

- 23 SEPTEMBER 2026

REQUEST FOR PROPOSALS

**PRODUCTION OF COMMUNICATION AND BRANDING
MATERIALS**

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	6
IV. OFFER OF SERVICES	8

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.

The purpose of this RFP is to engage services of a Service Provider to Realisation de supports de communication et de branding. In addition, the service provider selected for the production of the parasols will also be responsible for distribution at the level of the points of sale present in the various markets of the municipalities of Cotonou, Abomey-Calavi, Sèmè-Podji, Porto-Novo and Bohicon.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall provide GAIN Benin with the various communication materials and media according to the specific characteristics and quantities requested and will at the same time be in charge of the distribution of its communication media within 20 days.

3.1. OBJECTIVES

To provide GAIN Benin with the various communication materials and media according to the specific characteristics and quantities requested

- Design the proofs of the various required elements according to the specifications and/or models available for validation
- Propose a design according to the needs and characteristics necessary in collaboration with the GAIN teams, for the support that does not yet have a final mock-up before proceeding with the proof
- Produce the materials according to the quantities requested and deliver them according to a schedule validated with the GAIN Benin teams
- Proceed with the distribution Parasols at the points of sale present in the various markets of the municipalities of Cotonou, Abomey-Calavi, Sèmè-Podji, Porto-Novo and Bohicon within 20 days

3.2. DELIVERABLES

The expected deliverables are listed as follows:

N°	Article	Caractéristiques	Maquette	Qté
1	Parasols	Structure en acier traité anticorrosion, pliable avec verrouillage et hauteur réglable ; toile en polyester résistante pour usage extérieur ; impression par flocage des logos.	Disponible	600
2	Casquettes	Couleur blanche ; impression par flocage à l'avant et à l'arrière.	Disponible	100
3	Tabliers	Taille standard ; couleur verte ; confection en tissu américain ; impression par flocage.	Disponible	250
4	Boîtes à images	Format A3 ; pelliculage brillant ; impression recto-verso ; support cartonné léger ; 50 pages.	À concevoir	12
5	Registres	Format A4 paysage (21 × 29,7 cm) ; papier offset blanc 80 g ; impression recto-verso ; 200 pages ; reliure spirale métallique.	Disponible	20
6	Roll-up	Format standard ; support + bâche avec impression selon la maquette.	Disponible	1

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.

4. 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. (infogainbenin@gainhealth.org)

5. 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.

6. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

Technical offers Bringing out the following:

- Section 1 – Technical Submission Letter
- Section 2 – Bidder Presentation and Profile
- Section 3 – Understanding the TOR and the Need
- Section 4 – Methodology and Delivery Approach
- Section 5 – Similar Experiences and References

- Section 6 – Samples/Photos of Similar Work
- Section 7 – Work Plan and Delivery Schedule

Financial offers

- price schedule;
- Quantity; Unit price per item; Total amount excl. VAT
- VAT (if applicable); amount incl. VAT;
- Delivery costs, if applicable;
- any other costs;

7. SUBMISSION

Originals should be submitted as follows:

One hard signed copy of the Proposal and an electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Tenders must be sent exclusively by e-mail to the following address:

Cotationbenin@gainhealth.org with the subject line: **Offer for the production of GAIN communication support.**

8. DEADLINE

Completed proposals should be submitted to **GAIN by email at Cotationbenin@gainhealth.org no later than 09:59 a.m. on Thursday, 01 October 2026**

9. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Incomplete proposals.
- La non-présentation de l'offre de services (Offer of Services)
- Failure to comply with the requirements for the presentation of the technical and financial offer is eliminatory.
- The legal incapacity of the tenderer to carry out and perform this type of service, duly justified by the presentation of the required administrative documents.
- Proposals that are not signed.
- Any offer that does not bear the required mention in the subject line is considered rejected and eliminated.

10. REVISIONS

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

11. ACCEPTANCE

GAIN will not necessarily be required to select the lowest-priced proposal or any of the proposals submitted. Accordingly, **eligibility requirements, evaluation criteria, and mandatory requirements** will be taken into consideration in the assessment and selection of proposals, as set out below.

No.	Evaluation Criteria	Points
1	Demonstrate a clear understanding of the technical requirements of this RFP	10
2	Be able to demonstrate similar experience (at least 3 documented similar projects)	10
2	Be able to definitively deliver the order within 21 days, i.e. 3 weeks from receipt of the purchase order and be able to ensure distribution within 20 days after final delivery	10
4	Most economically advantageous financial offer (best value for money)	10
TOTAL		40

Only the **tax clearance certificate and social security clearance certificate** will be required from the provisional awardee prior to the signing of the contract or issuance of the Purchase Order.

12. 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.

13. 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.

14. 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.

15. 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.

Proposals will be evaluated based on the following criteria:

1. **Understanding of the Technical Requirements – 10 points**
Presentation of the structure and Demonstrate a clear understanding of the technical requirements and specifications outlined in this RFP.
2. **Relevant Experience – 10 points**
Demonstrate relevant and similar experience by providing evidence of at least **three (3) documented similar projects** successfully completed.

3. Delivery Timeline – 10 points

Demonstrate the ability to deliver the complete order within **21 days (three weeks)** from the date of receipt of the Purchase Order (PO).

4. Financial Offer / Best Value for Money – 10 points

Submit the **most economically advantageous financial offer**, taking into consideration the overall value for money.

Total: 40 points

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.

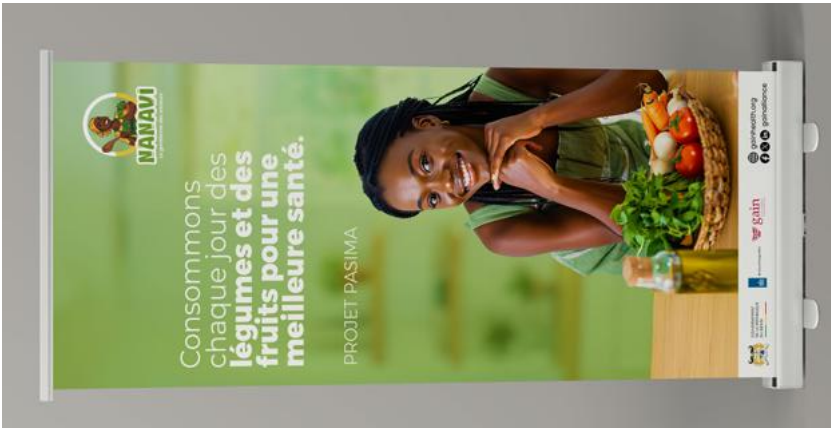
Signature (applicant)

Signature (applicant)

Annexe:

N°	Article	Caractéristiques	Maquette	Qte	Visuelle Maquette
1	Parasols	Structure en acier traité anticorrosion, pliable avec verrouillage et hauteur réglable Toile Polyester résistant pour usage extérieur Impression flochage des logos	Disponible	600	
2	Casquettes	Couleur : Blanc Impression flochage avant et arrière	Disponible	100	
3	Tabliers	Taille Standard - Couleur : Vert Couture avec tissus américain - Impression flochage	Disponible	250	

4	Boîtes à images	Taille A3 - Pelliculage brillant - Recto-verso support cartonné léger - nombre de pages : 50	A concevoir	12	
5	Registres	Format A4 paysage (21 x 29,7 cm) Papier Offset blanc 80g - Impression recto verso 200 pages avec reliure spirale métallique	Disponible	20	 

6	Roll up	Format standard - support + bâche avec impression de la maquette	Disponible	1	
---	---------	---	------------	---	---