

**PROVISION OF COMMUNICATION AND MEDIA MANAGEMENT SERVICES FOR THE  
CASCADE PROJECT**

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**Issued by  
The Global Alliance for Improved Nutrition (GAIN)  
and  
CARE International**

**Closing Date: (26 July 2025)**

**REQUEST FOR PROPOSALS**

## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. GAIN AND CARE

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.

Founded in 1945, **CARE** is a leading international development organization fighting global poverty. CARE places special focus on working alongside women and girls. Equipped with the proper resources, women and girls have the power to lift whole families and entire communities out of poverty.

Today, CARE works in 121 countries, reaching 53 million people through 1,450 projects. We no longer deliver just physical CARE Packages, but we continue to be guided by the spirit of innovation, scale, and helping those most in need that animated our work in the beginning.

A snapshot of our work helps you see our reach and impact: We work with millions of smallholder farmers to increase their productivity and yield; we run the largest micro-savings program in the world, which has enabled 17.6 million people to save together and support one another in small business development; we are innovators in supporting maternal and child health; and we help refugees and people facing crisis in the immediate aftermath as well as over the long-term.

### 2. CASCADE PROJECT

CARE and GAIN are implementing **CAtalyzing Strengthened policy aCtion for heAlthy Diets and resilienceE (CASCADE)** programme from June 2022 – December 2026, with the goal to improve food security and contribute to the reduction of malnutrition of at least five million women of reproductive age and children under fifteen years in Benin, Nigeria, Uganda, Kenya, Ethiopia and Mozambique.

CASCADE has two strategic objectives: it aims to increase access to and

consumption of healthy diets, as well as increasing the resilience of households to economic and climate change-related shocks across the six countries, with a focus on women of reproductive age and children.

To achieve these objectives, CASCADE aims to galvanize government, business, and communities around 5 domains: **1) Improved policy implementation; 2) Engaged private service providers; 3) Strengthened community structures; 4) Empowered women; 5) Strengthened coordination.**

The programme aims to achieve structural and sustainable long-term outcomes by strengthening the implementation of existing national, nutrition-related policies by supporting, facilitating and influencing the government, private sector and other relevant stakeholders, including target groups so that all contribute to the strengthened implementation of nutrition policies.

### **3. PURPOSE OF THE CONSULTANCY**

Through this RFP, CASCADE seeks a qualified service provider to deliver communications and media management services to enhance the visibility of the programme's purpose and progress, document results, and manage strategic communication efforts across the six CASCADE countries and globally for a period of 11 months (August 2025 – June 2026).

Reporting to the Program Director with a dotted line to the Knowledge Management and Learning Consultant, the primary objective of this consultancy is to:

- Lead and support CASCADE's communications efforts at global and country levels.
- Develop high-quality content and materials to amplify program impact.
- Provide strategic technical assistance and capacity building to country teams, where needed.
- Coordinate cross-country communications activities.
- Develop and implement a costed workplan to guide and monitor communications efforts.

### **MANAGEMENT OF THE CONSULTANCY AND WORKING RELATIONSHIPS**

The consultant will be managed by the CASCADE Program Director.

Key working relationships within CASCADE include:

Project Director, Technical Program Manager, Operations and Partnership Manager, Knowledge Management Lead, Advocacy Coordinator, Technical Assistance Leads, Country Project Managers, Country Communication Leads and the Global Communication Team.

CASCADE consortium operates according to a “one team” approach, using one (programme) brand identity across partners and working closely as an integrated programme team to communicate jointly across different platforms and channels. The consultant is expected to integrate and promote this way of working.

#### **4. SCOPE OF WORK**

##### **1. Communication strategy and work plan**

The consultant will be required to:

- Develop a 12-month communications workplan with clear objectives, activities, responsibilities, timelines, and budget; and supported by existing brand guidance.
- Align workplan with programme priorities and global/country communication goals.

##### **2. Content generation**

The consultant will be required to develop a content plan, support content generation, and prepare a dissemination plan that raises awareness of CASCADE’s work with key audiences. This will include:

- Produce multimedia content including, but not limited to, success stories, human interest stories, publications, newsletters, press releases, case studies, op-eds, podcasts, videos, photographs, and policy briefs.
- Manage and contribute to regular updates of programme websites, social media channels, and newsletters.
- Support the documentation and dissemination of success stories, lessons learned, and innovations.
- Ensure adherence to CASCADE and organizational branding guidelines.
- Where needed, provide technical assistance to country teams in developing communications materials and strategies.
- Hold regular content meetings with the communication country leads.

##### **3. Media engagement**

The consultant will be required to develop and maintain a comprehensive media contact list covering all relevant media channels in the six CASCADE implementation countries and globally, with the aim of ensuring that the appropriate information and messages are reaching the public.

They will be required to actively ideate story angles, pitch stories and secure media coverage for CASCADE’s work across the countries of operation.

##### **4. Digital communication**

The consultant will be required to strengthen digital communications for CASCADE by leading and/or collating content from across the six countries for use on CASCADE’s digital platforms. This is not limited to written and audio-

visual content.

#### 5. Communication materials

The consultant will be required to actively lead the production of communication materials, not limited to periodic management reports, presentations and other relevant material for meetings/ briefings, roundtables, events and solicitations to ensure good communications to the target audiences.

#### 6. Event management, coordination and capacity building

The consultant will be required to support event management and coordination of key high-level events as well as building the internal communications staff capacity and ability to utilize existing content to reinforce coherence in messaging and brand.

#### 7. Monitoring and reporting

The consultant will be required to closely monitor and report monthly on progress made on the communications work plan for the period of engagement. This includes:

- Track implementation of the communications workplan and adjust activities as needed.
- Develop quarterly reports highlighting progress, outputs, challenges, and recommendations.
- Review and contribute to relevant sections of annual reports and workplans.

#### ***Duration and Level of Effort***

- Duration: 11 months
- Estimated Level of Effort: Full time

***Please note that the communications consultant may be expected to travel for up to 25% of the duration of the consultancy, which will be 11 months.***

#### **The applicant shall provide the following:**

- Recent and updated CV
- A proposal that demonstrates solid understanding and viable technical approach
- Detailed demonstration of an understanding of the RFP
- Proposed methodology to achieve the task (subject to further consensus building)
- A clear activity schedule and timelines
- Proof/ copies of past deliverables and at least three references preferably comprising clients
- Daily rate and estimated number of days

Payment will only be made against agreed milestones and deliverables detailed in the contract signed by both parties and on vetting of the report on its quality and its measure to have met the terms and conditions of the consultancy.

## 5. MINIMUM QUALIFICATIONS

- An advanced degree in communication, journalism, public relations, or international relations
- More than seven years of exceptional experience in the field of development communication, media relations, and public relations with a focus on nutrition.
- Strong professional experience in documentation of donor funded projects
- Experience working with multi-country programs or consortia.
- Experience in documenting Dutch or other European funded projects is a plus.
- Passion for creative storytelling and new ideas with practical and documented examples
- Previous experience working in IOs, INGOs, or UN (Preferred)
- Previous experience working in the media
- Experience in advocacy communication is an added advantage.
- French and/or Portuguese language skills (Preferred).

| DELIVERABLE                                   | ANTICIPATED TIMELINE    |
|---|-------------------------|
| SHORTLISTING, PROPOSAL REVIEWS AND INTERVIEWS | JULY 2025               |
| CONTRACT SIGNING AND KICK OFF MEETING         | AUGUST 2025             |
| WORKPLAN PREPARATION AND PRESENTATION         | AUGUST 2025             |
| WORKPLAN IMPLEMENTATION                       | AUGUST 2025 – JUNE 2026 |
| HANDOVER AND FULL PERIOD REPORTING            | JUNE 30 ,2026           |
|   |                         |

### Deliverables and Timeline

| Deliverables     | Description   | Timeline                         |
|------------------|---|----------------------------------|
| Inception report | Workplan with activities, responsibilities, timeline, | Within 4 weeks of contract start |

|                                    |   |   |
|------------------------------------|---|---|
|                                    | budget, and risk mitigation plan  |   |
| Monthly Content                    | 3–5 multimedia communication products per month (e.g., human interest stories, social media assets, case studies) | Monthly, Months 2–12  |
| Content Calendar                   | Rolling calendar mapping out content themes, publication dates, and channels                                      | Monthly (submitted with content)                                      |
| Technical Assistance Logs          | Summary of support provided to country teams (e.g., consultations, trainings, feedback)                           | Quarterly   |
| Monthly Performance metrics report | Summary of media reach, engagement, and impact (e.g impressions, shares, audience feedback)                       | Monthly with a 3 month summary added to the quarterly progress report |
| Quarterly Progress Reports         | Narrative and visual report of outputs and outcomes, challenges, and adjustments to workplan                      | End of Months 3, 6, 9   |
| Final Report                       | Summary of activities, deliverables, outcomes, and recommendations  | End of Month 12   |

## 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

In case of any clarifications on this solicitation, please direct all inquiries to [procurementkenya@gainhealth.org](mailto:procurementkenya@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

Applicants are required to provide GAIN with a detailed budget in Kenya Shillings, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of this assignment. A brief narrative justification for line items should be 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 assignment.

### 2. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:

- i. Description of previous relevant work (maximum 1 page). Please provide samples as annexes or accessible links.
  - ii. Detailed proposal explaining how the assignment will be handled, including risk and mitigation strategy and timeline (maximum 10 pages).
  - iii. References (at least three)
- Financial proposal:
    - i. Budget
    - ii. Detailed budget justification
    - iii. Offer of services

### **3. SUBMISSION**

Complete proposals should be submitted in electronic copy to: [procurementkenya@gainhealth.org](mailto:procurementkenya@gainhealth.org). The subject line should indicate **“Provision Of Communication and Media Management Services for the CASCADE Project**

#### **DEADLINE**

Completed proposals should be submitted by **5:00 pm EAT on or before 26th July, 2025**

### **4. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

### **5. REVISIONS**

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

### **6. ACCEPTANCE**

GAIN and CARE will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

### **7. COMPLETION**

- Proposals must be submitted on the official letterhead of the lead organisation or firm and must be signed 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. If clarification is necessary, applicants are advised to get in touch with the contact person listed above prior to making their submission before the deadline specified in the timeline above.



- While GAIN and CARE have 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 and CARE. 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.

## **8. RIGHTS OF REJECTION**

GAIN and CARE reserve 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 and CARE will not indemnify the applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

## **9. REFERENCES**

GAIN and CARE reserve 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.

## **10. 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:
  - The 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 which are largely on technical writing, impact documentation and media management.
- The creative and methodological approaches required to implement each of the parts of this RFP.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - The proposal shall include a feasible work plan to ensure the successful completion of deliverables.
  - The work plan details how activities will be coordinated.
  - Quality of the sample works submitted

Detailed budget and cost-effectiveness of proposed approach:

- Evidence of cost-effective approaches to undertaking the assignment within the proposed budget
- The proposal shall identify possible challenges and include creative approaches to addressing them

Management and personnel plan:

- The team members working on this assignment 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.
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) 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.

## **OFFER OF SERVICES**

1. Offer submitted by:

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(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] in [add location].

\_\_\_\_\_ [add title]

Signature (applicant)

\_\_\_\_\_ [add title]

Signature (applicant)