REQUEST FOR PROPOSALS

RESEARCH ASSISTANT ON FOOD CULTURE

DEMAND GENERATION ALLIANCE (DGA)

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

Most demand generation actions aimed at improving the consumption of nutritious and sustainable diets and foods occur at the individual level (e.g., consumer knowledge, affordability) or at the food environment level (e.g., marketing and promotion, choice offering, choice architecture, food prices). Actions at a higher, societal level, the Enabling Environment, are in the economic (taxes), political (marketing limitations) and information domains (labelling). There are limited efforts that addresses food culture, yet these significantly influence what is acceptable, desired, and preferred.

The Demand Generation Alliance is a recently established initiative (2020), which aims to address food culture as driver for large scale consumption changes. The DGA’s strategic framework sets out how to address food culture while its core operating model sets out how the alliance will operate. The DGA seeks to establish local country alliances in Kenya, Indonesia, and India.

On of the pillars in DGA’s operating model is to ‘Build Knowledge’. Currently this is operationalized as a Technical Advisory Group, literature reviews to inform the strategic framework, and peer reviewed publications. ‘Food Culture’ is the core technical areas where knowledge needs to be consolidated and disseminated.

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 a Service Provider knowledgeable in anthropology, sociology, ethnography, food ways, etc. to support research and knowledge tasks (e.g., literature reviews, peer reviewed publications, and document reviews) on food culture.

3. SCOPE OF WORK AND DELIVERABLES

The Service Provider will provide research and technical support, working closely with Dr. Monterrosa and other individuals in the Build Knowledge pillar of the DGA. The Service Provider must have access to
scholarly databases with links to download journal articles. Please note that this is a remote-based position, with no requirements on geographical location.

3.1. OBJECTIVES
The Service Provider will advance the research & knowledge tasks prioritized under the DGA’s work plan, as further described in the deliverables.

3.2. DELIVERABLES
- Develop a 3-page case study on the role of food culture and behaviour change
- Complete the technical review of a curriculum on the topic of food culture, developed an existing service provider with food culture expertise, to ensure it is technically sound.
- Lead the technical review of communication materials (e.g., short project briefs, updates to webpage, or blogs), prepared by DGA communication agency, to ensure they are technically sound.
- Co-author a peer reviewed publication on the DGA’s strategic framework, including leading the literature review, drafting manuscript, publication submission, and drafting the response to reviewers.
- Conduct a brief needs assessment on how to best provide research support on food culture to the local DGA Alliances in Kenya, Indonesia, India.
- Based on the needs assessment, prepare a brief for a 4-part webinar series, aimed at key opinion leaders & academics in food, nutrition, climate sectors, focused on food culture research methods.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Anticipated timeline, to be agreed upon with service provider upon the award</th>
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<tbody>
<tr>
<td>Technical review for food culture course</td>
<td>August – September 2023</td>
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<tr>
<td>Case study on behaviour change and culture</td>
<td>September 30, 2023</td>
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<tr>
<td>Technical review of communication materials</td>
<td>Ongoing, September 30, 2023 – March 2024</td>
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<td>Submission of peer review manuscript</td>
<td>November 30, 2023</td>
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<td>Needs Assessment</td>
<td>Feb 1, 2024</td>
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<td>Webinar Outline</td>
<td>March 1, 2024</td>
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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
Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.
Eva Monterrosa, PhD. Theme Lead
Email: rfp@gainhealth.org
2. **BUDGET**

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project. Applicants are encouraged to provide day rates and costs estimates per deliverables.

3. **FORMAT FOR PROPOSAL**

The proposal needs to be formatted as follows:

A detailed profile and CV, not exceeding 3 pages, highlighting relevant qualifications, research and translational expertise and experience to support this work. **Minimum research experience is master’s degree (close to completion or completed).** The applicant must note the access to scholarly database with access to journals.

Any relevant examples of past work.

A timeline for undertaking and completing the main activities (a Gantt diagram is preferred), including number of days/month and anticipated availability.

A budget estimate in USD (US Dollars) broken down by deliverables and cost/day, accompanied by a brief narrative justification. The budget should be inclusive of all taxes/VAT and indirect costs.

Proposal not to exceed 10 pages, double spaced, inclusive of examples, CV, timeline, budget.

Please see evaluation criteria under ‘terms and condition’ section for further guidance.

4. **SUBMISSION**

Originals should be submitted as follows:

One electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

rfp@gainhealth.org, subject line: ‘Research Assistant DGA’

5. **DEADLINE**

Completed proposals should be submitted by email, as noted in section 4, before 23:59 h Central European Time on Wednesday, July 28, 2023. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

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.

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.

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.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that 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:
  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 Proposed approach for each deliverable
  o Providing summary of relevant experience
  o Evidence of experience via examples / publications/ case studies/ links to website etc.

Comprehensiveness of work plan and reasonableness of proposed time frame:
  o Feasible timeline to ensure successful completion of deliverables.
  o Availability per week/per month is clearly identified.
  o The work plan provides details on how activities will be completed.

Detailed budget demonstrating that the proposed approach provides good value for money:
  o Brief budget narrative.
  o The individual working on this has the relevant subject matter experience

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 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.
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 into 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:
2. ________________________________
3. ________________________________
4. ________________________________
5. ________________________________
6. ________________________________
7. ________________________________
8. (Print or type business, corporate name and address)
9. 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.
10. 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.

11. 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 _____________.

_________________________________  Signature (applicant)

_________________________________  Signature (applicant)