Request for Information

CONSUMER RESEARCH DATA COLLECTION IN WEST AFRICA

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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GAIN's procurement is conducted on the basis of our procurement principles, including "a focus on ethical and sustainable procurement which requires us to take note of our legal and ethical commitments… in our procurement and supplier management."

We require all our partners, suppliers and service providers to familiarise themselves with our Code of Conduct (Code) and to adhere to either our Code or to their own equivalent code or set of behaviours.

This is addition to any relevant clauses and provisions in our contractual terms.

We also expect our partners, suppliers, and service providers to proactively inform GAIN, via the mechanisms detailed in the Code, of any breaches, potential or perceived breaches of its provisions.

Any supplier or service provider found to be in violation of these principles will be excluded from this process and may be barred from responding to future opportunities.

1. Introduction

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 The Netherlands, the United Kingdom, and the United States. We currently have a presence and conduct programming activities in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda.

2. Background & timescales

Building on consumer studies carried out in Benin, Ghana, Nigeria and Togo, GAIN is planning to extend its research on caregivers' preferences and willingness to pay for formulated complementary foods for children aged 6–23 months to five West African countries. The work is expected to start in early 2027 and is subject to funding being confirmed.

Set out below is the proposed timescale for this RFI. This is intended as a guide and whilst GAIN does not intend to depart from the timetable, it reserves the right to do so at any stage.

RFI issue date	24 November 2026
Deadline for Bidders to submit questions	30 November 2026 (17:00 CET)
Deadline for GAIN to respond to clarifications (shared by email)	3 December 2026 (17:00 CET)
RFI closes - deadline for submission	7 December 2026 (17:00 CET)

3. The Opportunity

Note that due to donor regulations, in any procurement resulting from this RFI, only from organizations registered in the European Union, European Economic Area, Switzerland, or Low- and Middle-Income countries. For more details on which countries these are, please refer to the EU PRAG Rules.

Current situation

The study will assess caregivers' preferences and willingness to pay for two categories of formulated complementary foods, using a quantitative survey with a discrete choice experiment. The two categories will be confirmed during project planning and are most likely to be infant cereals and non-refrigerated (shelf-stable) yoghurt. Study design and analysis will be led by GAIN's research partner; the selected agency or agencies will implement fieldwork.

Country	Locations	Components
Côte d'Ivoire	Mainly urban or peri-urban; to be confirmed	Price scan, qualitative work, survey
Liberia	Mainly urban or peri-urban; to be confirmed	Price scan, qualitative work, survey
Nigeria	Lagos and Kano	Price scan, qualitative work, survey, sensory acceptance testing
Senegal	Mainly urban or peri-urban; to be confirmed	Price scan, qualitative work, survey
Sierra Leone	Mainly urban or peri-urban; to be confirmed	Price scan, qualitative work, survey

Indicative sample sizes, to be confirmed with the research partner:

- **Survey:** around 400–450 caregivers of children aged 6–23 months per product category in each country (about 850–900 per country). In Nigeria, around 400 caregivers per product in each of Lagos and Kano.
- **Sensory acceptance testing (Nigeria only):** around half of the survey respondents, about 200 caregivers per city.
- **Qualitative component:** around 10–12 in-depth interviews with caregivers per country (per city in Nigeria).
- **Price scan:** at least 10 retail outlets per study location, recording the prices of 5–10 selected formulated products per category.

Indicative timeline:

1. January–March 2027: price scan, qualitative work, instrument adaptation, ethics approvals and enumerator training
2. April–June 2027: survey fieldwork, finishing in Liberia and Sierra Leone by May
3. Within four weeks of fieldwork: cleaned datasets and field reports

We what are looking for

The agency will be responsible for fieldwork in each country it covers, under the technical supervision of GAIN and its research partner:

- a retail price scan in at least 10 retail outlets in each study location, recording the prices of 5–10 selected formulated products per category, to inform the price levels used in the survey;
- a small qualitative component (for example, focus group discussions or interviews) to check product attributes before the survey design is finalised;
- submission of the study protocol to the national ethics committee, with support from GAIN and its research partner;
- translation and adaptation of instruments into local languages, including French for Côte d'Ivoire and Senegal;
- recruitment and training of enumerators, and piloting of the instruments;
- data collection using tablets or mobile devices (CAPI), with daily quality checks;
- in Nigeria only, sensory acceptance testing of an infant cereal product with the same respondents;
- delivery of cleaned datasets, documentation and a short field report.

Agencies with experience in quantitative consumer or household surveys in one or more of the five countries are welcome to apply. Ideally, one agency would cover all five countries, but agencies may express interest in only the countries where they have the capacity to deliver. Experience with discrete choice experiments, nutrition research or research with caregivers of young children is an advantage

4. Instructions to bidders

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements, to ensure that a consistent level of information is obtained from each Bidder and provide a structured framework for the evaluation of Proposals.

Bidders should read these instructions carefully before completing their submission.

GAIN contact

The following individual is the nominated contact for this RFP.

- Name/role: Julia Boedecker, Research Advisor, Consumer-focused research
- Email address: jboedecker@gainhealth.org

Queries and clarifications

- Bidders are to direct any questions regarding the RFI to the GAIN contact in writing via email.
- It is the Bidder's responsibility to ensure safe receipt of communication.
- No other member of GAIN staff should be contacted in relation to this RFI unless directed to do so by the GAIN contact.
- GAIN may choose to convey responses to submitted questions and queries to all Bidders so that each is equally informed.

- GAIN may amend the RFI documents by issuing notices to that effect to all Bidders and may extend the closing date and time if deemed appropriate.

Preparing your response

- Bidders must obtain, at their own responsibility and expense, all information necessary for the preparation of Bids.
- Bidders should notify GAIN promptly of any perceived ambiguity, inconsistency, or omission in this RFP, any of its associated documents and/or any other information issued to them during the procurement process.

Submitting your response

The Proposal and any attached documents must be in English or French.

Bidders must submit their Proposal in the following format:

- Email to contact's email address (jboedecker@gainhealth.org). The subject heading of the email should be "EOI – Consumer Research West Africa – [Agency name]". All submitted documents must be viewable using the Microsoft Office suite of applications. Your submission should not exceed 30MB.

If you wish to respond to this RFI, please submit a written proposal setting out your capabilities, the key elements of your service and team.

Your proposal should be a maximum of 5 pages and include, at a minimum:

1. **Proposed approach (one page):** how you would organise the price scan, qualitative work, survey fieldwork and quality assurance in the countries you are applying for.

2. **Capacity statement (one page):** your organisation's presence, team and recent experience in each country you are applying for.

3. **Ethics approval:** the ethics committee (IRB) you would submit the protocol to in each country, with typical review times and fees.

4. **References:** at least two references for similar work, with contact details.

5. **Estimated budget:** an indicative budget in USD for each country, with a brief description of the main cost items and the assumptions used.

AI declaration: Respondents are permitted to use AI tools in the development of their Responses. We recognize that these tools can enhance efficiency and quality when used responsibly. Any AI use must be disclosed in a brief statement identifying: (1) where in the proposal AI was used, (2) how it was used (e.g., drafting, editing, summarizing), and (3) why it was used in that context. AI use will not negatively affect evaluation scoring. However, failure to disclose known AI use could affect the eligibility of the Proposal. All submitted content remains the full responsibility of the respondent. The AI Declaration does not form part of the page count for your submission.

Shortlisted agencies may be invited to submit a full technical and financial proposal based on detailed terms of reference.

5. Terms & Conditions

This section constitutes the full conditions of this RFI and participation in the process automatically signals that the Bidder accepts the conditions.

Late Responses

Any Responses received after the deadline may be rejected at GAIN's absolute discretion.

Disclaimers

Bidders will not be compensated for costs incurred in preparing responses, submitting revised responses, or in participation in any meeting or presentation.

GAIN makes no obligations or undertakings in any way to:

- launch an RFP, RFQ or any other type of procurement process.
- accept any RFI information received from suppliers.
- include suppliers responding to this RFI in any future tender invitation.
- any other commitment to suppliers whatsoever, including any intention to form a contract with any supplier for provision of the Opportunity.

Amendments

Prior to the final date for submission of Proposal, GAIN may issue amendments to clarify, modify or add to the procurement documents.

A copy of each amendment will be issued to each Bidder and shall become part of the RFI.

Validity of Proposals

Proposals submitted in response to this RFI are to remain valid for a period of not less than 90 days from the RFP closing date.

Withdrawals

Proposals may be withdrawn at any time prior to the RFI closing date and time by written notice to the GAIN contact listed above.

Assumptions

Any assumptions that have been made in responding to this RFI should be outlined in the Bidders response documents.

Confidentiality

Except as required for the preparation of this Proposal, Bidders must not, without GAIN's prior written consent, disclose to any third party any of the contents of the RFI documents.

Bidders must ensure that their employees, consultants, and agents also are bound and comply with this condition of confidentiality.

Feedback

GAIN appreciates that significant time and resource goes in to preparing an RFI response, and we try to ensure that feedback is provided, if internal resources allow.

Please note however that GAIN does not share detailed scoring information.

Inconsistencies and omissions

Bidders must promptly advise the Company in writing of any inconsistencies and omissions they discover in the RFI.

RFI documents

Bidders must destroy all copies of the RFI document if unsuccessful within 30 days of being notified they have not been successful (either issued by GAIN or created by the Bidder).

Collusive behaviour

Any Bidder who:

- fixes or adjusts the amount of their Response by or in accordance with any agreement or arrangement with any other party; or
- communicates to any party other than GAIN the amount or approximate amount of its Responses or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the Response or insurance or any necessary security); or
- enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Response; or
- enters into any agreement or arrangement with any other party as to the amount of any Response submitted; or
- offers or agrees to pay or give or does pay or give any sum or sums of money, inducement, or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any Response, any act or omission.

shall (without prejudice to any other civil remedies available to GAIN and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.