REQUEST FOR PROPOSALS

SOCIAL BEHAVIOURAL CHANGE COMMUNICATION (SBCC) CAMPAIGN FOR VITAMIN A NUTRIENT ENRICHED PRIORITY STAPLE CROPS IN NIGERIA

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

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

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

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

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

GAIN's Workforce Nutrition programme aims to improve the nutrition of workers and farmers in low- and middle-income countries or communities. The programme focuses on improving the access and demand for healthier diets using existing business structures as an entry point (workplaces or supply chains). GAIN began its workforce nutrition programme in 2013 and has reached over 230,000 estate workers, smallholder farmers and their families in the tea, cocoa and garment supply chain across Africa and Asia. We currently work with partners in the tea sector (India, Kenya, and Malawi), cocoa sector (Ghana), garment sector (Bangladesh), and we are running pilots in a variety of industry sectors in Mozambique.

Our work on biofortified crops aims to scale access to and demand for nutrient-dense varieties of commonly consumed staples such as maize, sweet potato and cassava through targeted support to address challenges and constraints to increased production and consumption of these foods. We do this through market development and commercialization, such as in our partnership with HarvestPlus and through noncommercial pathways focused on farming households and public procurement systems. A key part of our approach is improving the enabling environment for biofortified seeds, crops and food products through advocacy, catalytic financing, and the licensing of technology and related services.

GAIN supports businesses, especially micro, small, and medium-sized enterprises (MSMEs), through most of our programmatic offerings. This support is coordinated through the Scaling Up Nutrition (SUN) Business Network (SBN), which is convened by GAIN in Nigeria and was launched in 2016 to improve and strengthen the private sector's contribution to nutrition. The Network has supported businesses with brokering business-to-business linkages, facilitating connections to government and other sectors, including development partners, and capacity building for MSMEs to address critical barriers to start, grow and scale their business. Specific support areas include access to finance, access to markets, quality control and assurance in their production processes, and food safety and nutrition education.

2. Background

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

The purpose of this RFP is to engage services of a Service Provider to implement a Social Behavioural change campaign for nutrient enriched priority staple crops (vitamin A cassava, vitamin A maize, rice and orange-fleshed sweet potato) in Benue, Nasarawa, Kaduna and Oyo states of Nigeria; promote increased consumption, cultivation and commercialization of these nutrient enriched priority staples. This campaign will promote the objectives of the **Strengthening Nutrition in Priority Staples** project in the focal states.

The Strengthening Nutrition in Priority Staples project is currently implemented by The Global Alliance for Improved Nutrition in partnership with GIZ and the Green Innovation Centre for the Agricultural and Food Sector in Nigeria (GIC), with support from the German Government through the Federal Ministry for Economic Cooperation and Development (BMZ). The Strengthening nutrition project will strengthen the GIC priority value chains and improve food security and safety through improved diets for farmers, farm workers, other workers in businesses in these value chains, and among the wider population in Nigeria. The SNIPS project is aimed at improving nutrition through improved diets for farmers, farmworkers, and their households; as well as other value chain actors by improving food security and safety. This goal will be achieved through the following objectives:

- Increased consumption of safe, nutritious foods by smallholder farmers, their families, and the wider population
- Strengthened cassava, maize, sweet potato, and rice value chains in Nigeria which provide more, safe nutritious foods to consumers
- Increased use of nutritious varieties of the target staples in processed foods
- Improved productivity & efficiency of farmers and other businesses to improve the production of safe, nutritious foods in the cassava, maize, sweet potato, and rice value chains

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

- A workforce nutrition programme to support farmers and workers in these value chains to improve and diversify their diets;
- Business support services to make a wide variety of nutritious and safe foods more accessible, affordable and desirable; and
- Increased production and consumption of biofortified varieties of maize, cassava, and sweet potato

Farmers' nutritional health is directly linked to their productivity and earning potential both in terms of their own household, farms and businesses, and in terms of their contribution to national economic growth. However, farming families and households are often not aware of the importance of the nutrient content of the foods they produce and consume, and they are often unaware of the importance of the consumption of a diverse diet. Farmers engaged in the production of the priority staples in focus may be able to access foods that meet their energy needs but even earning good income from their business does not usually translate to accessing a sufficiently diverse diet. The costs of poor nutrition on lost revenues to businesses in a context like Nigeria, where underweight, stunting and anaemia are prevalent in rural areas, and obesity rates are growing could mean as much as 2.7% of GDP is lost from lower worker productivity (Chatham House, 2020).

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

SMEs handle most of the food that is produced, transported, marketed, and consumed in low-income countries such as Nigeria. These SMEs are however hindered by a lack of business knowledge and skills and often lack the resources to take advantage of the opportunities around them to innovate and secure higher value from their smallholder investments. Lack of awareness of food safety regulations, good practices and how to adhere to them, also means that many consumers are exposed to contaminated or otherwise unsafe foods.

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

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

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

The *biofortification component* aims to work with farmers and farming households to promote adoption, cultivation, and utilization of these staples by the farming households and other food processors. The workstream will promote Vitamin A Cassava, Vitamin A Maize and Orange Fleshed Sweet Potato (OFSP) in Oyo, Kaduna, and Benue/Oyo states, respectively

3. OBJECTIVES

The main objective is to engage a service provider to implement a Social Behavioural change campaign aimed at increasing demand for nutrient enriched priority staple crops (cassava, maize, rice and orange-fleshed sweet potato) in Benue, Nasarawa, Kaduna and Oyo states of Nigeria; promote increased consumption, cultivation and commercialization of these nutrient enriched priority staples and targeted safe and nutritious foods. This campaign will promote the objectives of the **Strengthening Nutrition in Priority Staples** project. The SBCC agency selected will implement the behavior change communication campaign, building upon the insights research earlier conducted by a SBCC design agency. The insights research which will provide insights into the three workstreams (biofortification, business support and workforce nutrition) will form the basis of communication activities including interpersonal, media and community mobilization approaches. The

campaign will seek to modify the current behaviors of the audience and promote the adoption of new behaviors while combining multiple SBCC approaches that resonates across the different audience segments with targeted messages. These approaches will include;

- Interpersonal approaches: counselling, education and support groups
- Media: Mass media, small print media, traditional media, social media, mobile technology
- Community mobilization: campaigns

The campaign will also employ opportunities, approaches and entry points to both identify and regularly reach farmers and households with messages, as well as to connect them with the identified access components of the programme. Entry points should use existing delivery structures with the GIC programme such as the agricultural development programs (ADPs) at state level, existing service delivery models such as partnerships that have already organized farmers into farmers groups and are providing services. Finally, the campaign will aim to advocate and engage with the state and national governments on the workforce nutrition, support to nutritious food businesses and the adoption of biofortified varieties of the target staples. Building on this, the SBCC agency will implement a powerful and engaging behaviour change communication campaign to improve both access to and demand for targeted nutritious foods among smallholder farmer families. The SBCC agency is expected to achieve the following **specific objectives**:

1. Develop a set of nutrition key messages that are not only based on the insights research on which targeted foods and food groups to promote, but also address the emotional triggers, barriers, enablers and motivators for behaviour change
2. To develop and implement a social behavioural change campaign with **a direct reach of 10, 000 participants** aimed at improving the demand for nutrient enriched priority staples while employing cost-effective, scalable approaches and leverage existing communication channels and implementation structures as identified in the formative research
3. To implement communication interventions aimed at increasing the willingness to buy, grow or consume targeted nutritious and safe foods, including nutrient enriched priority staples and nutritious foods.
4. To implement communication campaigns aimed at promoting the cultivation, commercialization, consumption of nutrient enriched priority staples across the three workstreams of the SNiPS project **(Biofortification, Business support and Workforce nutrition).** The implementation should include an approach to improve awareness and demand for biofortified crops targeting value chain actors to promote adoption of these crops by farmers and consumption amongst farming households and other consumers in the implementation states.

3.1 PROJECT STATES, LGAs AND VALUE CHAINS

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

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

4. SCOPE OF WORK AND DELIVERABLES

4.1 SCOPE OF WORK

The successful applicant shall present the following services:

- Develop a communication strategy document to guide the implementation of the campaign across the targeted states.

- Design communication materials across the various audience segment identified across the workstreams
- Pretest communication materials designed
- Implement the social behavioural change campaign reaching 10,000 participants directly across the 4 focal states and 16 LGAs
- Submit SBC campaign deliverables covering each state of intervention including attendance list, campaign reports, all communication materials and documents etc.

The proposed methodology should be outlined in the proposal. It is expected that the selected applicants will work in close collaboration with the GAIN Nigeria Senior Project Manager, partners and stakeholders within the broader project.

4.2 DELIVERABLES

Table 1: Scope of Work: Activities and deliverables applicable to all countries

Activities	Deliverables
The deadline to submit questions	24th October 2022
Proposal submission deadline Design communication approaches including methodology, implementation plan, budget details, and schedule of activities	28th October,2022
Final response regarding the selection of Service Provider	31st October,2022
Contracting process finalized	4th November,2022
Develop the behaviour change communication strategy and key messages clearly outlining the insights on which it is built	High quality communication strategy including draft and revisions as requested by GAIN by 7th **November 2022**
Develop communication materials as per the communication strategy, including consumer concept testing through qualitative approaches	High quality communication materials including draft and revisions as requested by GAIN by 9th **November, 2022**
Implement SBCC that builds upon the insights from the insights research in the 4 states	Activity report on SBCC gathered from **December,2022**
Submission of final report including the attendance lists, communication materials, SBC campaign final report, and incorporating all changes highlighted in response to the draft report and recommendations from the consultation.	Final report submission by **January, 2023**

5. QUALIFICATIONS

The Service Provider shall be an organization legally registered in Nigeria and with demonstrated experience, in-depth knowledge and understanding of design and implementation of impactful social behavioural change campaigns in Nigeria's agricultural and nutrition sector.

The Service Provider should have an initial network of contacts in the Agricultural industry, knowledge of the activities of value chain actors in the select states and proven expertise in successfully delivering a similar activity.

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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

Key programme and technical staff from GAIN are part of the selection team of the organization and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to aadewusi@gainhealth.org with gehiabhi@gainhealth.org in copy. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

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

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

1. **Technical proposal** outlining the design process and research strategy to test the campaign ideas; detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise, past experience (previous campaigns designed over the last five years which are relevant for this work) and references.
2. **Financial proposal** outlining budget accompanied by a budget narrative (as above).

4. SUBMISSION

The original proposals should be submitted in electronic copy on or before the 28th of October 2022 and addressed to aadewusi@gainhealth.org copying gehiabhi@gainhealth.org and jpilaku@gainhealth.org. Please include **SBCC IMPLEMENTATION AGENCY** as the subject for your submission. Requests for additional information can be directed to the same e-mail addresses.

5. DEADLINE

Completed proposals should be submitted to GAIN **before 5:00 pm WAT on 28th October 2022.**

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:
    - 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 information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
    - 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 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:

_____

_____

_____

(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. To be completed
    b. To be completed
    c. To be completed
    d. To be completed
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 Add Month and Year

_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)