

## REQUEST FOR PROPOSALS

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# CONSULTANT - COMMUNICATING ON FOOD SAFETY REVIEW

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 EatSafe (Evidence and Action Towards Safe, Nutritious Food) programme aims to generate evidence and knowledge of the potential of increased consumer demand for safe food to substantially improve the safety of nutritious foods in informal market settings in low- and middle-income countries (LMICs). The five-year programme is funded by USAID and will be undertaken by a consortium led by GAIN and containing the International Livestock Research Institute (ILRI) and Pierce Mill Education and Media.

As part of this work, GAIN seeks to undertake a global systematic review to understand how food safety has been communicated to consumers. The review must meet the following objectives

1. Identify interventions that have aimed to change consumer attitudes, beliefs, perceptions on food safety in various contexts (e.g. markets, restaurants, home, canteens).
  - a. Describe and characterise any interventions (i.e. by creating a typology of interventions)
2. Characterise and define the domain of ‘food safety’ as examined in the studies.
3. Describe any theories to explain consumer behaviour and food safety, as examined in the studies.

The review will need to use transparent and reproducible methods in line with best practices for systematic reviews. It should aim to obtain a comprehensive overview of the broad topic but need not exhaustively document all relevant studies. This review will be a key input into the identifying key consumer-facing communication strategies to be tested in the next phase of the project. It is also expected to generate high-quality evidence that will result in at least one published, peer-reviewed paper.

GAIN seeks a consultant to undertake this review.

### 3. SCOPE OF WORK AND DELIVERABLES

The consultant shall provide the following services:

- Work with the GAIN team to finalise the research questions to be answered by the review

- Lead the development of a review protocol (search terms, databases, etc.), and finalise it based on input from GAIN
- Undertake keyword searches in relevant databases and search the websites of relevant organisations (e.g. USDA Health and Safety, Consumer food safety and protection websites, the CGIAR centres, FAO) to identify relevant documents, clearly documenting the search methods
- Screen all identified documents for inclusion using defined inclusion/exclusion criteria, clearly documenting reasons for exclusion
- Review the full text of all relevant documents and extract relevant information using a standardised template
- Regularly update GAIN on the progress of the review, including discussing initial results and using those to adapt strategies if necessary
- Carefully document all steps of the review process
- Develop an outline for the final report, for GAIN review and approval
- Draft a full report on the review, including methods, data collection activities, results and conclusions/ recommendations
- Revise and finalise report based on GAIN input

GAIN anticipates that this report will become a manuscript for submission to a peer-reviewed journal, with the consultant as lead or co-author on that work.

### 3.1. DELIVERABLES

The consultant shall provide the following:

- A completed and approved review protocol
- A draft report summarising the literature, including an in-depth discussion of past research on consumer, communication and food safety
- A finalised version of this report, revised based on GAIN feedback

The table below provides illustrative dates for the work.

<b>Deliverable</b>	<b>Deadline</b>
Contract signing	April 24, 2020
Review protocol (approved by GAIN)	May 8, 2020
Draft report	June 15, 2020
Final report	July 15, 2020

### 3.2 EXPECTED EXPERTISE

The consultant should have prior experience undertaking literature reviews; experience with systematic reviews and/or scoping reviews is highly desirable. S/he should have strong knowledge of at least one of the following: designing communication, food safety, or media interventions, or doing impact evaluations. S/he should be fluent in English. **The consultant will need to have existing access to academic journal subscriptions through, for example, an academic library; GAIN will not be able to pay for journal access.**

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

## 2. BUDGET

Applicants are required to provide GAIN with a detailed fee proposal, including the number of days of work projected and the daily rate. The final fee will have to be approved by the organisation prior to starting the project.

## 3. SUBMISSION

Interested consultants should prepare: (a) a 3 paragraph expression of interest including reasons for interest in the task, qualifications with media interventions/consumer safety communication interventions or evaluations, prior experience with undertaking systematic literature reviews, and estimated days and daily rate; (b) a brief (<3 pages) CV of highlighting recent relevant experience and publications; and (c) a completed 'Offer of Services' form (see end of document).

These documents should be sent to GAIN ([rfp@gainhealth.org](mailto:rfp@gainhealth.org)) **by 3 April 2020**. Please use the subject line 'EatSafe Communications Interventions Review' when responding.

## 4. DEADLINE

Completed proposals should be submitted to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) **before 3 April 2020, 23:39 Central European Time**.

## 5. 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 or mail.
- Incomplete proposals.

## 6. 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.

## 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 consultancy, 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 consultancy 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 using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

- Understanding of the scope of work:
- Past experience undertaking similar work
- Rate

**GAIN reserves the right to contact the individual 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 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 estimated fee:
- a. \_\_\_ Days
  - b. At \_\_\_\_\_ USD per day
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) 3 paragraph expression of interest including reasons for interest in the task, qualifications, prior experience with undertaking literature reviews, and estimated days and daily rate
  - (b) A brief (<3 pages) CV of highlighting recent relevant experience and publications
  - (c) This completed 'Offer of Services' form.

**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.

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Signature (applicant)