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REQUEST FOR PROPOSALS

**SCOPING STUDY ON ENVIRONMENTAL FRAMES IN KENYA –  
PERSPECTIVES FROM THE TARGET AUDIENCE**

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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

Global indicators for malnutrition and food security have remained stubbornly high in the past decade. Currently, the world is facing three interlinked crises: the persistent and increasingly negative impacts of climate change, the legacy of two years of COVID disruptions, and a ramping up of conflicts around the world, most visibly in Ukraine.

These shocks have profound implications for food systems and, ultimately, the people who are impacted by these food systems. The current performance of our food systems has made these shocks more likely to occur and their impact more severe. These crises represent an opportunity to transform food systems in the medium term to mitigate the kinds of effects we are currently witnessing.

The two major accomplishments of the food-related Summits of 2021 were (1) widespread agreement on the need for food system transformation to accelerate progress towards the SDGs, and (2) new prospects for transformation with the establishment of over 100 country food system pathways. Thus the stage is set for much needed transformation, working at a practical level, country by country.

The most pressing challenge now is the further development and refinement of the country food system pathways and their implementation. This is key to accelerate progress towards the SDGs. The goal of GAIN’s Nourishing Food Pathways or *Pathways* programme is to strengthen and support the implementation of 10 country food system pathways so they can accelerate improvements in the consumption of safe nutritious food for all, especially the most vulnerable,

produced in a sustainable way. The refinement and implementation of these pathways will also serve as exemplars and support for the implementation of pathways in countries beyond the ten in focus.

Pathways' fifth workstream connects nutrition and environmental agendas within food systems pathways at a practical level. It aims to explore the convergence of food environment and climate work to meet countries' aspirations for improved nutrition, seeking to identify ways to motivate consumers to make food choices that improve both human and planetary health. The potential issue with linking explicitly to planetary health aspirations is that it presumes these aspirations matter to consumers.

This work will provide a better understanding of the potential for creating desire for foods that are linked to improving health and environment at the same time and identify tangible innovations for scale-up, if the campaign deems to be effective.

The purpose of this RFP is to engage services of a Service Provider to conduct a preliminary study to understand how consumers in Kenya view environmental issues, and whether (and how) they see them as related to food and health. The study's 'target audience' should be low-income consumers, but with a special focus on those families with children under the age of 15 years where feasible.

The main research question of this study is: What type of frames (i.e., ways of perceiving, thinking, communicating, and persuading) are used when Kenyan consumers think and talk about the environment? The specific research questions for this study are:

- How is the environment discussed in popular culture/media? Is it connected to health or food in any way?
- What language, metaphors are used by consumers when discussing the environment?
- Does the environment feature in the target audience's daily life, particularly as they think about food? If so, how?
- Does health feature in the target audience's daily life, particularly as they think about food? If so, how?

The results of this work will be used to shape a follow-up consumer research study about food, health, and environment.

To address the research questions, the service provider is expected to conduct a scoping review of existing documents and research, including key informant interviews with local environmental experts to identify grey literature, and focus group discussions (FGDs) with the target audience (minimum 6-8 FGDs). The service provider should conduct a thematic analysis of the FGDs.

### **3. SCOPE OF WORK AND DELIVERABLES**

Tasks:

1. Draft study protocol including i) detailed guidelines for conducting scoping review, and ii) procedures for conducting key informant interviews and focus group discussions.
2. Revise study protocol in response to GAIN feedback

3. Conduct scoping review according to established protocol.
4. Prepare recruitment plan to ensure reaching the intended target audiences.
5. Prepare training materials and brief data collection manual.
6. Prepare all preliminary activities needed to conduct field work activities such as training staff, requesting local permission for field work.
7. Test data collection instruments with target group. Refine instruments and data collection procedures based on results.
8. Conduct data collection according to established protocol.
9. Develop a data analysis plan, including thematic analysis.
10. Transcribe audio files of FGDs and translate to English.
11. Develop a Powerpoint presentation with preliminary results.
12. Prepare final report.
13. Participate in discussions with GAIN and partners regarding data analysis and interpretation.

### 3.1. OBJECTIVES

The objectives of the research study are to understand how environment and health feature among the population in general, with specific focus on families with children under the age of 15 years in Kenya.

### 3.2. DELIVERABLES

The service shall be performed between 16 October and 22 December 2023.

<b>Deliverables</b>	<b>Date Deliverable Due (tentative timeline, to be updated)</b>
Report with scoping review	30 October 2023
Data collection instruments for FGDs	6 November 2023
Powerpoint presentation with preliminary results of FGDs	4 December 2023
Brief field work report	15 December 2023
Anonymized transcripts and final report	22 December 2023

## 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 [rfp@gainhealth.org](mailto:rfp@gainhealth.org) with subject line 'Environmental frames Kenya - inquiry'. Responses will not be confidential except in cases where proprietary information is involved.

## 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.

## 3. FORMAT FOR PROPOSAL

Interested applicants should prepare a brief proposal (maximum 5 pages) that includes:

- Description of research proposal with clear activities and process for conducting this service. This should include the type of research methods, justification for use, and sampling.
- *Activities and timeline:* A timeline for undertaking and completing the main activities, including planning, implementation, and reporting, should be provided. A Gantt diagram is preferred.
- *Budget:* Provide a budget in USD (US Dollar), 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.
- 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.
- A completed 'Offer of Services' form (see end of RFP for template).

## 4. SUBMISSION AND DEADLINE

Completed proposals should be submitted in electronic format to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by email **on 9 October 2023** with subject line 'Environmental frames Kenya – proposal'.

## 5. 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.

## 6. REVISIONS

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

## 7. 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.

## 8. 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.

## **9. 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.

## **10. 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.

## **11. 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 Providing detailed technical documentation of the proposed strategy.
  - o 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:
  - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - o 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**

14. Offer submitted by:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Print or type business, corporate name and address)

15. 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:

16. Click or tap here to enter text.

17. Click or tap here to enter text.

18. Click or tap here to enter text.





19. Click or tap here to enter text.

20. 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.

21. 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)