



REQUEST FOR PROPOSALS

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

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.

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 (Blum et al, 2019) 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 unhealth 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 should be completed in two phases. The first phase is exploratory research to gain an understanding of the types of images and messages that carry the most meaning for adolescents and identify any barriers for comprehensibility in the local context. The objectives in this first phase are:

- i. To explore adolescents' decision around food purchasing, particularly unhealthy packaged food; their knowledge on the food's ingredients; and the influence of product packaging and promotion on their knowledge and decisions.
- i) To understand what type of nutritional information (including labels) adolescents use for food decisions, and to identify factors that drive acceptability and trustworthiness of information (e.g., conflicting health claims, celebrity endorsements, influencers, etc.).

The second phase of research aims to test the acceptability, usability/interpretation, trustworthiness, discriminant validity of 3 FOPL with adolescents, specifically:

- i) How easily are participants able to understand the accurate meaning of the label?
- ii) Is it trustworthy? Relevant?
- iii) Is it culturally relevant? Are there aspects to the label that are either not relevant or culturally appropriate?
- iv) Does it allow adolescents to identify unhealthy food? Does it help discriminate between healthy and unhealthy options?
- v) Does it increase concern—perceptions of personal risk—over consuming unhealthy foods?
- vi) Does it motivate the selection of better food choices?
- vii) Is the label likely to be strengthened by placement of a government authority endorsement?

We seek a service provider that can deliver a research proposal that answers the exploratory and efficacy objectives noted above.

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>.

3. SCOPE OF WORK AND DELIVERABLES

Tasks:

1. In coordination with GAIN's team, identify the 3 FOPL to be assessed with adolescents. The selection of these labels depends on evidence regarding their effectiveness, and Indonesia's use and experience with these labels (such as the healthier food option logo implemented voluntary under the regulation of Badan Pengawas Obat dan Makanan/BPOM (National Agency of Drug and Food Control) [No 22/2019](#)).
2. Develop a research protocol and request ethical approval.
3. Adapt the 3 FOPL to Indonesian context and further refine based on the exploratory research.
4. Conduct data collection and analysis
5. Develop final report on research findings in presentation and narrative report. The selected service provider needs to involve an academic writer to support the narrative report development. It is expected that the academic writer has minimum 5 years of academic reports writing. The report should include recommendations on the types of images and text for the FOPL that should be used in the Food Investigator Game.

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 project is commenced from 22 March 2021 and 15 June 2021.

Deliverables	Date Deliverable Due
Brief inception report with selection of the 3 FOPL to be assessed during the study	5 April 2021
Draft research protocol	26 April 2021
Final research protocol with ethical approval	3 May 2021
Brief field report	7 June 2021
Final report and presentation with the final design of FOPL for Food Investigator Game	25 June 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. The proposal needs to provide rationale behind the proposed strategy.
- *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. It is advisable that the applicant team includes a graphic designer to support the adaptation of the FOPL to the Indonesian context.
- 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 **17 March 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 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:
 - 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)