effectively and sustainably to all people.

## 2. BACKGROUND

Global Alliance for Improved Nutrition (GAIN) and HarvestPlus are jointly issuing this Request for Proposal (RFP) where GAIN will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage the services of a Service Provider to Review Digital media posting guideline and conduct one day (Maximum of three hours) training on how the CBC programme teams can use the guide to manage their digital media posting, raise awareness about issues that affect commercialisation of biofortified crops and foods as well as increase demand for these foods through digital platforms.

## 3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall present a detailed proposal -including a workplan-demonstrating step in which the guidelines will be developed and how the training will be delivered with samples of works done before.

### 3.1. OBJECTIVES

The main objective of the training will be to support CBC teams in planning for digital media presence for outreach, learning, demand creation for biofortified crops and foods as well as build the online reputation for the programme.

#### 3.1.1 Specific objectives

- With guidelines from the internal digital guideline, develop a brief training module for the teams to understand the digital guidelines and how to apply them in their day-to-day digital interactions.
- Equip the CBC team with knowledge on how to best to use digital media guideline to shape online posts and discussions, outreach, learning and reputation building.
- Highlight the benefits of digital communications and the processes to take when communicating on behalf of the programme and when communicating for the programme.
- Through the training, guide the team to identify newsworthy items, develop newsworthy items and package them for various digital media platforms.
- Introduce the teams to easy and accessible tools like canva, hootsuite other short video makers and digital media monitoring tools that are easy to operate.

### 3.2. DELIVERABLES

The success applicant shall.

- Develop digital guidelines documenting but not limited to,
  - o Procedures for teams to follow when communicating through digital platforms either on personal level or on behalf of the programme.
  - o Training program for the three-hour session.
  - o PowerPoint summary presentation of the training manual and the guidelines.
- Successfully execute a maximum of 3 hour digital training to the CBC team. This training will cover content on how teams can best shape content for use in various digital platforms (LinkedIn, Twitter, blogs et al.) for demand creation on biofortified foods, develop online discussions, share knowledge and manage reputation.
- Summarise the benefits of digital media communication in reinforcement of reach and development of impactful discussions that will facilitate dialogue with policy makers.
- Advise on personalised support, tools and training that will drive traffic, capture new followers, increase engagement, and strengthen CBCs online presence.
- Advise on the benefits of monitoring engagements and guide team on steps to develop a digital media monitoring tool as well as advise on the best and easily accessible tools that can be used by teams.

## 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. Email: [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

### 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. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Technical proposal:
  - i. Description of previous relevant work (maximum 1 page);
  - ii. Composition of team with names and brief biographies of all key staff (maximum 2 pages);
  - iii. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including a detailed workplan, risk and mitigation strategy and timeline (maximum 10 pages);
  - iv. CVs of the team that will be carrying out the training.
  - v. References.
- Financial proposal:
  - i. Detailed budget justification.
  - ii. Offer of services.

### 4. SUBMISSION

Originals should be submitted as follows:

An electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

- [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

### 5. DEADLINE

Completed proposals should be submitted to GAIN on or **before 6<sup>th</sup> August 2021** on [rfp@gainhealth.org](mailto:rfp@gainhealth.org) . Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

See example below:

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Completed proposals should be submitted to Communications Associate, by email at [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by **5:00 pm CET on 11<sup>th</sup> August 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. If 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. 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 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.
- 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
- 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:

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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)

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