REQUEST FOR PROPOSALS

PROFILING GAIN STORY
TOWARDS AN EXCITING JOURNEY TO TRANSFORM FOOD SYSTEMS
AND IMPROVE ACCESS TO HEALTHY DIETS

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. 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.

We are seeking to recruit a PR agency to strengthen GAIN’s impact overall and provide strategic consultancy services in view of two major milestones in 2021.

3. SCOPE OF WORK AND DELIVERABLES

Under the leadership of the Head of Communications, and in view of the increased role of GAIN in two major global milestones: The UN Food Systems Summit (UN FSS) and Nutrition for Growth (N4G) Summit, both taking place in last quarter of 2021, the PR agency will aim to:

- ensure GAIN’s advocacy and communications strategies for FSS and N4G are equipped for impact,
- match higher profiling in the media,
- equip the team with a compelling narrative, and
- make Action Track 1 of FSS gain a better share of voice globally.

Increase profiling of GAIN in the media

- Develop a step-by-step strategy to help GAIN leadership strengthen and elevate their profiles in view of reinforcing their credibility, influence, and international visibility,
- Identify positioning opportunities through a strategic editorial planning leading to both Summits,
- Help articulate bolder messaging that resonates better with larger public and mainstream media,
- Develop and place thought leadership pieces in mainstream media
- Monitor media and gather relevant intelligence and insights
Deliverable: Increased quality media outreach & coverage for GAIN. Press monitoring.

**Equip GAIN with a compelling narrative establishing synergistic messaging with FSS**
- Consult, create and align a new compelling narrative;
- Organise workshops to gain better understanding and alignment on content
- Build the team capacity on how to use the narrative and increase engagement
- Track and analyse results of above communications activities.

**Deliverables:** produce a resource hub for all staff on FSS linkages with GAIN containing all narrative content and tools; run three training sessions for effective rollout of the narrative amid GAIN.

**Deliver an integrated communications campaign for GAIN work in FSS Action Track 1**
- Increase profiling of the work of FSS AT1
- Increase engagement opportunities with stakeholders

**Deliverables:** Provide detailed editorial planning; develop messaging for FSS Track 1 and position its work; deliver creative assets for social media campaign; support in organising successful webinar series, increase coverage in mainstream media outreach and successful pitching of OpEds in mainstream media and broadcast; and define metrics to measure impact.

**Proposal format**

In your proposal, please include details of:
- Your PR agency
- The biographies of the team who would be undertaking this work
- Budgets and cost breakdown by phase/time
- Expected timelines.

We would also appreciate your responses to the following short questionnaire that will allow us to understand your value added better:

1. If your agency has ever had the experience of working for nutrition or food related organization, please describe it.
2. If your agency has ever worked for organizations active in advocacy and/or communications for nutrition and food systems, please describe your experience.
3. If your agency has ever worked for a non-profit company, please describe your experience.
4. If you envisage subcontracting any part of the project to third parties, please explain which parts and why.
5. In developing your proposal, do consider to outline the strategies you will employ to ensure better alignment within GAIN.
6. If shortlisted, your agency will be invited virtually to present your proposal in more detail.

**Request for references**

7. Please provide the contact details of two clients you have worked with in the past two years that we may contact for references.
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.

- skaenzig@gainhealth.org with the subject “Profiling GAIN Story”

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 candidates should submit the following:

- Brief on their Portfolio
- Expected budget in USD currency for 1 year from January to December 2021
- Motivation letter (pitch letter)
- All of these should be included in the application email and sent to the address mentioned above

4. DEADLINE

Completed applications should be submitted to skaenzig@gainhealth.org before 13 December 2020 at 00:00 Central European Time.

5. UNACCEPTABLE

The following applications will automatically not be considered or accepted:

- Applications submitted after the deadline
- Proposals received by fax
- Incomplete proposals

6. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the applications submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

7. COMPLETION

- 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.

8. 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.

9. 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.

10. 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

Applications 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:
  - Applicant shall demonstrate a clear understanding of the deliverables as outlined in Section I.

- Demonstrate a clear understanding of the technical requirements of this RFP:
  - The creative and methodological approaches required to implement each of the parts of the scope of work.

- 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.