

## REQUEST FOR PROPOSALS

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# STUDENT SUPPORT FOR NUTRITION CONNECT

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.

Nutrition Connect is an open-access platform is intended to mobilise knowledge, share experiences, and stimulate dialogue on public private engagement (PPE) for nutrition.

Launched in May 2019, Nutrition Connect aims to empower public and private sector actors to collaborate so together we can identify innovative solutions, form novel partnerships and share good practices that drive investment and action to improve nutrition.

It is a safe space for engagement to connect people; facts and understanding; and evidence and action. We are committed to sharing high-quality, credible and objective information with practitioners interested in exploring PPE for nutrition so they can make informed decisions based on the best-available resources.

All resources have been curated for stakeholders from government, business, civil society and academia with the aim to inform and inspire collaboration so safe and nutritious foods are available, accessible and desirable to everyone, everywhere.

The purpose of this RFP is to engage services of a Service Provider to support the ongoing maintenance of Nutrition Connect, by contributing to the overall objective of developing content, raising visibility and increasing engagement with relevant audiences and stakeholders.

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

The successful applicant shall contribute to content management, content generation and outreach and engagement for Nutrition Connect.

### 3.1. OBJECTIVES

Support content management, including:

- Horizon scanning: Identifying relevant resources for Nutrition Connect. Content can be pulled from journal databases, google scholar, social media, newsletters, GAIN staff and general news outlets.
- Content upload: Upload approved content to site, including all publication and citations required.
- Site maintenance and updating: Review site to keep content fresh and rotate as necessary. This includes making changes to homepage, carousels and top resources. There is also the scope to pull and follow up on existing content not yet featured.
- Visual and design: Source and edit images for website content, e.g. resources, news, events. Design infographics as/if appropriate.
- Ongoing maintenance of site and social media accounts when NC manager is out of office.

Support content generation, including:

- Literature review: Help with literature review of specific topics identified by NC manager for synthesis pieces.
- Writing: Prepare summaries of key reports and/or annotated bibliographies.
- Visual and design: Identify and edit photographs. Prepare infographics or visual learning tools as necessary. Create layouts and design of free standing pieces as necessary.
- Social media: Assist in social media strategy to promote new materials (e.g. prepare images/cards, identify relevant hashtags and organizations).

Support outreach and engagement

- Calendar: Maintain up to date calendar of internal and external events.
- Interviews: Write up transcripts. Prepare photos, images and social media images.
- Social media: Scan twitter and LinkedIn to identify new themes, conversations, dialogues, research and reports in this space. Identify organizations and partners to tag, tweet, DM. Create visuals for social media, e.g. images, quotes, infographics. Support on newsletter.
- Events: Provide logistical and administrative support (e.g. manage invitation lists, prepare agendas, send meeting information, updates and thank yous).

### 3.2. DELIVERABLES

Specific deliverables and timing will be defined with the Nutrition Connect manager, but we anticipate:

- Refreshed carousels on *Homepage* and *Resource centre*
- Reviewed and refreshed *Priority areas*, as necessary
- 20+ summaries of relevant resources for *Resource centre*
- 20+ events linked to *Events and webinar* page
- Monthly updates to *Blogs and views*
- Weekly+ social media engagement activities

## 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.

- nutritionconnect@gainhealth.org

## 2. BUDGET

This is a fixed-fee contract, not to exceed USD 8,000. Applicants are required to provide GAIN with a proposal that includes activities that can be undertaken and time required to achieve the above Objectives.

## 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Proposed approach to achieving the above objectives, including timeline
- CV and cover letter outlining relevant interests, education and/or work experience
- Cover letter detailing why you are interested and experience related to this work

## 4. SUBMISSION

Originals should be submitted as follows:

Please send the above documents to [nutritionconnect@gainhealth.org](mailto:nutritionconnect@gainhealth.org), using subject line: Student Support for Nutrition Connect.

## 5. DEADLINE

Completed proposals should be submitted to [nutritionconnect@gainhealth.org](mailto:nutritionconnect@gainhealth.org) **before 23:59 Central European Time on 18 April 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.

## 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

- 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.

## **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.

# **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.
- 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 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**

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.