

REQUEST FOR PROPOSALS

TESTING ALTERNATIVES OF FRONT OF PACK LABEL (FOPL) VISUAL CUES FOR GAME DEVELOPMENT – QUANTITATIVE STUDY

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	5
III. TERMS AND CONDITIONS OF THIS SOLICITATION	7
IV. OFFER OF SERVICES	10

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.

Low-quality diet, particularly processed food consumption, are the leading risk factor for poor health. Access to low-quality diets is becoming prevalent nowadays. Indonesian adolescents snack multiple times a day¹ and regularly purchase pre-packaged snacks sold by street vendors, school canteens and kiosks.

GAIN's 'Food Investigator Game' is a project that aims to involve adolescents through an interactive game to map out the source of nutritious foods and snacks in their local food environment. Supported with education, it aims to encourage adolescents to seek out healthier options, while at the same time signalling demand for healthier food to the vendors in the hope of triggering a market response.

The project will develop a game in collaboration with adolescents, that maps the food environment. It will encourage participants to input nutrition data from labels of packaged foods and snacks and instantly interpreting this information using front-of-package labels (FOPL).

¹ Blum, L. S., Mellisa, A., Kurnia Sari, E., Novitasari Yusadiredja, I., Liere, M., Shulman, S., . . . Tumilowicz, A. (2019). In-depth assessment of SNACKING behaviour IN unmarried adolescent GIRLS 16–19 years of age living in urban centres of Java, Indonesia. *Maternal & Child Nutrition*, 15(4). doi:10.1111/mcn.12833

Front of package labels (FOPL) are an effective means of communication with consumers at the point of decision-making and purchase.² Adolescents may respond differently to different FOPL, and this may influence their decisions at point-of-purchase. For example, some FOPL such as Nutri-score, create summary indices of multiple nutrients, including nutrients of concern as well as beneficial nutrients, to present a product's overall nutritional profile on a continuum from least to more healthy. This type of FOPL evaluates the overall nutritional profile of the product, without providing details on the levels at which nutrients of concern are present.

Other FOPL schemes, like the traffic light label, which colour-code multiple nutrients, convey complex information for the consumer to do an assessment of healthfulness of the product. This task could be challenging for products with high values of one nutrient of concern but low value of another nutrient of concern. Another type of FOPL are nutrient warnings, which are binary signals to consumers about the presence or absence of high levels of nutrients of concerns. While these nutrient warning that identify unhealthy products most effectively discourage purchase of junk foods,³ we seek to generate evidence on the type of FOPL that might be more effective for our target population.

The purpose of this RFP is to engage services of a Service Provider to help determine the most effective FOPL to be used as part of the Food Investigator Game to help adolescents make better food choices. The research involves two phases. In the first phase, we examined adolescents' perceptions of and reactions to three different types of FOPLs: a warning label, a color-coded traffic light label (TLL), and a healthy check icon. Based on the results of this phase, we aim to conduct a randomized experiment to determine which label (TLL or warning label) will be the best option for the gaming app. Depending on input from Indonesian experts, this experiment could be conducted online or in-person. The overarching objective is to understand which FOPL is most effective at helping Indonesian adolescents a) identify that a food is unhealthy and b) discourage them from purchasing unhealthy products.

Participants will include adolescents ages 13 – 18 years. While the sample will be purposively selected, and randomized to the study arms, sample quotas for age, gender, socioeconomic status and location may be used to reflect the sociodemographic characteristics of a national sample of adolescents. Based on the results of Study 1, we aim to sample the same number of girls and boys. Other criteria to consider for stratification would include age (13-15y vs. 16-18y) and socio-economic status (SES) (low vs. high). The latter variable is particularly important to ensure that labels work well among low-SES samples, who demonstrated lower levels of understanding/comprehension of different FOPLs during Study 1. With a minimum sample size of 600 participants per arm, it is anticipated that the total sample size for this study will be 1800. We will determine the final sample size based on power calculations for this study; the sample size could be adjusted based on these calculations and the budget.

Participants will be randomized to one of 3 conditions: a control label (e.g., a barcode or other neutral label), a traditional "high-in" nutrient warning label (design selected from Study 1), and a color-coded traffic light label (design selected from Study 1).

² Taillie, L. S., Hall, M. G., Popkin, B. M., Ng, S. W., & Murukutla, N. (2020). Experimental Studies of Front-of-Package Nutrient Warning Labels on Sugar-Sweetened Beverages and Ultra-Processed Foods: A Scoping Review. *Nutrients*, 12(2), 569. <https://doi.org/10.3390/nu12020569>

³ Vital Strategies and University of North Carolina at Chapel Hill. (2020, September). *What's in Our Food? A guide to introducing effective front-of-package nutrient labels*. <https://www.vitalstrategies.org/wp-content/uploads/Whats-in-Our-Food-guide-to-introducing-front-of-package-labels.pdf>.

Similar to previous studies⁴, participants will be shown a series of products with labels and asked to evaluate them. The products will be labeled according to condition: in the control label condition, unhealthy products will have a neutral label such as a barcode. In the high-in nutrient warning conditions, the unhealthy products will receive a warning label. In the TLL condition, both products will receive a label, but the color and numeric information contained in the label will vary according to the products' nutritional profile. Participants will view the sets of products sequentially with the order randomized, and after viewing each set, asked to assess the products.

First, participants will complete a set of choice experiments: they will be shown 2-4 sets of two products, **one healthy and one unhealthy product in each category** (e.g., sweetened milk drinks, chips, cookies, puffed rice, and crackers). Participants will be asked to select a) which product they would most like to consume; b) which product they think is high in nutrients of concern, including sugar, sodium, and saturated fat [or other nutrients deemed to be relevant by the study team]; c) which product they think is most unhealthy.

Then, participants will complete a set of product assessments. They will be shown an additional set of 2-4 **unhealthy products only**, with the relevant label, with the order of the products randomized. They will be asked to identify whether the product is high in nutrient(s) of concern and how likely they would be to buy this product for themselves.

Then, participants will be shown **the specific label** to which they are randomized. They will be asked about the perceived message effectiveness of this label, including a) how much the label makes consuming the product seem unpleasant; b) how concerned the label makes them about the health harms associated with consuming the product; and c) how much the label discourages them from consuming the product. They will also be asked about other message reactions, including affect (fear, anger), cultural relevance, anticipated social interactions, and credibility of the label.

Finally, participants will be shown **all three label types** and asked to select which label is most likely to discourage them from purchasing unhealthy foods.

We seek a service provider that can conduct the abovementioned randomized experiment with adolescents 13-18 years old living in East Java and Greater Jakarta.

3. SCOPE OF WORK AND DELIVERABLES

Tasks:

1. Review research protocol including data collection instruments. Provide recommendations to adapt to the local context.
2. Translate data collection instruments to Bahasa Indonesia.
3. Prepare recruitment plan to ensure reaching the intended target audiences (low vs high SES; girls and boys; etc.)
4. Prepare training materials and brief data collection manual. In collaboration with GAIN, conduct training of recruiters and enumerators to ensure following high-quality data collection methods and safety protocols.
5. Prepare and implement a quality control process to ensure quality of data collection.

⁴ Taillie LS, Hall MG, Gómez LF, et al. Designing an Effective Front-of-Package Warning Label for Food and Drinks High in Added Sugar, Sodium, or Saturated Fat in Colombia: An Online Experiment. *Nutrients*. 2020;12(10). doi:10.3390/nu12103124; Mora-Plazas M, Higgins I, Gomez L, et al. Impact of nutrient warning labels on choice of ultra- processed food and drinks high in sugar, sodium, and saturated fat in Colombia: A randomized controlled trial. Research Square; 2021. doi:10.21203/rs.3.rs-252879/v1

6. If in-person surveys are conducted, prepare all preliminary activities needed to conduct field work activities such as requesting local permission for field work.
7. Test data collection instruments with target group. Refine instruments and data collection procedures based on results.
8. Conduct data collection according to established protocol and manuals.
9. Prepare brief field work report describing field work activities and progress, findings from quality control process and corrective measures.
10. Conduct all post-survey activities including preparing anonymized dataset ready for public distribution, codebook, and other accompanying resources (questionnaire) using Nesstar software
11. Develop a Powerpoint presentation with preliminary results (descriptive statistics of main variables of interest).
12. Participate in discussions with GAIN and partners regarding data analysis and interpretation.

3.1. OBJECTIVES

To determine the most effective FOPL that should be used as part of the Food Investigator Game to help adolescents make better food choices.

3.2. DELIVERABLES

The service shall be performed between 2 September 2021 and 30 October 2021. The proposed deliverables and deliverable dates are planned for in-person data collection. They will be adapted if we adopt online data collection procedures

Deliverables	Date Deliverable Due
Brief report with recommendations to strengthen research protocol. Revised data collection instrument.	6 September 2021
Translated data collection instrument, brief recruitment plan, and quality assurance plan.	13 September 2021
Training material and enumerator's manual	20 September 2021
Brief report on results of instrument testing, including revised instrument	27 September 2021
Brief field work report	17 October 2021
Anonymized dataset, codebook and questionnaire prepared with Nesstar software; Powerpoint presentation with preliminary results	30 October 2021

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 with subject line 'FOPL Indonesia-query'. Responses will not be confidential except in cases where proprietary information is involved.

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. FORMAT FOR PROPOSAL

Interested applicants should prepare a brief proposal (maximum 5 pages) that includes:

- Description of strategy with clear activities and process for conducting this service. Applicants are encouraged to submit two proposal alternatives and corresponding budgets – one encompassing in-person data collection and another online surveys. They may also submit proposals considering online survey activities only.
- *Activities and timeline:* A timeline for undertaking and completing the main activities, including planning, implementation, and reporting, should be provided. A Gantt diagram is preferred.
- *Budget:* Provide a budget in USD (US Dollar), broken down by main cost categories (Personnel, travel, operational, direct, and indirect costs) and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the individuals who will be completing the work including their full names, their expertise and publications in relevant research. The applicant team must include a partner based in Indonesia, including letters of commitment.
- A completed 'Offer of Services' form (see end of RFP for template).

4. SUBMISSION AND DEADLINE

Completed proposals should be submitted in electronic format to rfp@gainhealth.org by email on **23 August 2021** with subject line 'FOPL Indonesia – proposal'.

5. UNACCEPTABLE

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.

6. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

7. 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.

8. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- 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.

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.
- The applicant's own individual ranking.

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:
 - o 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:
 - o Providing detailed technical documentation of the proposed strategy.
 - o Evidence of experience delivering solutions using the proposed information technology platform.
- The methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - o 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 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)