REQUEST FOR PROPOSALS (RFP)
THIRD PARTY MONITORING SUPPORT FOR VEGETABLE FOR ALL PROJECT IN NAIROBI, MOMBASA, NAKURU, MACHAKOS, KIAMBU AND KILIFI COUNTIES (2027)

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Kenya Country Office

CONTENTS

I. INTRODUCTION
II. BACKGROUND & TIMESCALES
III. THE OPPORTUNITY
IV. INSTRUCTIONS TO BIDDERS
V. TERMS & CONDITIONS
VI. OFFER OF SERVICES

GAIN's procurement is conducted based on 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 familiarize themselves with our Code of Conduct (Code) and to adhere to either our Code or to their own equivalent code or set of behaviors.

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.

I. 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.

II. BACKGROUND AND TIMESCALES

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the lead administrative organization for this RFP.

FoodFiti (FF) is GAIN's market-based approach, implemented under the Vegetables for All project, to improve access to and consumption of safe, nutritious vegetables among low-income consumers. FoodFiti works through Last Mile Vendors (LMVs), commonly referred to as mama mbogas, who sell safe, fresh vegetables to low-income households. FoodFiti Zones (FFZs) are the areas where FoodFiti is implemented and serve as the primary implementation platform for reaching consumers through LMVs.

Since its inception, the Vegetable for All Project has expanded significantly. To date, approximately 15,972 LMVs have been enrolled across approximately 675 FFZs in Nairobi, Mombasa, Nakuru, Machakos, Kiambu and Kilifi Counties.

GAIN seeks to engage an independent Third-Party Monitoring Partner to undertake three rounds of monitoring and reporting during 2027. The monitoring partner will implement a panel-based monitoring activity comprising:

- Consumers in 1,500 households in selected FFZs
- 600 LMVs in selected FFZs
- 60 vegetable wholesalers (including Market Facilitators (MFs)
- 30 county policy actors and private service providers (PSPs)

The same households, LMVs, and vegetable wholesalers should be tracked throughout the monitoring period to the extent possible.

The purpose of this assignment is to generate evidence on project implementation, vendor performance, customer awareness, household vegetable purchasing and consumption behaviors, and changes in key indicators over time.

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

Activity	Date
RFP issue date	26th November 2026
Deadline for Bidders to submit questions	4th December 2026, 5PM EAT
GAIN responses to questions shared with all Bidders	On a rolling basis, and no later than 11th December 2026
RFP closes – deadline for submission	18th December 2026, 5PM EAT
GAIN clarifications, evaluation and governance	15th January 2027
Contract award – subject to negotiation and due diligence checks	18th February 2027
Planned contract signature and start date	29th February 2027
Date by which all work is to be completed	30th October 2027

III. THE OPPORTUNITY

3.1 Objectives

The objective of this assignment is to provide independent third-party monitoring support to the Vegetables for All project across implementation FoodFiti Zones (FFZs) in Nairobi, Mombasa, Nakuru, Machakos, Kiambu and Kilifi Counties through three rounds of monitoring during 2027.
Specifically, the assignment seeks to:

- Monitor the implementation, reach, and performance of FoodFiti activities across targeted FFZs.
- Track changes in household vegetable purchasing, consumption, dietary diversity, expenditure, and food-related behaviors among BoP consumers.
- Assess changes in consumer access, availability, affordability, ~~safety,~~ and utilization of vegetables supplied through FoodFiti Zones.
- Measure changes in consumer demand for vegetables, including willingness to pay and adoption of new uses of vegetables in household meals.
- Assess LMV participation, business performance, sales growth, sourcing practices, and traceability of produce within the FoodFiti ecosystem.
- Assess the effectiveness of the FoodFiti sourcing and distribution model, including the performance of Market Facilitators (MFs), vegetable wholesalers, and Last Mile Vendors `1(LMVs), in expanding consumer access to safe, fresh, affordable, and year-round vegetables and increasing the number of consumers served through FoodFiti Zones (FFZs).
- Assess changes in the enabling environment by measuring shifts in decision-maker attitudes and prioritization of food safety, and assessing progress in dialogue, coordination, and collective action within the vegetable value chain Track changes in key project indicators over time and compare findings against baseline values and previous monitoring rounds.
- Generate actionable evidence, lessons learned, and recommendations to support adaptive management, programme improvement, and evidence-based decision-making.
- Identify programme adaptations and innovations informed by monitoring evidence and emerging implementation lessons.

3.2 Scope of Work

GAIN seeks to engage a qualified research firm to undertake a longitudinal third-party monitoring study comprising three rounds of data collection and reporting during 2027 using an existing panel established in November 2026.

The assignment will employ a panel-based longitudinal survey design to track the same households, Last Mile Vendors (LMVs), a sample of Market Facilitators (MFs) and vegetable wholesalers and policy actors over time, enabling the measurement of changes in key programme indicators and

assessment of the effectiveness of the FoodFiti intervention, sourcing model and enabling environment.

The monitoring partner will be responsible for coordinating and implementing all monitoring activities, including panel respondent tracking, data collection, quality assurance, data management, analysis, reporting, and dissemination of findings.

The longitudinal survey will generate evidence on:

- Changes in vegetable consumption, dietary diversity, purchasing patterns, and household expenditure among BoP consumers.
- Consumer access to safe, fresh, affordable, and diverse vegetables through FoodFiti Zones.
- Changes in consumer willingness to pay for vegetables and adoption of new uses of vegetables in meals.
- LMV business performance, sales, profit trends, sourcing practices, and Vegetables traceability.
- The performance and business outcomes of Market Facilitators and vegetable wholesalers participating in the FoodFiti supply chain.
- The effectiveness and efficiency of the sourcing model in ensuring year-round availability of safe and quality vegetables from wholesalers and Market Facilitators to LMVs and consumers.
- The reach of the FoodFiti distribution model as measured by the number of consumers served through participating vendors.
- Market system and policy changes that support improved food safety, vegetable consumption, and enabling business environments.
- Emerging lessons, programme adaptations, and evidence for adaptive management and decision-making.

The longitudinal survey will be complemented by qualitative data collection through key informant interviews (KIIs) and focus group discussions (FGDs) in each monitoring round. The qualitative component will help explain the survey findings and capture respondents' reasons, business practices, implementation barriers and views on sustainability.

Indicatively, each round will include 60 KIIs with Market Facilitators vegetable wholesalers, 30 county officials and other relevant stakeholders, and 6 FGDs with consumers and Last Mile Vendors. Bidders should propose the final qualitative sample, sampling approach and justification in their technical proposal.

3.3 Inception and Planning`

- Participate in an inception meeting with the GAIN team.
- Review the baseline methodology, including the panel sampling approach.
- Develop a detailed workplan for all three monitoring rounds.
- Participate in weekly progress update meetings with GAIN throughout the assignment.

3.4 Tool Review and Programming

- Review the data collection tools, indicator definitions, and survey instruments used during the baseline survey.
- Work closely with the GAIN team to revise, update, and refine the questionnaires for consumers, Last Mile Vendors (LMVs), Market Facilitators (MFs), and vegetable wholesalers for each monitoring round.

- Ensure that the tools adequately capture indicators related to vegetable consumption, dietary diversity, household expenditure, access, availability, food safety, willingness to pay, vendor performance, produce traceability, sourcing practices, market linkages, and programme reach.
- Develop KII and FGD guides aligned with the survey indicators, covering respondents' reasons, business practices, implementation barriers and views on sustainability, and obtain GAIN approval before each round.
- Review and update existing Kiswahili translations and any other language adaptations required for field implementation.
- Programme all quantitative data collection tools using a Computer-Assisted Personal Interviewing (CAPI) platform and incorporate appropriate panel-tracking mechanisms to facilitate longitudinal monitoring of respondents across survey rounds.
- Develop data validation rules, skip patterns, consistency checks, and automated quality control features within the CAPI system.
- Conduct pre-testing, testing, and validation of programmed questionnaires prior to deployment and address any issues identified before data collection.
- Finalize and obtain GAIN approval of all tools before commencement of fieldwork for each monitoring round.

3.5 Training and Fieldwork Preparation

- Recruit and mobilize an appropriately qualified field team.
- Develop training materials and fieldwork manuals.
- Conduct training for supervisors and enumerators prior to each monitoring round.
- Pilot the tools and data collection procedures before each round and make any necessary refinements.
- Train qualitative interviewers and FGD moderators on the KII and FGD guides, consent procedures and note-taking.

3.6 Data Collection

- Using the panel established during the baseline survey, undertake longitudinal data collection among:
- 1,500 consumer households in selected FoodFiti Zones (FFZs).
- 600 Last Mile Vendors (LMVs) in selected FFZs.
- 60 vegetable wholesalers (including Market Facilitators) participating in the FoodFiti sourcing and distribution system.
- 30 County officials'/food safety committees and private service providers (PSPs), interviewed through KIIs only (not tracked as a panel)
- To the extent possible, the same households, LMVs, MFs, and vegetable wholesalers shall be tracked and interviewed across all three monitoring rounds to enable measurement of changes over time and assessment of programme outcomes.
- The monitoring partner will be responsible for:
- Respondent tracking and panel management.
- Supervising fieldwork activities.
- Ensuring adherence to approved data collection protocols.
- Maintaining high response and retention rates across monitoring rounds.
- Implementing procedures to minimize attrition and ensure the integrity of the longitudinal panel.
- Conduct the agreed KIIs and FGDs in each monitoring round and produce complete English transcripts or detailed notes for each session.
- Implementing the respondent tracking protocol, replacement policy and attrition monitoring set out in the technical proposal and agreed at inception, and recording the reasons for every non-response and drop-out.

Key Indicators to be Monitored

- The monitoring partner will collect, analyse, and report data on agreed FoodFiti programme indicators across the three monitoring rounds. The indicators will cover the following result areas:

Consumer Outcomes

- Vegetable consumption levels and changes in daily intake.
- Dietary diversity within vegetable food groups.
- Household expenditure on vegetables.
- Access to fresh and safe vegetables through FoodFiti Zones.
- Availability of vegetables throughout the year.
- Consumer willingness to pay for vegetables.
- Adoption of new uses of vegetables in household meals.

Vendor and Supply Chain Outcomes

- Sales, income, and business performance of Last Mile Vendors (LMVs).
- Performance, market linkages, and supply capacity of Market Facilitators (MFs) and vegetable wholesalers.
- Traceability of produce and vendors' ability to identify and verify product sources.
- Effectiveness of the FoodFiti sourcing and distribution model in delivering safe, fresh, affordable, diverse, and year-round vegetable supplies.
- Number of consumers reached through the FoodFiti distribution model.
- Business practices of LMVs, MFs and wholesalers, including record keeping, pricing, produce handling and food safety practices.
- Implementation barriers faced by LMVs, MFs and wholesalers, and how they are being addressed.
- Sustainability of vendor and supplier participation, including intention to remain in the FoodFiti model and ability to continue trading without programme support.

Policy and Systems Outcomes

- Decision-maker attitudes and issue saliency on food safety (results framework FS1.3).
- Dialogue and coordination for collective action on food safety and vegetable value chain efficiency (results framework FS1.4 and FV1.2).

Learning and Adaptive Management Outcomes

- Programme adaptations, innovations, and operational improvements informed by monitoring evidence and learning.
- Emerging lessons, best practices, and recommendations to strengthen programme implementation and decision-making.
- The monitoring partner shall propose appropriate methodologies for measuring, tracking, and reporting progress against these indicators and ensure comparability of results across the baseline and subsequent monitoring rounds.

3.7 Quality Assurance

The monitoring partner shall implement robust quality assurance and quality control procedures throughout all phases of the assignment to ensure the accuracy, completeness, consistency, and reliability of data collected across monitoring rounds.

Quality assurance measures shall include, but not be limited to:

- Comprehensive training and certification of enumerators and supervisors prior to each monitoring round.
- Development and implementation of fieldwork protocols, standard operating procedures (SOPs), and quality control guidelines.
- Piloting and validation of data collection tools and procedures before field deployment.
- Real-time monitoring of incoming data through CAPI-based dashboards and quality control systems.

- Daily review of field progress, survey completeness, interview duration, skip patterns, and data consistency.
- Routine field supervision, accompaniment visits, spot checks, and direct observation of interviews.
- Back-checks, call-backs, and respondent verification to confirm interview authenticity and data accuracy.
- Data quality audits, validation checks, and resolution of inconsistencies, outliers, and missing data.
- Monitoring panel retention and respondent tracking performance to minimize attrition across survey rounds.
- Documentation and timely resolution of all data quality issues and deviations from approved protocols.
- Secure data management procedures to ensure data integrity, confidentiality, and compliance with ethical research standards.
- Submission of data quality reports alongside each round's dataset documenting quality assurance measures undertaken, response rates, panel attrition, limitations, and corrective actions implemented.

3.8 Data Management and Analysis

- Clean and validate datasets following each monitoring round.
- Conduct descriptive and trend analysis across monitoring rounds.
- Compare findings with baseline results and previous monitoring rounds.
- Generate actionable insights and recommendations for programme improvement.
- Code and analyse the KII and FGD data thematically, and integrate the qualitative findings with the survey results in each monitoring report.
- Analyse panel attrition after each round, test for attrition bias and apply appropriate statistical adjustments (for example, attrition weights).

3.9 Reporting and Dissemination

Following each monitoring round, the monitoring partner shall prepare and submit:

- A cleaned and documented dataset, including codebooks and data quality reports.
- An indicator tracking matrix showing performance against all agreed programme indicators, including comparison with baseline and previous monitoring rounds.
- A draft monitoring report presenting key findings, trend analysis, lessons learned, and actionable recommendations.
- A PowerPoint presentation summarizing key findings, implications, and recommendations for programme improvement.
- A final monitoring report incorporating feedback received from GAIN.

The firm shall present findings to the GAIN team after each monitoring round through a dissemination and validation meeting and shall incorporate stakeholder feedback before submission of the final report. The monitoring partner may also be required to support additional presentations, technical review sessions, or learning events convened by GAIN to facilitate evidence uptake and programme decision-making.

3.10 Deliverables and Timescales

Deliverable	Timeline
Inception Report, detailed workplan, monitoring framework, panel tracking approach, and quality assurance plan	March 2027
Updated survey tools, translations, programmed CAPI questionnaires, and pilot report for Round 1	Prior to Round 1 fieldwork
Round 1 cleaned dataset, codebook, data quality report, indicator tracking matrix/dashboard, presentation, and draft monitoring report	Upon completion of Round 1
Round 1 final monitoring report	Following presentation and incorporation of feedback
Updated tools, programmed questionnaires, and quality assurance plan for Round 2	Prior to Round 2 fieldwork (approximately 1 month after submission of Round 1 final report)
Round 2 cleaned dataset, codebook, data quality report, indicator tracking matrix/dashboard, presentation, and draft monitoring report	Upon completion of Round 2
Round 2 final monitoring report	Following presentation and incorporation of feedback
Updated tools, programmed questionnaires, and quality assurance plan for Round 3	Prior to Round 3 fieldwork (approximately 1 month after submission of Round 2 final report)
Round 3 cleaned dataset, codebook, data quality report, indicator tracking matrix/dashboard, presentation, and draft monitoring report	Upon completion of Round 3
Round 3 final monitoring report, consolidated longitudinal analysis report, and presentation of key findings and recommendations	Following presentation and incorporation of feedback

Each round's dataset submission includes the KII and FGD transcripts or notes and the qualitative coding framework.

Indicative fieldwork windows: Round 1 March -April 2027; Round 2 June–July 2027; Round 3 September-October 2027. All work, including the final consolidated report, is to be completed by October 2027.

Reporting Requirements for Each Monitoring Round

Each monitoring report should include:

- Executive summary of key findings.
- Progress against agreed FoodFiti indicators.
- Analysis of consumer outcomes, including consumption, dietary diversity, expenditure, access, availability, and willingness to pay.
- Analysis of vendor and supply chain outcomes, including LMV, MF, and wholesaler performance.
- Assessment of produce traceability and sourcing model effectiveness.
- Programme reach, including estimated number of consumers served through the FoodFiti distribution model.
- Policy and systems-level outcomes where applicable.
- Longitudinal analysis comparing results with baseline and previous monitoring rounds.
- Emerging lessons, programme adaptations, and recommendations for programme improvement and decision-making.

3.11 Baseline Data, Panel Handover and Sampling

GAIN will provide the selected firm with the baseline panel datasets (November- December 2026), respondent tracking and contact lists, survey instruments, codebooks and the report, under a data-sharing agreement. The baseline panel was conducted by IPSOS

Respondent contact details will only be shared where respondents consented to be recontacted and must be handled in line with the Kenya Data Protection Act, 2019.

The selected FFZs were drawn from the approximately 675 FoodFiti Zones established across Nairobi, Mombasa, Nakuru, Machakos, Kiambu, and Kilifi Counties using a stratified sampling approach to ensure representation of different market contexts and implementation intensities. The monitoring will include both consumer and supply-side respondents. The supply-side sample will comprise 60 respondents, including 50 Market Facilitators (MFs) and 10 vegetable wholesalers, and 600 LMVs while 1500 consumers shall be drawn from the selected FFZs. The successful service provider will be expected to maintain and track the baseline panel where feasible and apply robust respondent replacement protocols in cases of attrition to preserve sample representativeness and analytical validity.

3.12 Data Ownership

All datasets, analysis files, reports, presentations, and other outputs generated under this assignment shall remain the property of GAIN and shall not be shared with third parties without prior written approval from GAIN.
The monitoring partner shall maintain complete, anonymized and well-documented datasets, including relevant metadata, questionnaires, codebooks and analytical syntax for each monitoring round. The datasets shall be made available to GAIN in accordance with agreed data protection and data-sharing arrangements.
The monitoring partner shall also ensure that the data collection protocols, informed consent procedures and ethical approvals adequately address the potential for future secondary analysis of anonymized data for other approved research purposes.

Contract Governance

The contract will run from March 1st , 2027 to October 30th, 2027. GAIN and the monitoring partner will hold weekly progress meetings (section 3.3) and a review meeting after each monitoring round. Performance will be assessed on timely and complete delivery of the deliverables in section 3.10, panel retention rates and the data quality indicators agreed at inception. GAIN may terminate the contract early in line with its standard terms.

Payment Profile

Payments will be linked to the approval of deliverables. In line with GAIN policy, any advance payment is limited to a maximum of 30% of the contract total. The indicative payment schedule is:

- [20%] on approval of the inception report, workplan and quality assurance plan;
- [25%] on approval of the Round 1 final monitoring report;
- [25%] on approval of the Round 2 final monitoring report;
- [30%] on approval of the Round 3 final report, consolidated longitudinal analysis and final datasets.

Dependencies and Constraints

This assignment depends on timely access to the baseline panel data and respondent tracking information, and on continued implementation of FoodFiti in the selected FFZs. Fieldwork timing may need to be adjusted for public holidays, the rainy seasons or security conditions, in agreement with GAIN.

Other Considerations

- The monitoring partner is responsible for obtaining a research licence from the National Commission for Science, Technology and Innovation (NACOSTI) and any county-level authorizations before fieldwork.
- Survey protocols must receive ethical approval from an accredited Kenyan research ethics committee, including informed consent and recontact procedures.
- All personal data must be collected, stored and shared in line with the Kenya Data Protection Act, 2019.
- The monitoring partner must have safeguarding procedures for field staff and respondents and must adhere to the GAIN Code of Conduct.

IV. INSTRUCTIONS TO BIDDERS

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements and 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.

Email: procurementkenya@gainhealth.org

Queries and clarifications

Bidders are to direct any questions regarding the RFP 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 RFP 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 RFP documents by issuing notices to that effect to all Bidders and may extend the closing date and time if deemed appropriate.

The deadline for questions is **11th December 2026 at 5PM East Africa Time (EAT)**, five days before the closing date. Questions should be sent by email to procurementkenya@gainhealth.org

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 inconsistency, or omission in this RFP, or any of its associated documents.

Submitting your response

The Proposal and any accompanying documents must be in English

Completed proposals should be submitted in electronic format to gepainitus@gainhealth.org with the subject line:

"Third-Party Monitoring Support for Vegetable for All Project Kenya - Proposal"
Proposals must be received no later than **18th December 2026** at **5PM East Africa Time (EAT)**. Late submissions will not be considered.

All submitted documents must be viewable using the Microsoft Office suite of applications. Your submission should not exceed 30MB.

Proposal content and format

Interested applicants should prepare a technical proposal (maximum 10 pages, excluding annexes) that includes:

- Your understanding of the proposed assignment
- Description of proposed methodology with clear activities and process for conducting this service.
- *Activities and timeline:* A timeline for undertaking and completing the main activities, including planning, implementation, and reporting. A Gantt diagram is preferred to show the same.
- *Qualitative approach:* the proposed number, type and distribution of KIIs and FGDs per round, the sampling approach and how qualitative and quantitative findings will be integrated.
- *Respondent tracking and panel retention plan:* a respondent tracking protocol; expected retention rates for each round; how reasons for non-response and attrition will be recorded; a replacement policy that does not compromise the original panel; and the approach to attrition analysis and statistical adjustment.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the individuals who will be completing the work including their full names, their expertise, and publications in relevant research as appropriate.

The following must be submitted as annexes and do not count towards the page limit:

- *Budget:* Provide a budget in Kenya Shillings (Kes)broken down by main cost categories (Personnel, travel, operational, direct, and indirect costs) and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.
- CVs of the proposed team members.
- Company documents: certificate of registration or incorporation, and a valid tax compliance certificate.
- Declaration on AI use, if applicable (see Notes on submissions).
- A completed 'Offer of Services' form (see section VI)
  If you are an independent contractor based in the United States of America, or eligible to pay tax in the United States of America, please include a copy of your W-9 form with your submission

Notes on submissions

- Bidders should not include in their submission any extra information which has not been specifically requested in the RFP for example, any sales literature etc.
- No Proposal may be modified after the deadline for receipt.

GAIN may request additional information from Bidders to assist further evaluation of Proposals.

Respondents are permitted to use AI tools in the development of their Proposals. 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.

Notes on budget

Applicants are required to submit a detailed budget for all activities and deliverables described in section III, covering all three monitoring rounds.

Budgets should be presented in USD and inclusive of all taxes.

- As a donor funded organisation, GAIN is committed to achieving value for money in all our procurements.
- Submitted rates and prices are to be deemed include all costs, insurances, taxes, fees, expenses, and other things necessary for the performance of the requirement.

- Any charge not stated in the Proposal as being additional, will not be allowed in any resultant contract.
- We are looking for full cost disclosure: there must be an appropriate breakdown of costs to allow for price visibility.

Notes on evaluations

- GAIN may choose to shortlist Bidders at any stage of the process.
- 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 the evaluations process, where it feels this would be beneficial
- Bidders should note that GAIN may award a Contract on the basis of the original Bid received and may, at its absolute discretion, undertake any or all of the following processes:
  - shortlisting
  - taking up references
  - undertaking presentations or meetings

entering into a dialogue with one or more Bidders.

Evaluation criteria

Proposals will be assessed on both **technical competence** and **value for money**, with greater weight given to technical quality given the complexity of the longitudinal panel survey. Technical criteria account for 80 points and the financial proposal for 20 points.

Criteria	**Description**	**Weight (%)**
Understanding of the Assignment	Demonstrated understanding of the FoodFiti programme, longitudinal monitoring requirements, objectives, indicators, and expected deliverables.	10
Technical Approach and Methodology	Quality and appropriateness of the proposed methodology, sampling approach, respondent tracking strategy, data collection procedures, analysis plan, and quality assurance mechanisms.	25
Experience and Past Performance	Proven experience conducting longitudinal surveys, third-party monitoring, market systems studies, nutrition, agriculture, food systems, or consumer research assignments of similar scale and complexity.	15
Team Composition and Qualifications	Qualifications, expertise, and relevant experience of key personnel, including team leader, statisticians, field coordinators, data managers, and analysts.	15
Quality Assurance and Risk Management	Proposed systems for ensuring data quality, panel retention, ethical compliance, supervision, and risk mitigation.	10
Work Plan and Implementation Schedule	Realistic and clearly defined workplan demonstrating capacity to deliver all monitoring rounds within the required timelines.	5
Financial Proposal	Cost competitiveness, value for money, and alignment of budget with proposed activities and deliverables.	20
Total		**100**

Minimum Technical Requirements

To be considered responsive, bidders should demonstrate:

- Experience conducting at least three similar household, market systems, nutrition, agriculture, policy or food systems surveys within the last five years.
- Experience implementing longitudinal or panel studies and respondent tracking methodologies.
- Experience conducting qualitative research, including key informant interviews and focus group discussions, and integrating qualitative and quantitative findings.

- Demonstrated capacity to collect data using CAPI platforms (Surveyor, ODK, Kobo, CSPro, CommCare, or equivalent).
- Strong experience in quantitative analysis, dashboard development, and reporting.
- Presence of qualified field teams capable of operating across Nairobi, Mombasa, Nakuru, Machakos, Kiambu, and Kilifi Counties.
- Demonstrated quality assurance systems and data protection procedures.

Evaluation Process

1. **Administrative Compliance Review** (Pass/Fail)

    - Complete proposal submitted by the deadline.
    - Required legal registration documents.
    - Tax compliance certificates.
    - Completed Offer of Services form.

2. **Technical Evaluation (80%)**

    - Only proposals meeting administrative requirements shall proceed to technical evaluation.
    - Firms must score a minimum of 60% of the technical score (48/80 points) to qualify for financial evaluation.

3. **Financial Evaluation (20%)**

    - Financial proposals of technically qualified firms will be evaluated.
    - The contract will be awarded to the bidder achieving the highest combined technical and financial score.

Bids will be evaluated not only on technical and commercial criteria listed above, but also on the outcome of proportionate due diligence and risk assessments. These assessments may consider factors such as financial viability, compliance, safeguarding, ethical conduct, sanctions screening, and overall organisational risk. Only bidders that meet both the evaluation requirements and the organisation's risk standards will be considered for award.

V. TERMS AND CONDITIONS

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

Jurisdiction

Any Contract resulting from this RFP shall be governed by Swiss law.

Late Proposals

Any bid received after the deadline may be rejected at GAIN’s absolute discretion.

Disclaimers

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

This RFP does not commit GAIN to any course of action; it is not an offer or a contract and does not commit GAIN to contract for any of the services detailed within the RFP.

GAIN reserves the absolute right to:

- accept or reject any or all Proposals with or without notice or reason
- accept or reject any proposal in whole or in part
- accept a proposal other than the lowest priced
- negotiate with any, all or none of the Bidders
- modify or cancel this RFP

Acceptance of Proposals

GAIN is under no obligation to accept the lowest priced Proposal, or any Proposal, and reserves the right to reject any Proposal which is incomplete, conditional, or not complying with the RFP documents.

A Proposal may be for all or part of the Requirement and may be accepted by GAIN either wholly or in part.

A Proposal will not be accepted, in whole or in part, unless and until GAIN has signed a Contract in writing to the successful Bidder. GAIN reserves the right to:

- amend the terms and conditions of the procurement process
  cancel the evaluation and award process at any stage
  require the Bidder to clarify its Proposal in writing and/or provide additional information.

Failure to respond adequately may result in the Bidder not being selected.

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 RFP.

Validity of Proposals

Proposals submitted in response to this RFP 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 RFP closing date and time by written notice to the Company.

Interpretation of Requirements

Bidders are responsible for ensuring that they have all the information required for the preparation of their tenders and that they satisfy themselves about the information and correct interpretation of terminology used in the tender documentation.

Bidders must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

Assumptions

Any assumptions that have been made in responding to this RFP 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 RFP documents. Bidders must ensure

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

Feedback to unsuccessful Bidders

GAIN appreciates that significant time and resource goes into preparing a tender response, and we try to ensure that feedback is provided to all unsuccessful Bidders.

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

Inconsistencies and omissions

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

RFP documents

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

Disclaimers

Whilst the material in this RFP and the Information has been prepared in good faith, it does not purport to be comprehensive, nor has it been independently verified.

Neither GAIN nor their advisors, their respective directors, officers, members, partners, employees, other staff or agents makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the Information; or accepts any responsibility for the information contained in the Information or for their fairness, accuracy or completeness of that Information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such Information or any subsequent communication.

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.

VI. OFFER OF SERVICES

I/we agree to supply the required services described within this Request for Proposal, for the sum of:

Sum in figures: ……..……

Sum in words.....……..……

I/we the undersigned confirm that I/we are able to furnish all expertise, supervision, materials, and any other things necessary to complete, to the entire satisfaction of the Executive Director or

authorised representative, required services described within this Request for Proposal, according to GAIN's terms and conditions.

I/we agree that any obvious errors in pricing or errors in arithmetic that may discovered by GAIN in examination of the priced Specification submitted by me/us shall have no effect on the amount of this offer unless GAIN shall otherwise decide.

I/we understand that the lowest or any tender will not necessarily be accepted.

I/we agree that the Offer of Services will remain valid for a period of ninety (90) calendar days after the date of its receipt by GAIN.

I/we confirm that I/we have read the GAIN Code of Conduct and understand my/our duties under the Code.

I/We confirm that I/we have no actual, potential or perceived conflicts of interest which apply to this procurement OR that I have notified GAIN in writing of any actual, potential or perceived conflicts of interest which apply to this procurement.

I/We confirm that we will use the following organizational and payment details, if our Bid is successful:

Company name (including any trading names)	
Registered Company address, including postal code and country	
Company Registration Number	
Tax Identification Number (TIN) - if not applicable, please put N/A	
Business Identification Number (TIN) - if not applicable, please put N/A	
Company contact phone number	
Company contact email address	
Bank where account is held (name of the bank)	
Name on the payment bank account (individual/company name)	
Bank Account Number	
Swift/BIC Number - if not applicable, please put N/A	
IBAN Number - if not applicable please put N/A	
If you are an independent contractor based in the United States of America, or eligible to pay tax in the United States of America, please include a copy of your W-9 form	

Declaration on AI use Please indicate where in the proposal AI was used; how it was used (e.g., drafting, editing, summarizing), and why it was used in that context.	
Signed by:	
Print Name:	

Job Title:	
For and on behalf of (Company name):	
Date:	