

REQUEST FOR PROPOSALS

**IMPACT MAPPING, DOCUMENTATION AND
STORYTELLING IN NIGERIA**

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

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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 the services of a Service Provider (**from May 2023 to September 2023**) to conduct impact mapping, documentation and storytelling for Strengthening Nutrition in Priority Staples (SNIPS) Project with a focus on 40% women and 50% youths (Farmers, businesses and workers in the selected value chain) led businesses functioning in four (4) selected Local Government Areas (LGAs) in each of the four selected states of Kaduna, Benue, Nasarawa and Oyo in the Vitamin A Cassava, Vitamin A Maize, Rice and Orange-Fleshed Sweet Potato value chains. The service provider will be responsible for content creation- research, documentaries, script writing, photo stories and videography as a tool for the SNIPS project to leverage and change the narrative to promote the consumption of nutrient-enriched staples.

The Strengthening Nutrition in Priority Staples project is currently implemented by the Global Alliance for Improved Nutrition in partnership with GIZ and the Green Innovation Centre for the Agricultural and Food Sector in Nigeria (GIC), with support from the German Government through the Federal Ministry for Economic Cooperation and Development (BMZ). The project was developed to add a nutrition lens and deliver an integrated suite of activities to support GIZ’s Green Innovation Centre (GIC) in Nigeria. The Strengthening Nutrition in Priority Staples project aims to strengthen the GIC priority value chains and improve food and

nutrition security through improved diets for farmers, farm workers, other workers in businesses in these value chains, and among the wider population in Nigeria. The broad objectives for this programme are:

- Increasing the consumption of nutritious foods by smallholder farmers, farmworkers, their households, and the wider population.
- Strengthening the cassava, maize, sweet potato, and rice value chains in Nigeria to provide more safe nutritious foods to consumers.
- Increasing the use of nutritious varieties of the target staples in processed foods.
- Improving the productivity & efficiency of farmers and businesses to increase the production of nutritious foods in the cassava, maize, sweet potato, and rice value chains.

To reach our overarching goal – improving nutrition through improved diets – the project is building on the increased consumption of the staple crops, which is the primary focus of the GIC, through the following related interventions:

- A workforce nutrition programme to support farmers and farmworkers in these value chains to improve their diets;
- Business support services to make nutritious and safe foods more accessible, affordable and desirable; and
- Increased production and consumption of biofortified varieties of maize, cassava, and orange flesh sweet potato (OFSP).

Farmers' nutritional health is directly related to their productivity and earning potential, both within their own household, farms and businesses, and as contributors to national wealth. However, farming families and households are often unaware of the importance of the nutrient content of the foods they produce and consume, as well as the importance of eating a diverse diet. Farmers engaged in the production of the priority staples in focus may be able to access foods that meet their energy needs. Earning good income from their business does not usually translate to accessing a sufficiently diverse diet. The costs of poor nutrition on lost revenues to businesses in a context like Nigeria, where underweight, stunting and anaemia are prevalent in rural areas, and obesity rates are rising, which could result in a loss of up to 2.7% of GDP due to lower worker productivity (Chatham House, 2020).

The workforce nutrition programme assists farmers and workers in these value chains to improve their diets. The Workforce Nutrition (WFN) component aims to reach rice and maize value chain workers (from smallholder farmers to processing employees) with workforce nutrition programme that aim to improve the consumption of nutritious foods as part of a healthy, diverse diet for workers, farmers, and their households. The programme also aims to engage business owners in the supply chain, as well as local government and state authorities, on the importance of farmer/worker nutrition for increased resilience and productivity. Throughout the programme, GAIN will lead regular advocacy and engagement with business managers, and government officials on the importance of workforce nutrition for both workers and farmers.

In low-income countries like Nigeria, SMEs handle most of the food that is produced, transported, marketed, and consumed. These SMEs are hindered by a lack of business knowledge and skills, as well as a lack of resources to capitalize on opportunities to innovate and secure higher value from their smallholder investments.

They are also unaware of food safety regulations, good practices and how to adhere to them, which exposes consumers to contaminated or otherwise unsafe foods.

The business support component aims to empower women and young people by unleashing their creativity and energy to support their families, succeed in agri-business and tackle malnutrition as well as food and social insecurity. This workstream will increase women and youth participation in value-added agriculture and entrepreneurship, directly addressing the specific challenges that women and rural youth face in the four focal states for this project. It will respond to opportunities to harness political will in Nigeria at the local, state and national levels to invest in creating economic opportunities for women and youth in the production, processing and sale of safe, nutritious foods. This will be achieved by significantly increasing the nutrition knowledge and information available to women and young people, increasing their participation in decision-making and targeting business support and investments to bring forward innovations, increase livelihood opportunities and integrate nutrition sensitivity into the GIC value chains. This will be accomplished using three interconnected approaches:

- Improving nutrition quality of staple foods produced by SMEs and farmers involved in GIC activities.
- Improving the capacity of food safety and value chain actors to adhere to standards and regulations on best practice.
- Supporting technical innovations for supply chains through innovation challenges and innovation clinics.

One in three people globally suffer from vitamin and mineral deficiencies, leading to severe health outcomes such as premature and preventable deaths in infants and young children. Micronutrient deficiencies can also constrain work performance, resulting in slower economic growth and widespread intergenerational poverty. Nearly two-thirds of Nigerian children are at risk of vitamin A deficiency due to insufficient amounts of vitamin A in their diets (NDHS 2018) and generally inadequate access to a diverse range of nutritious food at the household level due to rising levels of poverty. This “hidden hunger” is particularly acute in countries like Nigeria and among farming families who grow and eat their own food and whose diets are overly reliant on staple foods, lacking the diversity of foods required to meet multiple nutrient requirements.

The biofortification component is working with farmers and farming households to promote adoption, cultivation, and utilization of the staple crops by the farming households and other food processors. The workstream is promoting Vitamin A Cassava, Vitamin A Maize and Orange-Fleshed Sweet Potato (OFSP) in Oyo, Kaduna, and Benue states, respectively.

2.1. OBJECTIVES

The main objective is to engage a service provider to conduct an impactful mapping, documentation and storytelling on the Strengthening Nutrition in Priority Staples (SNIPS) project in four selected states.

The main objective is to engage a service provider to carry out impact mapping, documentation and storytelling training and support on the Strengthening Nutrition in Priority Staples in four (4) selected Local Government

Areas (LGAs) in each of the four selected states of Kaduna, Benue, Nasarawa and Oyo in the Vitamin A Cassava, Vitamin A Maize, Orange-Fleshed Sweet Potato and Rice value chains.

The specific objectives are:

1. To map out the stories of change focusing on farmers' transition from traditional to biofortified foods, processing and commercialisation of biofortified food products by MSMEs (Micro, Small and Medium Enterprises) and household and workplace consumption in Kaduna, Benue, Nasarawa and Oyo States.
2. Conduct targeted trainings on storytelling for impact and document success stories on the project.
3. Translate select training manuals focused on food safety, food processing and business sustainability into two indigenous languages, Yoruba and Hausa.
4. To promote the production, processing, and consumption of these nutrient-enriched staples through documentaries, and photo stories about the SNIPS project activities in the selected states of implementation.

3.1 PROJECT STATES, LGAs AND VALUE CHAINS

Under the guidance of, and in consultation with, the GAIN team responsible for the SNIPS project, the Consultant shall carry out the objectives outlined above in Kaduna, Benue, Nasarawa and Oyo states across four LGAs and value chains as detailed below:

S/N	State	LGAs	Value Chains
1	Kaduna	Lere, Giwa, Chikun, Kauru	Vitamin A Maize
2	Nasarawa	Kokona, Doma, Lafia, Awe,	Rice
3	Benue	Otukpo, Gboko, Makurdi, Gwer East	Rice, Orange Fleshed Sweet Potato
4	Oyo	Iseyin, Afijo, Iddo, Oyo West,	Vitamin A Cassava, Orange Fleshed Sweet Potato

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall complete the following services: [Click or tap here to enter text.](#)

- a. Engage stakeholders in the food system, particularly farmers, food processors, aggregators, cooperatives, farmers associations, distributors, wholesalers and retailers engaging in the production, processing and commercialization of biofortified food products and some target households engaging in the consumption of biofortified foods.
- b. Develop storytelling guides and templates for the project to document stories to be used till the end of the project cycle.

- c. Conduct training of select stakeholders, including the project team, desk officers and extension workers, on storytelling for impact.
- d. Create compelling, impact change stories and documentaries in English, Yoruba and Hausa (written and audio content for the podcast, video footage and photo stories) on the SNIPS Project.
- e. Translate select training manuals into Hausa and Yoruba languages.

3.1. DELIVERABLES

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the table below:

Deliverables	Deadlines
The deadline to submit questions	5th May 2023
Proposal submission deadline	17th May 2023
Final response regarding the selection of Service Provider	26th May 2023
Contracting process finalized	26th May 2023
Submission of inception report with a detailed strategy for the impact mapping, documentary and storytelling of the SNIPS Project	2nd June 2023
Inception meeting	5th June 2023
Impact mapping, documentaries, photo stories and script writing from activities of the SNIPS project	7th June – 5th July 2023
Submission of final report (Word/PDF format) with all videos, documentaries, photo stories and scripts annexed and recommendation from the consultation.	30th August 2023

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

Key programme and technical staff from GAIN are part of the selection team of the organization and will review the process. They will be available via email to respond to clarifications on solicitation. Please direct all inquiries and other communication to nquotation@gainhealth.org, and rfp@gainhealth.org with jpilaku@gainhealth.org in copy. Responses will not be confidential except in cases where propriety information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed budget in Nigerian Naira, fees/travel/accommodation, and any other direct costs to be incurred in the delivery of the scope of work. Include a detailed narrative justification for the line items included. The budget must be inclusive of all taxes (Withholding tax). The final budget amount will have to be approved by GAIN prior to starting the project.

3. FORMAT FOR PROPOSAL THE PROPOSAL NEEDS TO BE FORMATTED AS FOLLOWS:

1. Technical proposal

- a. Description of previous work (maximum 1 page)
- b. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
- c. Detailed proposal explaining how the areas of work mentioned in objectives and scope of work will be addressed, including risk and mitigation strategy, sustainability, and timeline (maximum 10 pages).
- d. References.

2. Financial reports

- a. Description of previous work (maximum 1 page)
- b. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
- c. Detailed proposal explaining how the areas of work mentioned in objectives and scope of work will be addressed
- d. References.

3. Offer of services

4. SUBMISSION

The original proposals should be submitted in electronic copy on or before **17th May 2023** and addressed to nquotation@gainhealth.org and rfp@gainhealth.org, copying jpilaku@gainhealth.org. Please include **“Impact Mapping, Documentation and Storytelling in Nigeria”** as the subject of your submission. Requests for additional information can be directed to the same e-mail addresses.

5. DEADLINE

Completed proposals should be submitted to GAIN before **5.00 pm WAT** on **17th May 2023**.

6. 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.**
- **Incomplete proposals.**
- **Proposals that are not signed.**

7. REVISIONS

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

8. 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.

9. 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.
- Written in English and in 10-point Arial font; maximum of 10 pages.
- Narratives should be prepared in Microsoft Word with print areas set to 8.5 x 11-inch, letter-sized paper, and one-inch margins, left justification, and a footer on each page including page numbers, date of submission, and applicant name.
 1. Spreadsheets should be prepared in Microsoft Excel with print areas set to 8.5 x 11-inch, letter-sized paper.
 2. Applicants must submit evidence of prior or related work on the concept being proposed and evidence that demonstrates the effectiveness of the approach. We are interested in establishing that applicants have already been working in this area and have some research and knowledge that reduces the chances of failure.
 3. In case of errors in calculating overall costs, the unit costs will govern.
 4. It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact GAIN at nquotation@gainhealth.org, and rfp@gainhealth.org prior to making their submission. Queries must be submitted by 11th May 2023 and all responses will be publicly available on the GAIN website by 15th May 2023.
 5. 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.
 6. 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.

10. 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.

11. 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.

12. 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.

13. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. If 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.

14. 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.

15. 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.
- 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.

- Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- 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.

16. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

17. 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.

18. 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.

19. 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.

20. 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 a contract subject to GAIN's terms and conditions.

21. 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.

22. 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.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)