

## REQUEST FOR PROPOSALS

---

# PART TIME JUNIOR COMMUNICATIONS ASSOCIATE - #FUTUREFORTIFIED SUMMIT SERIES

Issued by

The Global Alliance for Improved Nutrition (GAIN)

---

### TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	3
III. TERMS AND CONDITIONS OF THIS SOLICITATION	5
IV. OFFER OF SERVICES	Error! Bookmark not defined.

## 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.

Ending hunger and malnutrition in all its forms (including undernutrition, micronutrient deficiencies, overweight and obesity) is about more than securing enough food to survive: what people eat - and especially what children eat – must also be nutritious. Yet a key obstacle is the high cost of nutritious foods and the low affordability of healthy diets for vast numbers of families. A staggering 3 billion people, perhaps more, cannot afford a healthy diet. In sub-Saharan Africa and southern Asia, this is the case for 57 percent of the population - though no region, including North America and Europe, is spared.<sup>1</sup> In the context of a deepening crisis of hunger and malnutrition brought by the COVID-19 pandemic, a food system transformation is urgently needed to reduce the cost of nutritious foods and increase the affordability of healthy diets. Evidence based and highly cost-effective solutions that can reach all people, such as fortifying staple foods like maize meal, rice, wheat flour, cooking oil, and salt with essential vitamins and minerals, and biofortification to increase nutrient levels in staple crops, are crucial and complementary interventions to ensure the food system delivers a more nutritious diet to all.

2021 represents a pivotal year to invigorate interest, awareness and investment in Large-Scale Food Fortification (LSFF) and biofortification. UN Secretary-General António Guterres will convene a Food Systems Summit as part of the Decade of Action to achieve the Sustainable Development Goals (SDGs) by 2030. The Summit will launch bold new actions to deliver progress on all 17 SDGs, each of which relies to some degree on healthier, more sustainable and equitable food systems. The year will culminate in the Tokyo Nutrition for Growth Summit, which will focus on the critical roles of food, health, and social protection systems in delivering good nutrition for all. Both events provide historic platforms to mobilise commitments around the unfinished fortification agenda.

The first Global Summit on Food Fortification in Tanzania, in 2015, culminated in the Arusha Statement outlining the need for increased investment, improved oversight and enforcement of fortification standards and regulations, evidence, accountability and ongoing global advocacy. Due to the COVID-19 pandemic, the Second Global Summit on Food Fortification, which was originally planned to take place in Bangkok, Thailand in March 2020, has been converted to a virtual series. The Summit Launch was held in November 2020 as part of the Micronutrient Forum 5th Global Conference CONNECTED, with ministers from 7 countries and high-level participation from USAID, the European Commission, the United Nations, and the African Development Bank. A virtual series of interactive #FutureFortified webinar sessions have started taking place online in collaboration with partners and sponsors in January 2021. The webinars focus on 8 themes, representing crucial ingredients to ensure the food fortification agenda is part of the necessary food systems transformations to ensure the most vulnerable people are reached with nutrient rich foods.

### 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.

---

<sup>1</sup> 1 FAO, IFAD, UNICEF, WFP and WHO. 2020. The State of Food Security and Nutrition in the World 2020.

### 3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall support GAIN's Second Global Summit on Food Fortification preparation team in planning and executing the #FutureFortified Summit series of virtual events and to support efforts to secure new LMIC government and private sector commitments to improve and expand fortification at the Food Systems Summit and N4G. The assignment will be part time, will start mid May 2021 and will end at the latest by 31 December 2021. GAIN estimates the number of working days needed to accomplish this assignment to be 4 days a month for 8 months (maximum of 32 days).

#### 3.1. OBJECTIVES

Working under the guidance of the Second Global Summit on Food Fortification Consultant, provide communication and logistical support to ensure well organised, strongly attended and outcome oriented monthly webinars culminating in opportunities for new fortification commitments at the UN Food Systems Summit and the Tokyo Nutrition for Growth Summit.

- Support the production of all communications collateral for the webinar series, including writing and copy-editing content as needed
- Liaise with designers to maintain and update a suite of design templates to promote the webinars and featured speakers
- Coordinate with the GAIN Communications team to promote the series, primarily via LinkedIn, Twitter and Facebook
- Develop and update monthly social media kits, create Facebook events and target relevant online communities for engagement in the webinar series
- Organised mass emails to a subscriber list of over 5000 (via Mailchimp) to promote the series and share key products throughout the year
- Support logistical arrangements for the webinar series including branding, participant registration, translation, speaker briefing and run of show development as needed

#### 3.2. DELIVERABLES

Deliverables will be defined together with the Senior Advocacy Specialist upon signature of the Contract for Services.

## 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

Edwyn Shiell, Kristin Sundell and Sonia Perrier are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- Sonia Perrier, Associate, Programme Services Team, GAIN Switzerland.  
E-mail: [sperrier@gainhealth.org](mailto:sperrier@gainhealth.org).

## 2. BUDGET

Applicants are required to provide GAIN with a proposed daily fee. The final budget amount will have to be approved by the organisation prior to starting the project.

## 3. FORMAT FOR PROPOSAL/SUBMISSION AND DEADLINE

Proposals for this engagement must be sent by email to [sperrier@gainhealth.org](mailto:sperrier@gainhealth.org) with the subject line **Junior Associate, Communications for #FutureFortified Summit series not later than 6pm CET Time on 5 May 2021**. Candidates should be available for interviews week of 11 May 2021.

The following requirements in the proposal indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive and is provided to enhance the applicant's ability to respond with substance.

- Short Cover letter explaining how the scope of work will be addressed (you will provide evidence of your experience in handling Communication related tasks in an event planning context).
- CV in Ms Word or PDF
- References if available

Shortlisted candidates will be invited for an interview.

## 4. 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 regular mail
- Incomplete proposals.

## 5. 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.

## 6. 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.

## 7. 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.

## 8. 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.

Competencies that will be assessed by the Review Panel:

- Outstanding verbal and written communication skills
- Excellent time management, planning and organizational skills
- Digital communication experience - particularly website, email tools and social media

Desired Experience:

- Solid experience in handling communication tasks in an event management environment, ideally in the development sector. Other sectors will also be considered.
- Experience in graphic design a plus, but not essential
- Familiarity with Zoom webinars

**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 as well as an interview.

## **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.