

REQUEST FOR PROPOSALS

EatSafe in Nigeria: Interventions Communication Assets and Radio Marketing Contractor for Implementation Activities in Kebbi and Sokoto States.

Issued by

The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I.	PROJECT BACKGROUND & SCOPE OF WORK	2
II.	INSTRUCTIONS FOR RESPONDING	6
III.	TERMS AND CONDITIONS OF THIS SOLICITATION	8
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

EatSafe (Evidence and Action Towards Safe, Nutritious Food) aims to generate evidence and knowledge of the potential of increased consumer demand for safe food to substantially improve the safety of nutritious foods in informal market settings in low- and middle-income countries (LMICs). The five-year program is funded by USAID and is undertaken by a consortium led by GAIN and containing the International Livestock Research Institute (ILRI), Pierce Mill Education and Media as well as Busara Centre for Behavioural Economics (Busara). In Nigeria, where GAIN holds a country office, programme activities will be focused on different cities and markets within Kebbi and Sokoto States. Phase I objectives involved conducting formative research and generating evidence on consumer and vendor knowledge, perceptions, needs, choices, and practices related to the safety of nutritious foods purchased in informal markets, as well as evidence on hazards associated with the market and the target food commodities. The program is currently on its Phase II activities which (amongst others)

includes the implementation and rigorous testing of behaviour change interventions to empower consumers and vendors to demand and sell safer food in traditional markets.

Key to the Phase II of the program is the testing and implementation of interventions designed in based on the results of Phase I. In one market each in Kebbi (Central) and Sokoto (Dankure), GAIN will be implementing the following five interventions:

- An Alliance for Safe Food to bring together all stakeholders around the issue of promoting food safety in traditional markets
- A Safe Food Stand in the market to disseminate and engage consumers with relevant food safety content
- A safe food brand/certificate and award for vendors implementing best food safety practices- post-training and other awareness, sensitization and mobilization channels
- A safe food commodity festival or event in the market or other preferred location near it to celebrate benefits of food safety compliance by actors/stakeholders in the food supply chain
- A safe food radio show to tell human-centered, context specific stories on food safety to stimulate hearers' interest and understanding to encourage or enable them initiate and/or improve positive behaviors.

To this end, GAIN will need several communication materials tailored for each intervention (including but not limited to: banners, certificates, pamphlets, checklists, training manuals, props, stickers, etc.). GAIN will provide written content for the materials (including new and novel behavioural messaging), and provide previously completed primary research on consumer and vendor perspectives to help guide the consultant. All materials must have consistent and compliant USAID Feed the Future branding and marking per EatSafe requirements and must be culturally-relevant and reflective of local contexts (see below).

3. SCOPE OF WORK AND DELIVERABLES

GAIN seeks a Communications and Marketing organization (Contractor) to support the design and printing of communications materials and assets to support EatSafe's interventions in Nigeria. In addition to the communication materials, GAIN seeks an organization that can support the development and implementation of the radio show marketing campaign in Birnin Kebbi and Sokoto. The contractor will work in coordination with GAIN staff in the Nigeria and United States country offices and with other program partners (i.e., consortium partners as listed above) as needed. Under the direction of GAIN staff, the broad objectives of the work to be undertaken by the Contractor are twofold:

1. Communication materials for all interventions:

- Develop culturally-relevant and locally-resonant communication assets and materials in Hausa language for the five distinct change interventions listed above (e.g., banners, certificates, pamphlets, check-lists, training manuals, stickers, props)
- Consult with GAIN on the content, method and behavioural approaches for communication material (s) for each intervention.
- Provide expertise in design for intervention certificates, logos and brands.
- Draft a communication and dissemination plan for each intervention in compliance with their implementation schedule, and finalize with GAIN.
- Provide ad hoc design and printing support as needed.
- Work with EatSafe staff to ensure compliance with USAID branding and marking requirements, as needed.
- Execute the printing of the communication materials in quantities needed in consultation with GAIN. For proposal development – please include costs for the following:
 - 10 market banners (5ft x 2ft)
 - 200 coloured pamphlets
 - 200 flyers
 - 40 coloured training manuals (20 pages each)
 - 200 Stickers

2. Marketing Strategy for the Radio Show

- Ground the marketing campaign in the principles of Social Marketing
- Develop and execute culturally-relevant, locally-resonant, and creative radio show marketing campaign that
 - Informs the communities about the radio show's airtime and theme
 - Distributes the radio show episodes beyond the radio channel
- Develop and execute culturally-relevant, locally-resonant, and creative radio show marketing campaign that could include components such as:
 - Mainstream print
 - Broadcast media
 - Online media, including messaging apps
 - Blogs
 - Social networks
 - Media and influencer events and outreach, including to religious leaders when appropriate
- Identify and purchase the most strategic ad placements to ensure we reach the target audience
- Develop and execute plan to push radio show out on channels other than broadcast radio (eg WhatsApp groups, social media, live events, etc).

- Identify existing communication channels where radio show episodes may be shared and develop relationships needed to facilitate sharing the episodes on these channels
- Propose timeline of marketing activities, while recognizing the need to learn and evolve the campaign during the 18-month long run of the radio show
 - Consider the nature and timing of other EatSafe interventions and use them as marketing opportunities for the radio show.

3.1. DELIVERABLES

The table below provides illustrative deliverable types and dates.

Activity – Communication Assets	Milestone/Deliverable	Date
Contract negotiation/signing	Signed Contract for Services	June 10, 2022
Review and agree on Communication and Asset plan	Finalized communication and asset plan	June 20, 2022
Review and finalize communication and branding materials for all interventions	Finalized communication and branding materials	June 28, 2022
Print out communication materials	Communication material printed	July 1, 2022
Activity – Radio Show Marketing	Milestone/Deliverable	Date
Review and agree on marketing strategy for Radio show	Radio show marketing strategy	July 15, 2022
Review and finalize communication assets	Finalized marketing assets	September 1, 2022
Launch campaign	Campaign begins	September 15, 2022
Final report with lessons learned and recommendations from the campaign	Final report	December 31, 2022

3.2. EXPECTED EXPERTISE

- a. The Contractor, possibly comprising multiple teams within a single organization, must have significant (at least 10 years) of prior experience with:
 - Designing communication materials (pamphlets, logos, brands, certificates, etc.) and implementing communication strategies or dissemination plans for the general public, particularly in traditional markets (or similar informal settings)
 - In terms of logistics and familiarity with the study context, contractor must have positive working experience in Kebbi or Sokoto State,
 - Fluency in written English and Hausa
 - Demonstrable familiarity with how communication materials can influence attitudes and behaviours.
 - Marketing, particularly of media products
 - Designing and implementing social marketing campaigns

- Public relations, including community networking and forging relationships with relevant influencers
 - Designing communication materials and implementing communication strategies or dissemination plans for the general public
 - Previous work on developing communication materials for traditional markets or similar informal settings (preferred).
 - Past experience working on a USAID funded (preferred)
- b. The Contractor must have a track record of successful collaboration with national, regional, and international organizations.
- c. The Contractor must possess excellent project management, planning, organizational and time management skills, excellent writing, and communication skills, and must be able to communicate very well across diverse audiences.

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

2. BUDGET

Applicants are required to provide GAIN with a detailed fee proposal, including the daily rate of all staff working on the project, printing costs, overhead costs and other related costs. Since the number of working days needed is not yet fully defined, applicants should provide a detailed example budget for all costs associated with a three (3) months Consultancy. The final fee will have to be approved by the organisation prior to starting the project.

3. SUBMISSION

Interested organizations should send: (a) **maximum** 8-page expression of interest including qualifications, prior relevant experience with examples of previous communication materials, available structures and staff, and a preliminary workplan with estimated work days with daily rates and detailed budget; and (b) brief (< 3 pages) CV for each key staff member, highlighting recent relevant experience to: rfp@gainhealth.org by **May 27th, 2022** Please use the subject line **'EatSafe in Nigeria Intervention Communications Contractor'** when responding.

Note: Local Nigerian organisations with the required experience and capacity are encouraged to apply.

4. DEADLINE

Completed proposals should be submitted to rfp@gainhealth.org before **May 27th, 2022 at 23:00 West Africa Time (GMT+1)**.

5. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or mail other than the email provided above
- Incomplete proposals.
- Proposals not aligning to the requirements, including for page limits.

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.

7. COMPLETION

- 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.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.

8. 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.

9. REFERENCES

GAIN reserves the right, before awarding the consultancy, 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.

10. RELEASE OF INFORMATION

After awarding the consultancy and upon written request to GAIN, only the following information will be released: **Name of the successful applicant.**

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 using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

- Understanding of the scope of work:
- Past experience undertaking similar work
- Rate

GAIN reserves the right to contact the individual 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 name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other resources 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 estimated fee: a. ____ Days
b. At _____ USD/NGN per day, based on the proposal requirements.

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) an expression of interest including qualifications, prior relevant experience, available structures and staff, and a preliminary workplan with estimated work days and budget of daily rates for all staff as well as overhead costs
- (b) Brief (<3 pages) CV of key personnel highlighting recent relevant experience and publications
- (c) This completed 'Offer of Services' form.

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](#)

Signature (applicant)