

## REQUEST FOR PROPOSALS – CONSULTANCY SERVICES

---

### **DEVELOPING & IMPLEMENTING COMMUNICATIONS STRATEGY TO DISSEMINATE KEY MESSAGES TO INCREASE AWARENESS AND KNOWLEDGE ON COVID-19 BEHAVIOUR IN UTAKO & GOSA MARKET, ABUJA**

**Issued by**

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

*(The length of an application should not exceed 10 pages. The separate excel budget spreadsheet not inclusive)*

---

### **TABLE OF CONTENTS**

<b>I. PROJECT BACKGROUND AND SCOPE OF WORK</b>	<b>2</b>
<b>II. INSTRUCTIONS FOR RESPONDING</b>	<b>4</b>
<b>III. TERMS AND CONDITIONS OF THIS SOLICITATION</b>	<b>6</b>

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

### **2. BACKGROUND**

In response to the COVID-19 global pandemic, GAIN developed the Keeping Food Market Working (KFMW), a programme of targeted support to help sustain core food systems, workers, and markets during the COVID-19 emergency. GAIN’s goal is to mitigate the collapse of food systems by supporting food markets and the value chain companies in Low- and Middle-Income Countries (LMICs), especially in Africa and Asia, which face potentially catastrophic supply and demand disruption. GAIN will achieve this by establishing an emergency response programme to assess and address the challenges facing the food system. This programme has the overarching goal of mitigating the risk of economic collapse of food systems in order to sustain the availability and affordability of nutritious and safe foods, and contribute to lowering the burden of ill-health, particularly for the most vulnerable.

The purpose of this RFP is to engage the services of a Consultant to develop a communications strategy, aimed at increasing awareness and knowledge on Covid-19 through Behavioural Change messages targeted towards Utako and Gosa markets in Abuja.

### **3. SCOPE OF WORK AND DELIVERABLES**

GAIN seeks to hire a consultant to assess the available key message developed by GAIN to:

- I. Translate to local languages – English, Pidgin, and Hausa,
- II. Develop a strategy to disseminate the messaging putting into consideration the people-mix on the market,

- III. Implement the strategy to ensure behavioural change on focal subject of intervention in Utako and Gosa markets in AMAC, Abuja.
- IV. Suggest to GAIN for possible adoption any other Social and Behaviour Change Communication (SBCC) plan/message on the subject matter that could be effective to achieve the desired outcome.

**Key responsibilities:**

The service provider shall;

- 1. Work with GAIN Communications Officer and Project team to understand the nature of the project, the objectives and review existing materials related to the anticipated outcome of this task.
- 2. Recommend a strategy to disseminate the messaging available in the selected markets.
- 3. Ensure all messaging are translated to languages easily understood by the people-mix in these markets.
- 4. Write and submit a report that provides a summary of observations from the implementation and recommendations for improvements.

**Key deliverables**

Deliverables	Date Deliverable Due	Payment schedule
<ul style="list-style-type: none"> <li>▪ Develop and submit for GAIN's approval detailed implementation plan indicating specific activities, expected outcomes and delivery timelines.</li> <li>▪ Submit a preliminary report indicating methodology, tools and overall expected outcome.</li> </ul>	3rd May 2021	40%
<ul style="list-style-type: none"> <li>▪ Commence process of translating key messaging to local languages (market-friendly, easy to understand)</li> <li>▪ Develop and submit to GAIN a comprehensive communications strategy to disseminate the messaging.</li> <li>▪ Recommend how best to use these messaging to improve the available market structure, flow of people, safety of food and health of consumers/vendors within the context of COVID-19 pandemic.</li> </ul>	10th May 2021	30%
<ul style="list-style-type: none"> <li>▪ Submit final detailed analytical report that includes feedback from implementing the messaging in the markets, including key recommendations on how best to improve their current status for GAIN's consideration.</li> <li>▪ These final outputs should be provided in soft copies format in a flash drive.</li> </ul>	10 <sup>th</sup> August 2021	30%

**3.1. REQUIREMENTS OF PROSPECTIVE CONSULTANTS**

Qualifications:

- Knowledge and background in marketing communications design and Social and Behaviour Change Communication,
- Experience in nutrition/health and food safety messaging, pretesting and evaluation.
- Extensive experience in participatory approaches among diverse groups and informal associations in the communities,
- Excellent writing and communication skills in English,
- Proof of legal registration with the Corporate Affairs Commission (CAC),
- Evidence of a team with the required skills and professional capacity relevant to the key deliverables.

Experience:

- At least, 10 (ten) years of experience in Behavioural Change Communications or any other relevant field.
- Previous experience in marketing communications is required.
- Experience of preparing evaluation reports and plans for similar works.
- Good understanding of AMAC administrative structure, market associations and their governance hierarchy.
- Demonstrable understanding of the various government agencies both at the local and federal levels with administrative relationship with market and general food safety.

## 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

**Dr. David Atamewalen** will be your official contact for this exercise. He will be available via email to respond and clarify all issues related to this solicitation. Please direct all inquiries and other communications to [datamewalen@gainhealth.org](mailto:datamewalen@gainhealth.org) . Responses will not be confidential except in cases where proprietary information is involved.

### 2. BUDGET

Respondents should provide their budget in naira in an excel spreadsheet broken down by main cost categories. The budget should be inclusive of all statutory deductions/taxes. Payment is subject to approval by the Country Director and will be made in instalments linked to specific deliverables (to the extent possible) as will be stipulated in the final consultancy contract.

### 3. SUBMISSION

Due to tight timelines, responses to this RFP must be sent by email to: [datamewalen@gainhealth.org](mailto:datamewalen@gainhealth.org) copying [jpilaku@gainhealth.org](mailto:jpilaku@gainhealth.org) with the subject line 'KFMW Behavioural Change Communications' no later than 5:00pm on Friday 23rd April 2021.

#### Proposal presentation:

The proposal must include the following items:

Technical proposal:

The technical proposal should be one document that should include the following;

- Company references (company name, address, contacts, contact person, etc.)

- A brief description of the company and previous experience related to the current assignments in Nigeria.
- Brief description of the proposed work and methodology)
- Professional and technical team to be engaged on the consultancy (composition of the technical team and the role for each team member)
- Curriculum vitae of team members as deemed necessary
- Timeline/workplan for the technical team.
- Means (equipment) of work, etc.
- Other elements that the consultant considers relevant.

#### Financial proposal:

The financial proposal should be presented separately from the technical proposal. Thus, it should be clear which activities are covered by each element of the budget.

#### **4. CONDITIONS FOR REJECTING QUOTATION**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

#### **5. CRITERIA FOR ACCEPTING QUOTATION**

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

#### **6. OTHER CONSIDERATIONS**

- In case of errors in calculating overall costs, the unit costs will govern.
- It is the vendor's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, vendors are advised to contact the responsible person at GAIN under **Section II (1)** prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guide. 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 vendor confirms its understanding that failing to comply with any element of the RFP requirement may result in the disqualification of their submission.

#### **7. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason 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.

#### **8. 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.

## **9. 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 review panel against the criteria below. This list is not exhaustive but 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 the 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.
- Cost effective application.

#### **Comprehensiveness of work plan and reasonableness of proposed time frame:**

- Proposal shall include a feasible work plan to ensure successful completion of all

deliverables.

- The work plan details how activities will be coordinated.
- Detailed budget
- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Clear articulation of potential risks and challenges, and creative proposals for addressing them.

**Management and personnel plan:**

- The details of team members working on this project showing the relevance of their qualifications and overall experience to the successful implementation of the project.
- Roles and responsibilities of each team member 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 firm/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 authorize 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**

Acceptance 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.