

REQUEST FOR PROPOSALS

CONSULTANCY FOR COMMUNICATIONS - - NUTRITION CONNECT (GAIN)

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

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP. Nutrition Connect is an initiative of GAIN (<https://nutritionconnect.org/>), its purpose is to mobilise knowledge, share experiences, and stimulate dialogue on public private engagement (PPE) for nutrition. Nutrition Connect keeps focus on its three pillars; enhancing knowledge curation, co-creation, and collaboration & communication (3 C's), aligned with its key mandate to champion public-private engagement (PPE) in nutrition and coordinate action for the larger food systems transformation. This online platform caters to government, business, civil society and academia, to identify innovative solutions, form new partnerships, and share good practices for effective PPE solutions that can drive investment and action for better nutrition. Nutrition Connect (NC) works on following priority areas :

Advancing partnerships; Climate and sustainability; Consumer demand; Food fortification; Food loss and waste; Healthier diets; Food safety; Policies, taxes and incentives; Supply chains; Workforce nutrition

The purpose of this RFP is to engage the services of a consultant or agency as a Service Provider to develop and execute the monthly campaigns of Nutrition Connect, focusing on enhancing public-private engagement (PPE) for nutrition. The consultant agency will undertake end-to-end planning and execution of campaigns to mobilize knowledge, share experiences, and stimulate dialogue within the context of nutrition-related initiatives, in the GAIN global and country-context.

3. SCOPE OF WORK AND DELIVERABLES

Objective : Increase awareness on the role of public private engagements (PPE) for nutrition and food systems transformation thereof; with monthly campaigns targeted towards a global audience, helping to increase Nutrition Connect's scope for content curation, co-creation and communication & collaboration (3 C's) in Asia and Africa countries..

The successful applicant will provide the following services:[Click or tap here to enter text.](#)

1.Campaign Strategy and Planning: Work with the Nutrition Connect team to develop a comprehensive campaign strategy for 2024, with 12 monthly campaigns aligned with Nutrition Connect's priority areas.

2.Landscape search for content sourcing: Doing a landscape search on each Campaign topic beforehand to source relevant content for reference (E.g peer-reviewed publications, other non-academic reports, blogs, factsheets etc relevant to the topic)

3.Visual and other written communications content curation and editing: Developing communications-related content as needed for each campaign to support related events/activities e.g. including capturing Audio/Videos, developing infographics, writing and editing support for blogs/ interviews/ reports/ case studies/ policy briefs ; Curating session summaries and rapporteuring for workshops etc

4. Identification and Engagement with stakeholders & like-minded partners: Identifying and engaging with key stakeholders in the nutrition sector as needed and facilitating content partnerships with public and private sector entities.

5.Multi-channel dissemination of campaigns : Use multiple channels for dissemination campaign content using online (e.g. digital media/ social media /newsletter/ webinars etc) and offline modes (workshops, exhibitions etc)

6.Monitoring and Reporting: Use tools to monitor the campaign's reach and impact and provide regular reports on key performance indicators (KPIs).

3.1 DELIVERABLES

The agency shall provide the following during the campaign year June 2024 - June 2025:

Deliverables	Timelines
1. Inception meeting with NC/GAIN teams	30 April 2024
2. Submission of the Communications Action Plan (2024-25) (i.e. Including activities proposed, timelines, content calendar, key messaging, stakeholder mapping, communication channels to be used, reports to submit etc. for the monthly campaigns and overall, from June 2024 - June 25 outlined under the Scope of Work	10 May 2024
3. Plan and execute monthly campaigns as agreed upon (i.e. Including Internal and external stakeholder engagement if needed; Drafting concept note; Preparing relevant communication collaterals and key messaging for each campaign; Sourcing the relevant content for reference; Focused activities around special / international days of significance e.g. World Food Day etc; Utilising various platforms for communicating campaign	First week of each month (Or as agreed upon) : i.e: May, June, July, August, Sept, Oct, Nov, December 2024

activities; Curating and documentation; Recording and reporting of impact metrics of each campaign	Jan, Feb, March, April, May, June 2025
<p>4. Submission of reports after the completion of each campaign</p> <p>Including the following :</p> <ul style="list-style-type: none"> - Reports on outreach/ impact metrics recorded across all channels, NC website, social media etc. - Recorded discussions and action points noted in each campaign. - Details of private/public sector etc partners engaged, their roles and contributions. - Report on post-campaign recommendations and next steps. - Open files of all creative collaterals developed as part of each campaign - Submission of soft copies of all communication collaterals developed as a part of the campaign (PDFs/ word docs / up-loadable formats of reference material/ Audio or Videos etc) or considered in the landscape search stage for each monthly campaign <p>- OTHER CONTENT, AS NEEDED</p>	<p>First week in the post-campaign month</p> <p>i.e July, Aug, Sept, Oct, Nov, Dec 2024</p> <p>And</p> <p>Jan, Feb, March, April, May June, July 2025</p>
Discussion and mid-year report (In agreed format)	15 October 2024
Discussion and end-year report (In agreed format)	15 June 2025

3.2 EXPECTED EXPERTISE

The consultant should have the following :

- Prior experience of undertaking communication campaigns in similar thematic areas of work i.e. pertaining to development sector / nutrition/public health & wellness; public & private sector partnerships; food systems; Climate change/ sustainability; food safety; supply chains; workforce nutrition; consumer demand; food loss and waste etc
- Ability to develop comprehensive campaign strategies, conduct landscape search for content sourcing, considering target audiences, objectives, key messages, and appropriate channels
- Strong communication skills to craft clear, compelling, culturally sensitive messages for target audiences.
- Ability to collaborate with diverse stakeholders including governmental agencies, private sector industry partners, community organizations, development sector partners etc to strengthen campaign impact
- Proficiency in media planning, marketing, and utilizing various communication channels such as social media, traditional media, and online and web platforms to reach the target audience.
- Knowledge of digital marketing tools and techniques to enhance the online presence of Nutrition Connect and effectively engage with the target audience.
- Experience of executing similar assignments in countries in Africa and Asia

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.

- nutritionconnect@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal (Inclusive of all applicable taxes). The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSALS

Interested consultant agencies should submit a brief proposal (max 5 pages), comprising of the following:

A. Technical proposal:

- Brief description of previous relevant work and experience (max 1 page);
- Composition of the team (if applicable) with full names and short biographies of the designated project manager and all key staff (for individual consultants, simply include the full name and short bio of the consultant) (max 1 page);
- Detailed proposal explaining how the requirements mentioned under the Scope of Work will be met, including risk and mitigation strategies and timeline/workplan (max 3 pages);

B. Financial/ Budget Proposal:

Consisting of the detailed budget needed to implement the activities for this assignment. This should include costs for all key elements needed to meet requirements under the Scope of Work:

- Rates of key staff, Number of days of work, and Percentage of participation in the total level of effort;
- Any other anticipated direct expenses (travel, sub-contracted resources, supplies etc.);
- Any indirect costs (agency costs, agency fees, administrative costs, etc.);
- Updated, complete banking details of the agency/ consultant
- The fees shall be quoted as a fixed sum inclusive of all applicable taxes and/or institutional overhead.
- In case of errors in calculating overall costs, the unit costs will govern

C. Annex (Max 5 pages) containing the following :

- Detailed profiles (CVs) of team members or the individual consultant, including relevant qualifications and the number of years in the business.
- Additional examples of related work, including references of 2-3 prior clients (these could also be provided at a later stage during the selection and recruitment process).

4. SUBMISSION

- (a) A signed expression of interest (EOI should be no more than 4 pages) including reasons for interest in the task, relevant qualifications, prior experience with similar work, specifying the estimated days and costing (Figures to be in US Dollars)
- (b) A brief note (Upto max 4 pages) related to similar proof of work executed for other clients and contact information (With hyperlinks to the Portfolio of such work)
- (c) CV's of the relevant team who will be working on this scope of work, with details on their respective roles in the team; and the overall team composition that will be supporting this assignment
- (d) A completed 'Offer of Services' form (see end of document).

These documents should be sent to GAIN at nutritionconnect@gainhealth.org by 22 April 2024. Please use the subject line 'NC-GAIN_Campaigns 2024-25' when responding.

5. DEADLINE

- Completed proposals should be submitted by email to nutritionconnect@gainhealth.org latest by 22 April, by **5:30 pm IST**

6. 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 in which the EOI is not signed.

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 may be released : Name of the successful applicant.

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
- Comprehensiveness of work plan and reasonableness of proposed time frame
- Detailed budget and cost-effectiveness of proposed approach
- Past experiences of undertaking similar work and proof of work provided

- Management and personnel plan.

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. Click or tap here to enter text.
 - b. Click or tap here to enter text.
 - c. Click or tap here to enter text.
 - d. Click or tap here to enter text.
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 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)