

**RFP TO RECRUIT LOCAL CIVIL SOCIETY ORGANIZATIONS  
INVITATION TO POTENTIAL LOCAL CIVIL SOCIETY  
ORGANIZATIONS TO STRENGTHEN THE ADVOCACY OF FORTIFIED  
FOOD PRODUCTS (WHEAT FLOUR AND EDIBLE OIL) IN ETHIOPIA**

**REQUEST FOR PROPOSALS**

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**INVITATION TO POTENTIAL LOCAL CIVIL SOCIETY ORGANIZATIONS  
TO STRENGTHEN THE ADVOCACY OF FORTIFIED FOOD PRODUCTS (WHEAT  
FLOUR AND EDIBLE OIL) IN ETHIOPIA**

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**Issued by  
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## 1. 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.

## 2. BACKGROUND

Despite significant progress, malnutrition remains a pressing global challenge. It causes both immediate and long-term health problems for individuals and undermines productivity, leading to serious socioeconomic consequences for countries.

Micronutrient malnutrition, most commonly deficiencies in iron, iodine, vitamin A, zinc, and folate, affects nearly half of children under five worldwide and about one-third of the global population. Large-Scale Food Fortification (LSFF) has been proven to significantly improve nutrition, health, and developmental outcomes. A recent systematic review showed that LSFF programs enhanced micronutrient status and health outcomes in low- and middle-income countries, including reducing birth defects and improving iron and vitamin A status.

In Ethiopia, reliable access to safe and nutritious food is central to national health and development. Fortifying wheat flour and edible oil are cost-effective, evidence-based interventions with the potential to reduce micronutrient deficiencies among millions of women, children, and vulnerable populations. To accelerate progress, GAIN has strengthened partnerships with key government institutions to support improved implementation and monitoring of national fortification mandates. At the same time, we have engaged local civil society organizations, development partners, and the private sector through multi-stakeholder platforms, fostering coordinated technical and advocacy efforts. These joint actions have built strong alignment, renewed political will, and a shared roadmap to move from policy to action.

Building on this foundation, GAIN is seeking potential local advocacy partners to strengthen evidence-based advocacy and ensure that duty bearers take meaningful, sustained action to reduce micronutrient deficiencies.

## 3. OBJECTIVES

### General Objective

GAIN is seeking potential local advocacy partners to strengthen evidence-based advocacy and promote meaningful action by duty bearers on fortified food products, specifically wheat flour and edible oil.

## Specific Objectives

- To enhance the use of evidence and data in advocacy efforts that supports the effective implementation of fortified wheat flour and edible oil initiatives.
- To promote meaningful engagement with key duty bearers and decision-makers to encourage policy support, enforcement, and action on food fortification.
- To increase awareness, commitment, and coordinated actions among relevant stakeholders to support the production, regulation, and consumption of safe and quality fortified wheat flour and edible oil.

## 4. SCOPE OF WORK

This work is intended to strengthen evidence-based advocacy to advance the implementation of mandatory fortification of wheat flour and edible oil. It will involve reviewing existing Large-Scale Food Fortification (LSFF) policies and knowledge resources and developing an advocacy working document that outlines key evidence, advocacy priorities, and strategic actions, which will be presented to key stakeholders for alignment. The assignment will also include mapping and engaging relevant stakeholders, including government agencies, private sector actors, NGOs, and LSFF champions, conducting targeted advocacy meetings, workshops, and other methods with decision-makers in collaboration with the country team, and recommending suitable platforms to sustain LSFF advocacy efforts. In addition, the work will support documentation of key barriers and opportunities for LSFF advocacy, contribute to strengthening the advocacy capacity of local civil society organizations, and track emerging issues to ensure advocacy efforts remain coordinated and effective.

The advocacy work included a comprehensive, systems-based approach to strengthening the fortified wheat flour and edible oil value chain by addressing four interlinked pillars: promoting sustainable production, ensuring effective monitoring and quality compliance, driving consumer awareness and demand, and advancing evidence generation to inform decision-making. This is operationalized through targeted stakeholder engagement across the entire ecosystem, including producers, regulators, consumers, and policymakers, while reinforcing documentation, reporting, and data-driven advocacy to support informed and timely decisions at all levels.

## 5. TASKS AND RESPONSIBILITIES

The selected local advocacy partner will:

- Map and engage critical stakeholders, including bodies, private sector actors, NGOs, LSFF champions, and others, to advance LSFF advocacy. This includes promoting public and private sector accountability, community-driven advocacy, and policy support for bulk procurement of fortified wheat flour and edible oil.
- Review existing resources on mandatory wheat flour and edible oil fortification, as well as LSFF knowledge documents, and prepare an advocacy working document for review and alignment.
- Present the advocacy working document in a forum with key stakeholders.
- Identify and outline relevant advocacy priorities.
- Undertake innovative advocacy approaches to support and enhance full compliance with wheat flour and edible oil fortification standards in Ethiopia. Commit to participating in and contributing to the advocacy agenda through established food fortification platforms, such as the joint LSFF advocacy forum.

### Additional Responsibilities:

- Collaborate with the country team and stakeholders to document barriers and opportunities for advancing LSFF advocacy.
- Support the country team in building the advocacy capacity of other local CSOs in the sector to ensure the sustainability of the food fortification mandate.
- Ensure advocacy efforts remain relevant and effective.

## 6. TIMELINES

The selected partner is expected to complete all aspects of the Scope of Work and submit deliverables according to the timeline below:

Deliverable	Deadline
Deadline for the submission of questions by email: <a href="mailto:ethiopiaoffice@gainhealth.org">ethiopiaoffice@gainhealth.org</a>	April 13-14, 2026
A virtual Q&A session on the RFP. Link will be sent by email that the question will be delivered.	Apr 16, 2026, from 10-11:30 AM
<b>Deadline for submission of the proposal</b>	<b>Apr 20, 2026</b>
Finalizing the selection	April 28, 2026
Notifying the winners	April 30, 2026
Debriefing meetings with the GAIN team	May 05, 2026
Submission of Advocacy Working Document	May 11-08, 2026
Contract signing	May 18-21, 2026

## **7. RESPONSIBILITIES OF GAIN**

GAIN will provide overall strategic guidance, coordination, and technical oversight to ensure the successful implementation of the assignment. GAIN will facilitate access to relevant national policies, LSFF technical resources, and existing knowledge products required for the work. The organization will also support coordination with key stakeholders, including government institutions, private sector actors, and development partners, to enable effective engagement and alignment with national food fortification efforts. In addition, GAIN will review and provide technical feedback on key deliverables, including the advocacy working document and other outputs developed during the assignment.

The organization will also monitor progress, provide guidance where needed, and ensure that the advocacy activities remain aligned with national priorities and the objectives of the Large-Scale Food Fortification (LSFF) program.

## **8. RESPONDING INSTRUCTIONS**

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### **BUDGET**

The budget ceiling for this assignment is ETB 8.2 million for 24 months.

Applicants are requested to provide an indicative financial breakdown of proposed activities, ensuring alignment with the scope of work and assigned tasks, within the stated budget ceiling.

### **UNACCEPTABLE**

The following proposals will automatically not be considered or accepted: Proposals that are received after the deadline/ Proposals received outside of the designated submission channel/ incomplete proposals (No Authority for Civil Society Organizations' registration attached).

### **REVISIONS**

Proposals may be revised by electronic mail and confirmed through a signed hard copy submission, provided that such revisions are received before the submission deadline.

### **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.

## **COMPLETION**

Proposals must be submitted on the official letterhead of the lead organization and must be signed by a principal or authorizing signatory of the organization. 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. While GAIN has used considerable efforts to ensure an accurate representation in this 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.

## **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.

## **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.

## **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.

## 9. QUALIFICATIONS

### 9.1. Organizational Capacity

- Legal registration and compliance with the Authority for Civil Society Organizations (ACSO).
- Governance structure with a functioning board and clear decision-making processes.
- Staff expertise in advocacy, policy analysis, communications, Large-scale Food Fortification, and stakeholder engagement.
- Operational systems for project management, monitoring, and reporting.

### 9.2. Advocacy Experience

- Track record of successful advocacy campaigns (policy change, awareness raising, coalition building).
- Evidence of partnerships with government, civil society, or international organizations.
- Ability to influence policy processes at local, national, or regional levels.

### 9.3. Financial and administrative capacity

- Audited financial statements for at least the past year.
- Transparent financial management systems with internal controls.
- Capacity to MANAGE donor funds and comply with reporting requirements.
- Budgeting skills to present realistic and cost-effective proposals

### 9.4. Monitoring, Evaluation, and Learning (MEL) support

- Clear framework for measuring advocacy outcomes (policy shifts, public awareness, stakeholder engagement).
- Capacity to collect and analyse data to demonstrate impact and track progress
- Commitment to learning and adapting strategies based on evidence.
- Capacity to develop and submit periodic progress reports.

## 10. PROPOSAL SUBMISSION GUIDELINE

Applicants are encouraged to submit their questions or clarification on the RFP in advance via email to [ethiopiaoffice@gainhealth.org](mailto:ethiopiaoffice@gainhealth.org) until April 14, 2026, 10 AM. A virtual Q&A session will be organized (April 14, 2026, 10-11:30 AM) to provide clarification on the RFP. During the session, participants will also have the opportunity to raise additional questions.

### Full proposal submission

The applicants are required to submit their full technical proposal and financial details exclusively via [ethiopiaoffice@gainhealth.org](mailto:ethiopiaoffice@gainhealth.org) for the GAIN Ethiopia Office. Completed proposals must be received no later than **5:00 PM EST on April 17, 2026**.

Interested applicants are expected to prepare a comprehensive proposal that includes the following components:

- **Understanding of the RFP** – Clear interpretation of the assignment, objectives, and scope of work
- **Reasons for Interest** – Motivation and rationale for undertaking the assignment
- **Methodology and Approach** – Detailed description of how the work will be implemented, including key approaches
- **Work Plan and Timeline** – Clearly quantified activities with a realistic implementation schedule. At least for 18 months
- **Relevant Experience and References** – Demonstrated experience, supporting references, and evidence of skills and qualifications
- **Team Structure** – Composition of the proposed team and roles/responsibilities of key
- **CVs of key personnel:** the proposed team members, clearly outlining the roles and responsibilities of key personnel
- **Supporting evidence:** demonstrating the organization’s successful delivery of advocacy messages, strategies, and related materials from similar or relevant assignments.

In addition to the above, the applicants are expected to submit: Copy of the Authority for Civil Society Organizations (ACSO) registration

Applicants are required to clearly indicate the following in the email subject line: **“ INVITATION TO POTENTIAL LOCAL CIVIL SOCIETY ORGANIZATIONS TO STRENGTHEN THE ADVOCACY OF FORTIFIED FOOD PRODUCTS (WHEAT FLOUR AND EDIBLE OIL) IN ETHIOPIA.”**

### **11. Eligibility**

The call is only for local civil society organizations in Ethiopia working on nutrition, health food fortification, and food system area.

### **12. ASSESSMENT AND SELECTION CRITERIA**

Proposals will be reviewed by the Selection Team at the global and country office level. The following indicates 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.

### 13. KEY ASSESSMENT CRITERIA AND RATING

A pre-defined technical criterion will be employed for the evaluation of applicants. Failure to secure 70 % in the technical criteria will automatically disqualify the applicant.

No	Criteria	Rating
1	Quality of Technical Proposal, Clear understanding of objectives, and detailed, feasible, and innovative methodology	30
2	Demonstrated solid experience and knowledge in food and nutrition advocacy, particularly Large-Scale Food Fortification (LSFF), with evidence of developed advocacy messages, strategies, and related materials from similar or relevant assignments.	30
3	Team Composition, and well organizational capacity to manage the sub-grant (team with multi-disciplinary team with advocacy, partnership, and stakeholders' management)	20
4	Demonstrated value for money	20
	<b>Total Score</b>	100