

REQUEST FOR PROPOSALS

**TO DESIGN & BUILD A MARKET FACILITATOR MODEL THAT SUPPORTS
THE AVAILABILITY, SAFETY AND TRACEABILITY OF NUTRITIOUS
VEGETABLES AT POINTS OF PURCHASE IN UGANDA**

ISSUED BY

THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

DATE: 15TH JANUARY 2024

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	3
1. ABOUT GAIN	3
2. BACKGROUND	3
3. SCOPE OF WORK AND DELIVERABLES	4
4. DELIVERABLES	5
II. INSTRUCTIONS FOR RESPONDING	5
1. MINI ELIGIBILITY CRITERIA	5
2. CONTACT	5
3. BUDGET	5
4. FORMAT FOR PROPOSAL	5
5. SUBMISSION AND DEADLINE	6
6. DEADLINE	7
7. UNACCEPTABLE	7
8. REVISIONS	7
9. ACCEPTANCE	7
10. COMPLETION	7
11. RIGHTS OF REJECTION	8
12. REFERENCES	8
13. RELEASE OF INFORMATION	8
III. TERMS AND CONDITIONS OF THIS SOLICITATION	8
1. NOTICE OF NON-BINDING SOLICITATION	8
2. CONFIDENTIALITY	8
3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL	8
4. EVALUATION CRITERIA	8
5. REVIEW PROCESS	9
6. LIMITATIONS WITH REGARD TO THIRD PARTIES	9
7. COMMUNICATION	9
8. FINAL ACCEPTANCE	9
9. VALIDITY PERIOD	10
10. INTELLECTUAL PROPERTY	10
11. SCOPE OF CHANGE	10
IV. OFFER OF SERVICES	10

I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Tanzania, Benin and Uganda. 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 (RFPs) and will be the administrative lead organisation for this RFPs.

In Uganda and in neighbouring countries, majority of adults do not meet the WHO recommendations of 200 grams of daily vegetable consumption. In line with national efforts, GAIN has been developing a new market-based approach to scale programmes aimed at improving diets through increasing the consumption of vegetables.

Therefore, GAIN is implementing the ‘Vegetables for All’ project in Uganda that aims at improving dietary diversity through increasing the consumption of vegetables for low-income consumers in urban and peri-urban areas.

Furthermore, Uganda faces multiple nutritional burdens, namely obesity, overweight, undernutrition, micronutrient deficiency and diet-related non-communicable diseases. Many people eat unbalanced diets with large amounts of staple foods high in carbohydrates but lacking sufficient proteins and micronutrients such as vitamins and minerals which are obtained from fruits, vegetables, pulses, or animal source foods (ASF), contributing to the high prevalence of micronutrient deficiency. Fruits and vegetables are an important source of vitamins, vital minerals and dietary fibre which has been associated with lower incidence of obesity. Despite the importance of consuming fruits and vegetables to human health, there is scanty information regarding the levels and adequacy of consumption of fruits and vegetables in Uganda.

The project’s overall goal is to contribute to improving nutritious diets through increased consumption of vegetables, resulting in low-income consumers who will have a more diverse, adequate, and/or resilient diet through improved vegetable consumption.

Our target audience are parents from low-income households with monthly incomes ranging between 250,000 Uganda shillings and 600,000 Uganda shillings. We seek to influence mothers/caregivers who are the key

decision makers in what is purchased and cooked. The project will be implemented in the eight districts: Mbale, Mukono, Jinja, Wakiso, Mpigi, Kampala, Kayunga and Mityana.

The project has several components – advertising through TV & radio, promotion at points of purchase and improving distribution & availability of safe vegetables.

The Market Facilitator Model is needed to ensure that BOP consumers can easily buy safe vegetables from their familiar vegetable vendors near where they live or work. These vendors need support to secure reliable supply of vegetables from producers who practice safe growing methods. This model is needed to establish mutually beneficial relationship between various stages of the vegetable value chain all the way from farmers / FPOS to vendors selling to consumers. These relationships need to be set up in such a way as to support traceability and safety to ensure quality and reliability of supplies. This model needs to make sourcing more efficient and predictable. Vendors should benefit from more consistency and lower shipping costs by using the MF model, while buyers will have access to a broader selection of quality items at more predictable prices.

3. SCOPE OF WORK AND DELIVERABLES

PURPOSE

The purpose of this RFP is to seek proposals for designing, building and then operating a market facilitator model that supports the availability, safety and traceability of nutritious vegetables at points of purchase.

OBJECTIVES

The objectives of the service provider are to:

1. To understand the current distribution model operating in Uganda that serves vegetables to low-income consumers.
2. To assess applicability of the market facilitator model used in Kenya and adjust it to fit the Ugandan context.
3. To build and implement the model for first few months.
4. To demonstrate as much progress as possible on ensuring traceability and safety.

It is expected that the agency will work in close collaboration with GAIN for at least 18 months, from design to implementation. GAIN's demand creation team will develop the promotional strategy, and the Service Provider is expected to provide input to that strategy. Initially the contract will be for 18 months but may be extendable based on performance and availability of budget.

TASKS

- Conduct a study of the current distribution model for vegetables in the 8 Project Implementation districts, identify gaps and how to address these gaps.
- Assess the applicability of the Kenyan model to Uganda and recommend adjustments to fit within the Ugandan context. This approach is intended to facilitate learning and refinement of the model before broader application.
- Conduct all the preparatory activities needed for the initial implementation phase of the model. This will include the development of recruitment plan and training curricula for market facilitators and vegetable vendors, the establishment of a vegetable supplier roster for the project, the development of clear standard operating procedures for the implementation of the model, the establishment of monitoring and supervision plans, etc.

- Based on lessons learned during the initial implementation phase, adapt the market facilitator model and develop any additional materials needed for large scale implementation.
- Demonstrate as much as possible strategies to ensure traceability and safety of vegetables.
- Development of a digital market system to improve efficiency in linkages between farmers and vegetable vendors and other digital systems like mobile money payment system to track the transactions made.
- Provision of monitoring data to improve efficiency and effectiveness of the MF model.

4. DELIVERABLES

- An inception report articulating the key opportunities for intervening in the vegetable supply chain for improving offering of vegetables at point of purchase and proposed adaptation of market facilitator model for addressing them after studying the current distribution model for vegetables.
- Standard Operation Procedures (SOPs) needed for initial implementation of the market facilitator model.
- Monitoring reports of initial implementation of the market facilitator model.
- Revised market facilitator model adapted to the learnings from initial implementation.
- Operationalization strategy for large-scale implementation of the market facilitator model.
- Final report.

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. MINI ELIGIBILITY CRITERIA

- Must operate as an Independent and non-politically affiliated organisation.
- Must be a registered legal entity in Uganda, as applicable, at least 2 years prior to the submission.
- Experience of at least 3 years implementing similar activity in Uganda is a must have.

2. CONTACT

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to hegesa@gainhealth.org copying in bbalungi@gainhealth.org. Queries sent by **29th January 2024** at 5:00pm EAT will be responded to on **31st January 2024** with subject line '**Design and build market facilitator model to support the availability, safety and traceability of nutritious vegetables at a point of purchase**'. Responses will not be confidential except in cases where proprietary information is involved.

3. BUDGET

Applicants are required to provide a detailed budget in Uganda Shillings. The final budget amount will have to be approved by the organisation prior to starting the project. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs including: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required. Our estimated budget is between \$140,000 to \$170,000.

4. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

Technical proposal:

- i. Description of previous relevant work (maximum 1 page per example), especially demonstrating evidence of successful similar work in Uganda
- ii. Composition of team with names of all key staff. Please include a description of everyone role on the project and during which phase they would be working on including their qualifications and experience.
- iii. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed (maximum 15 pages) with the proposed methodology with clear activities and process for conducting this service.
- iv. A detailed work plan for completing the main activities, including planning, implementation, and reporting, should be provided where a Gantt diagram is preferred.
- v. A timeline of the development process from briefing to approval of final proposal, providing clarity as to how the agency would collaborate with the GAIN team at each stage.
- vi. Three references (ideally, they would be from the relevant work examples provided in part I.)

Financial proposal must include:

- i. Fees for the duration of the assignment.
- ii. Detailed budget justification.
- iii. Offer of services.

Proposals are accepted in PowerPoint format or word format (google docs)

THE PITCH

Only three (3) applicants with the strongest proposals will be selected to make a pitch. The duration of the pitch will be 60 minutes (30 minutes for their presentation and 30 minutes for questions). Overall timings will be strictly adhered to and there will be no opportunity for over-runs. Pitches should be designed accordingly. Pitches should be made by the intended applicant team, with only brief introductions from senior staff.

All applicants will be informed by **23rd February 2024**, of the outcome and relevant contact details should be included in the leave-behind. The successful agency is expected to attend an inception meeting to make immediate progress on developing the creative work.

PITCH DELIVERABLES

It is not expected that the applicants will present all the ultimate deliverables in the pitch. What we would like you to focus on is:

- Share the approaches and methodologies you will use to do this work.
- Previous experience of similar work.
- Any incremental tactical ideas the applicant would like GAIN to consider.
- Key risks you foresee and thoughts on how to manage these risks.

5. SUBMISSION AND DEADLINE

Completed proposals should be submitted in electronic format to ugandainfo@gainhealth.org copying in hegesa@gainhealth.org and bbalungi@gainhealth.org. by email by **7th February 2024** with subject line 'Design and build market facilitator model to support the availability, safety and traceability of nutritious vegetables at a point of purchase'.

6. DEADLINE

TASK	DATE
RFP Publication	15 th January 2024
Deadline for Inquiries	29 th January 2024
Deadline for Responses for Inquires	31 st January 2024
Submission	7 th February 2024
Communication to the shortlisted companies	14 th February 2024
Presentations	21 st February 2024
Announcement of winning agency	23 rd February 2024
Issuing LPO	7 th March 2024
Contracting process completed	15 th March 2024

7. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Incomplete proposals.
- Proposals that are not signed.

8. REVISIONS

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

9. 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.

10. 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.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

11. 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.

12. 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.

13. 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 all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

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

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. 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:
 - 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:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed strategy.
- 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:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - 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) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

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

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party because of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type 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)

ANNEX

OUR PROPOSED MARKET FACILITATOR MODEL

