



## **Global Alliance for Improved Nutrition (GAIN) Ethiopia**

### **RFP for Motivational Campaign on Food Safety in Hawassa**

#### **BACKGROUND**

GAIN was launched at the UN in 2002 to tackle the human suffering caused by malnutrition. GAIN is a global, Swiss-based foundation that mobilises public-private partnerships and provides financial and technical support to deliver nutritious foods to those people most at risk of malnutrition.

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.

One of GAIN's projects is the Feed the Future EatSafe, Evidence and Action Towards Safe, Nutritious Food program which aims to generate evidence and knowledge of the potential of consumer demand for safe food in low- and middle-income countries (LMICs) to improve food safety within traditional markets. The five-year program is funded by USAID and is led by Global Alliance for Improved Nutrition (GAIN) as a consortium with Pierce Mill Entertainment & Education (Pierce Mill, PM), the International Livestock Research Institute (ILRI), and Busara Center for Behavioral Economics (Busara).

In Ethiopia, the EatSafe program activities will be focused in Hawassa, specifically the Aroge Gebeya market. EatSafe in Ethiopia has already generated evidence on consumer and vendor knowledge, perceptions, needs, choices, and practices related to the safety of nutritious foods purchased in Hawassa, as well as evidence on hazards associated with the market and the target food commodities. At the end of last year, the program designed three interventions to increase consumer demand for safe nutritious foods in the market. EatSafe currently seeks to implement these interventions in the Aroge Gebeya market to assess their potential to influence behavior of consumers to demand safe and nutritious food.

This RFP pertains to one of the proposed interventions – the Food Safety Motivational Campaign for shoppers at the Aroge Gebeya.

#### **OBJECTIVE OF THE MOTIVATIONAL CAMPAIGN**

The purpose of the campaign is to motivate consumers to identify and choose “clean” vendors when shopping in Aroge Gebeya. Clear, visual cues will be provided to facilitate the process. The campaign will also highlight how unsafe food could potentially affect a family's health, particularly the health of young children.

Campaign Audience:

General shoppers at the Aroge Gebeya, with targeted messaging for specific user groups

- Caregivers of young children
- People shopping for their families

- University students
- Industrial Park workers

Barriers:

- Incorrect beliefs and myths about what makes food safe or unsafe (details will be available)
- Overconfidence in ability to identify and purchase safer foods
- Lack of conversations around food safety at home and in the market
- Lack of understanding of the severity of the problem, particularly for young children

Key Food Safety behaviors we want to change:

We want shoppers to prioritize purchasing food from vendors that

- Have clean hands, clean clothes, clean surfaces, clean water (if visible), clean produce, clean surroundings.
- Properly separate and sort clean/new food from dirty/damaged/old food
- Elevate from the ground food that is ready for sale and cover or shade food.

Messaging Approach:

- Connect the practice of selecting a clean vendor with home food safety practices (i.e. you wouldn't do "IT" when cooking at home, why buy from a vendor who does "IT?")
- Motivational messages should communicate:
  - the risk for food borne disease (FBD), particularly for young children
  - potential financial waste from buying food that spoils fast and likely to cause illness, causing suffering and incurring medical costs.

## **REQUIRED SCOPE OF WORK**

The Motivational Campaign and all resources developed as part of the work should, as much as possible, target consumers in and around Aroge Gebeya market. All assets must be developed in Amharic and when appropriate translated to Sidama.

The firm, in close collaboration with EatSafe, will undertake the following activities:

1. Using evidence gathered by EatSafe to develop Five (5) Motivational Messages that are calls to behavioral action for consumers while they are shopping in Aroge Gebeya:
  - a. Messages should be developed in Amharic first and then translated to Sidama and English for EatSafe review
  - b. Messages should be practical and doable
  - c. Messages should build on local cultural heritage and identity
  - d. Messages should connect how consumers shop for food with keeping their families safe and healthy, paying particular attention to the health of young children.
    - i. Example: "Look for and buy from clean vendors in your market (clean hands, clean clothes, clean tables, clean surroundings), because your families health depends on it"
  - e. Messages should connect how consumers shop with what they should do at home when handling food (storing, preparing).
    - i. Example: "You cook with clean hands and clean water at home to protect your family, make sure your vendor does the same."
  - f. Messages should be appropriate for the communication channels presented by the Firm in the proposal.
2. Refine and finalize the Campaign Plan that was submitted as part of the proposal (see below the Proposal section for details).

### 3. Design and Produce Campaign Assets

Once a dissemination plan is finalized, develop the entire suite of campaign assets. Below is an illustrative list of assets based on initial meetings with local stakeholders; however, the Firm is expected to refine this list based on the finalized Campaign Plan

- a. Posters Ads and larger murals for
  - i. main thoroughfares in market
  - ii. university and industrial park
  - iii. vendor stalls
- b. Ads, Jingles and/or original songs for PSAs on local TV/radio advertisements and van promotions
- c. Short videos for
  - i. social channels
  - ii. church booths
  - iii. industrial park TV channels
  - iv. university emails
- d. Memes for social and email comms
- e. Flyers to disseminate at Church booths and at Industrial Park
- f. Ads for TukTuks

### 4. Implement Campaign

EatSafe expects the Firm to fully implement all components of the plan. This could include, but is not limited to:

- a. Add buys and placements on local television stations
  - b. Add buys and placements on local radio stations
  - c. Billboard buys and placements around the market
  - d. Construction of new billboard or painting of murals around market space
  - e. Social media buys and placements
  - f. Monitoring of the Campaign to ensure its fidelity to the Plan
5. Regularly report on the progress of the Campaign
  6. Assist EatSafe in producing final report about this Campaign for USAID
  7. Travel to Hawassa as needed

## **ACTIVITIES/DELIVERABLES AND TIMELINE**

The Firm is expected to submit four key deliverables:

1. Five motivational messages in Amharic (and translated to Sidama and English) that will be used in the Campaign.
2. Finalized Campaign Plan outlining all stages of campaign including detailed timeline.
3. Produced Campaign assets. NOTE: the Firm will also be expected to share all media files used to produce the final campaign assets.
4. Documentation of completion of all campaign activities (photos, screengrabs, monitoring data, etc).

The Activity timeline is March 2023 – December 2023

## **AGENCY QUALIFICATIONS**

1. Proven record with full creative agency capabilities, tools, and technologies to perform the design and execution of digital marketing and website development campaigns.

2. Proven experience in creative implementation of digital communication, promotional and targeted ad building tools across various industries.
3. Experience on consumer feedback and insight assessment towards implemented digital promotional activities.
4. Clear and systematic thinking that demonstrates good judgment, expert problem solving, and creativity for innovative recommendations.
5. Any experience towards engagement in creative works on food business or health or nutrition sectors. A focus on complementary foods is a plus.
6. Experience working in a public/private partnership environment highly desirable
7. Qualified team expertise in creative digital strategy, content development, design work, digital marketing expertise, promo production, website development, online database, management, digital ad building
8. Ability to provide translation services in Amharic and Sidama in digital executions.
9. Ability to deliver on short deadlines with the expected quality and outcome intact.

## **INSTRUCTIONS FOR APPLICATION**

- Agency is expected to provide a detailed work plan with associated costs, within the scope and timeline, for the execution of the above listed deliverables
- Submit updated CVs of the key project implementing team and copy of portfolio demonstrating experiences related with the post.

## **Technical Proposal**

### **Firm's proposal must clearly present:**

- Approach Firm will take to writing the 5 messages
- A Campaign Plan for an effective campaign that can be executed within time and budget (see below)
- Team profile and their fit for this project
- Firm's past background to show experience in producing similar campaigns:
  - Include samples of past campaigns outlining their objectives and messages Firm developed to meet the objectives
  - Include samples of the Firm's use of various distribution channels to disseminate messages
  - Preferred: Include samples of any past work done in Hawassa. Alternatively, you may describe how you will engage local partners in Hawassa for this project.
- Proposed trips to Hawassa
- Project timeline
- Budget clearly linked with SOW (see below)

Any other information the Firm wishes to share must be included in the Proposal Addendum.

### ***\*\*Campaign Plan\*\****

As part of the proposal, the Firm is asked to outline:

- Channels you propose to utilize in this campaign  
EatSafe has proposed the following channels based on focus group discussions with local consumers; however, Firm is expected to refine this list to what is most effective, cost efficient, and practical within the parameters (time and budget) of this project:
  - a. Mass media
    - i. TV commercials/PSAs
    - ii. Radio commercials/PSAs (Fana FM 103.4 or Debub 100.9)

- iii. Facebook and IG paid advertising to target students and younger shoppers.
    - iv. Print ads in tuktuks around town
  - b. In market media
    - i. Posters, billboards key locations around market
    - ii. Murals created by local arts/student groups to be put up at the market
    - iii. Mobile vans with audio and video PSAs
    - iv. Tchotchke giveaways
  - c. Community outreach
    - i. Set up booth outside churches
    - ii. Email, poster, mural, community radio at Hawassa University
  - d. Internal TV/radio or other communications at Industrial Park
- Timeline and “dosing” (duration, quantities etc) that shows Firm’s design for how the distribution of messages via the selected channels will help reinforce messaging among the target audience
- How assets developed for this Campaign can be used by local stakeholders to continue the motivational outreach once EatSafe is no longer active in Hawassa

## **Financial Proposal**

Your financial proposal should detail costs, including unit cost, quantity, and frequency for each detailed activity. Also include any vat and taxes relevant to the cost structure including management fees. Unit cost per artwork developed, web management, and content development.

Both technical and financial proposals must be presented in English. The proposals, technical and financial, will be evaluated with the following criteria:

The technical and financial proposals with all supporting documents must be delivered separately in hard copy to the following address.

**GAIN-Global Alliance for Improved Nutrition**  
**Telephone: +251 116610088**  
**Bole Sub City, Woreda 13**  
**In front of Ethiopian Youth Sport Academy - Moya Foods Co. Building, 2nd Floor**  
**Addis Ababa, Ethiopia**

Here is the link of google map to our office: <https://goo.gl/maps/rYbnEuea4U12>

Further technical clarifications on this TOR could be requested at: [sfeleke@gainhealth.org](mailto:sfeleke@gainhealth.org)

Deadline for submissions is no later than 10 days from this announcement, but no later than 20th March 2023. Late submissions will not be accepted.