

**EXPRESSION OF INTEREST FOR CIVIL SOCIETY ORGANIZATIONS
(PARTNERSHIP RELATIONSHIP)**

**COMMUNITY BASED DEMAND GENERATION INTERVENTIONS IN DESIGNATED
LGA FOR THE ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND)
PROJECT IN KADUNA STATE.**

**Issued by
The Global Alliance for Improved Nutrition (GAIN)**

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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

This Request for Proposal (RFP) is issued and will be administered by the Global Alliance for Improved Nutrition (GAIN) in respect of the Enhancing Access to Safe and Nutritious Diets (ENSAND) project. The Enhancing Access to Safe and Nutritious Diets (ENSAND) project is a 5-year project that seeks to improve the dietary quality of Bottom of the Pyramid (BOP) households by increasing egg consumption amongst children. The focus is mainly on young children aged six months to nine years in the FCT, Kaduna, and Kebbi states.

The project's strategic approach targets out-of-school and in-school children. For in-school children, the project aims to leverage the Nigerian Social Investment Program (NSIP), specifically the Home-Grown School Feeding Program (HGSFP), targeting children from Bottom of the Pyramid (BOP) households attending government primary schools (classes 1-3). While for out-of-school children, the focus is on children aged 6-59 months, who are younger siblings of the in-school children. The project's intervention strategy cuts across three dominant and mutually reinforcing intervention pathways: Enabling Environment, Access, and Demand Creation, and each pathway is designed to achieve a set intermediate outcome geared towards the project impact as outlined below:

The Access Pathway aims to ultimately increase and sustain egg availability and consumption by school children/BoP households in FCT, Kaduna, and Kebbi states by at least 30% through interventions targeted at PAN and state-lead egg aggregators for the HGSFP. The anticipated key immediate/intermediate outcome includes improved procurement/distribution and coordination capacity, access to finance/ business services, and overall efficiency of egg aggregators.

The Enabling Environment pathway will focus on the broader institutional, governance, and political factors to support accessibility, availability, and increased consumer demand for the project's success. The core of this pathway will be to work with the government of Nigeria at various levels and other relevant actors to ensure buy-in, ownership, credibility, and sustenance of the key intervention mix.

The Demand Creation pathway will utilize commercial marketing techniques to increase access and consumption of eggs, including motivating parents/caregivers in BoP households to

support and sustain egg consumption by children aged 6 months to 9 years old in Bottom of the Pyramid (BoP) households.

3. Purpose, description and scope of work.

The purpose of this Expression of Interest (Eoi) is to identify viable civil society organizations to conduct demand generation activities in selected LGAs in Kaduna state. These local government areas include Kaduna South, Kaura and Sabon Gari LGAs. The goal is to increase the demand and consumption of eggs by in-school and out of school children aged 6 months to 9 years old on the school feeding programme and their siblings in designated Bottom of Pyramid households. The demand generation pathway of the ENSAND project is in 3 prongs. Prong 1 will focus on ATL/mass media through radio and Prong 2 will utilize Below The Line strategy with an emphasis on market activation/branding while Prong 3 will be rooted through community outlets led by civil society organizations. These three prong approaches will be mutual and complementary. The core activities of the prong 3/community outlet of the demand generation will include school and community-based interventions that centre on nutrition awareness and education with in-school and their out of school siblings in BoP households. The objective is to improve access and consumption of eggs in the school feeding programme and BoP households. Other elements of this approach will involve engagements with PTAs, parents/caregivers, teachers and religious/community leaders aimed at improving awareness and knowledge that will enhance the desire and motivation of parents to feed their children on eggs. Therefore, this Eoi is limited to the prong 3 elements of the demand generation pathway.

The scope of work for this Eoi will include the following;

- Participate in a comprehensive organizational assessment leading to a 3-5 days programme development workshop organize to finalize plans for the implementation of agreed interventions co-developed and intended to improve the demand and consumption of eggs by in-school and their out of school siblings.
- With guidance from the ENSAND team and based on the agreed intervention, develop a detailed activity workplan and corresponding budget for implementation by the CSO in designated LGAs.
- Provided periodic progress reports (Finance and programmatic) of intervention.
- Participate in prescribed programme coordination and review meetings to appraise intervention strategy and address emerging issues aimed at improving access and demand for eggs by designated children.

a. Expected outcome and deliverables.

The expected outcome of this activity will include the following;

- In school children advocates mobilized and support egg consumption in the school and at home with their out of school siblings.
- Increased the number of children aged 6 months to 9 years old consuming egg at least once per week in designated HGSFP and Bottom of the Pyramid households in designated LGAs in Kaduna state.
- Improved the desire of parents/caregivers to feed their children on eggs once a week in the households.

4. Scoring

Elements of the proposal will be weighted equally based on:

- Clear articulation and understanding of the task.
- Strategic approach that assigns with the anticipated outcome.

- Demonstrable competencies and track record of previous experience that is similar to the current task.
- Technically sound team.
- Cost effectiveness/competitive status.

5. Timelines

S/N	Activities	Timelines
1.	Deadline to submit questions if any	19 th September 2023
2.	Proposal Submission	27 th September 2023
3.	Organizational assessment	4 th week of October 2023
4.	Programme development and contracting	4 th week of November 2023

Qualifications

The civil society organization (CSO) of interest shall have physical evidence of operations in Kaduna state. Those already implementing programmes in the specified LGAs of focus will have an added advantage. The preferred CSO/CSOs should have major programming experience in the food system value chain with a particular focus on nutrition, children, and women. Such organizations should have significant interest/experience in community awareness/campaign activities, capacity building and Social Behaviour Change and Communication intervention. The organization must also have adequate personnel with the right level of skill sets to implement anticipated community bas demand generation interventions intended to motivate parent/caregivers to feed their children on eggs at least once a week. In addition, the preferred CBO/CSO should have a minimum of 5 years of working experience that spans the broad spectrum of project management (Design, reporting, financial management, M&E) required of a standard civil society organization. Moreover, such organizations must be legally registered to operate in Nigeria and with the CAC.

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

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: nquotation@gainhealth.org, copying datamewalen@gainhealth.org, digelle@gmail.com and ierhabor@gainhealth.org. Queries sent by **September 19th, 2023, at 5:00pm EST will be responded to on September 22nd, 2023.** Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

2. SUBMISSION

The original EoI should be submitted in electronic copy on or before **27th September 2023** to email address; nquotation@gainhealth.org Please indicate **EoI for Demand Generation Work** as the subject matter for your submission.

3. Submission requirements

- The overall submission should come in two attachments classified as technical approach and detailed budget. The budget should be in naira, detailed and in excel format.
- The technical approach among other relevant sessions should include an executive summary that indicated the LGAs of preference with clear justifications for the choice

made. Others are methodology/specific sets of activities, previous experience that align with the current task, summary of key technical personnels and detailed workplan.

- An organizational assessment will be conducted for shortlisted CSOs to affirm their viability. The finalists will attend a 3-5 day programme development working to agree on their scope of work, budget and standard of operations leading to an agreement/contract.

4. Scoring

Elements of the proposal will be weighted equally based on:

- Clear articulation and understanding of the task.
- Creative media approaches
- Competency and track record in similar campaigns
- Technical competence and demonstrated ability of team.
- Cost effectiveness/competitive status.

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. 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 the process.

7. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern the process.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact the responsible persons 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.

7. 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.

8. 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.

9. 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.

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.
 - p Relevant certification by recognized institutions

- 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.
 - p A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) 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 authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.