

## REQUEST FOR PROPOSALS

---

# INDIVIDUAL CONSULTANCY FOR THE CREATION OF AN AFFORDABLE MARKETING TOOLKIT FOR SMALL AND MEDIUM ENTERPRISES

---

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

### TABLE OF CONTENTS

|  |   |
|--|---|
| I. PROJECT BACKGROUND AND SCOPE OF WORK        | 2 |
| II. INSTRUCTIONS FOR RESPONDING                | 4 |
| III. TERMS AND CONDITIONS OF THIS SOLICITATION | 5 |
| IV. OFFER OF SERVICES                          | 7 |

## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. ABOUT GAIN AND THE SUN BUSINESS NETWORK (SBN)

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.

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that support SUN countries (along with UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through mobilising business to invest and innovate in responsible and sustainable actions and operations. To do this SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at national, regional and global level to support SUN Country plans. We believe that when consumers demand improved nutrition, business will act, and national economies will grow. The SBN currently gathers more than 650 members - mostly Small and Medium Enterprises (SMEs) - at global level and in its national networks established in 18 emerging countries.

### 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.

The purpose of this RFP is to engage services of a Service Provider to support the creation of an affordable marketing toolkit for small and medium enterprises.

#### The SBN Business to Business (B2B) Technical Assistance Platform

The SUN Business Network gathers SBN Global Members and members of SBN Country Networks based in the 62 SUN countries that want to support better nutrition for their consumers, their workforce and the societies they operate in. To support members of SBN Country Networks in providing safe nutritious food, the SBN facilitates the delivery of multifaceted B2B technical assistance programmes around fortification, product

reformulation, food safety, nutrition labelling, affordability, financial inclusion, marketing and additional specific expertise owned by SBN Global Members.

### 3. SCOPE OF WORK AND DELIVERABLES

The successful applicant will support the support the creation of an affordable marketing toolkit for small and medium enterprises between December 2020 and February 2021. The consultant will be supervised by and work closely with GAIN/SBN Manager for Global Partnerships and will need to engage with a range of external stakeholders. The consultant is not expected to conduct any travel for this work.

The consultant is not expected to conduct any travel for this work.

To support the creation of an affordable marketing toolkit for SMEs in low- and middle-income countries, the consultant will:

- Assess suitability of existing marketing tools for implementation by SMEs in low- and middle-income countries.
- Review marketing needs of SMEs submitted through SBN B2B technical assistance platform.
- Reach out to SBN Global Members for input on efficient marketing practices.
- Create a step by step guide on how to start and improve a marketing campaign for nutritious products with limited financial resources.

#### 3.1. OBJECTIVES

GAIN/SBN are seeking to engage a consultant to support the creation of a toolkit on affordable marketing solutions for SMEs in low- and middle-income countries. The consultancy will focus on:

- Identifying affordable marketing solutions for SMEs in low- and middle-income countries.
- Providing advice on step by step approach to implement an affordable marketing campaigns for nutritious food.
- Provide examples of messages to promote nutritious food in low- and middle-income country settings.

#### 3.2. DELIVERABLES

As outlined in the table below, the consultant is expected to complete and submit the following deliverables against the indicative time schedule. A detailed time and payment schedule will be agreed upon with the consultant prior to signing the contract and grant agreement.

| Deliverables  | Deadline        |
|---|-----------------|
| Findings' report including transcription of interviews/discussions with SBN Global Members and summary of the literature review on marketing tools for SMEs.  | 15 January 2020 |
| Final marketing toolkit including a step by step guide on how to start and improve a marketing campaign for nutritious products with limited financial resources, examples of messages for marketing campaigns to promote nutritious food in low- and middle-income country settings. | 9 February 2021 |

All pictures and quotes included in the report will need to be suitable for publication with proper agreements received.

## 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

The Manager for SBN Global Partnerships is part of the selection team of the organisation and will review the proposals. She will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- Laurene Aubert, Manager SBN Global Partnerships  
Email: laubert@gainhealth.org

### 2. BUDGET

**The total budget for this consultancy is 10,000 USD.** This budget is inclusive of all expenses and all taxes/VAT and indirect costs. Payment is subject to approval by the GAIN project team lead and will be made in instalments that are linked to deliverables (to the extent possible) as stipulated in the final consultancy contract and grant agreement.

### 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Suggested allocation of days for each specific task listed for this consultancy (maximum 1 page)
- Resume

### 4. SUBMISSION

Originals should be submitted as follows:

One hard signed copy of the Proposal and 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:

- To be sent to laubert@gainhealth.org

### 5. DEADLINE

Completed proposals should be submitted to GAIN **before 23:59 Central European Time on 30 November.**

### 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.

## **7. ACCEPTANCE**

Eligibility requirements, evaluation criteria and mandatory requirements shall govern the selection of the consultant.

## **8. COMPLETION**

- 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.

# **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.
- 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)