REQUEST FOR PROPOSALS

EatSafe Ethiopia – Field Research Partner for Quantitative Formative Research Assessment in Hawassa, Ethiopia

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.

GAIN has been re-registered and accorded legal personality with re-registered and accorded legal personality with registry Number 2896 by Federal Democratic Republic of Ethiopia Agency for Civil Society Organization. GAIN in Ethiopia is working on different project on nutrition.

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 programs, 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 programs 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. Programs and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The EatSafe (Evidence and Action Towards Safe, Nutritious Food) program aims to generate evidence and knowledge of the potential of increased consumer demand for safe food to substantially improve the safety of nutritious foods in informal market settings in low- and middle-income countries (LMICs). The five-year program is funded by United States Agency for International Development (USAID) and will be undertaken by a consortium led by GAIN and including the International Livestock Research Institute (ILRI), Pierce Mill Education and Media, and the Busara Center for Behavioral Economics.
The overarching EatSafe project is divided into two main phases: a formative research phase, and an intervention testing phase. The formative research phase is meant to provide contextual information that will be used to design a customized behavior change intervention for the participating study market. The intervention testing phase will involve implementing an intervention in the market, and tracking changes in consumer and vendor KAPs along the impact pathways of the intervention, primarily by comparing baseline and endline.

As part of this work, GAIN seeks to undertake a quantitative formative research study in Hawassa, Sidama Region. The overarching goal of this study, which is a core component of the EatSafe formative research phase, is to gather evidence on knowledge, attitudes, and practices (KAPs) related to food choices and the role of food safety among consumers and vendors in traditional markets in the city of Hawassa.

GAIN seeks a local research firm to undertake field data collection and data management for this quantitative formative research study. The study will take place in one large food market in Hawassa. The quantitative formative research study will serve as a self-standing cross-sectional survey with the objective of providing a description of food safety in the markets with respect to purchasing habits, attitudes, and choice drivers, which will help inform the detailed design of a food safety intervention.

**SCOPE OF WORK AND DELIVERABLES**

The main objectives of the work included in this RFP are to:

- Conduct preliminary market observations to document selected market features, verify the number of vendors selling selected commodities, and develop the enrollment strategy;
- Conduct an in-depth interview with the market management;
- Manage the planning, piloting, training, and implementation of two cross-sectional structured surveys to collect formative data on consumer and vendor attitudes, perceptions, motivators, and behaviors related to purchasing foods at the market and the role of food safety in food choices.

These activities will involve surveying approximately 150 consumers and 150 vendors. The overall design of the research methodology and tools will be led by GAIN, with input from the local fieldwork firm. The detailed protocol will be finalized upon discussion with the fieldwork firm. The firm will then take the lead on logistical planning for data collection, training of data collectors, data collection, and data cleaning and management—with regular input and participation from GAIN.

The firm, in coordination with GAIN staff in Ethiopia and elsewhere and with other project partners as needed,
shall provide the following services:

- Work closely with GAIN to prepare a detailed workplan for the fieldwork, including deliverables, timeline, and key responsible individuals.
- Provide expert input into the refinement of data collection methodology and tools, and customize them to local contexts, including translation of questionnaires into local language(s).
- Provide expertise on the local language, culture, and customs, as it pertains to the study activities and objectives.
- Travel to study sites as needed to prepare for data collection activities.
- Prepare and submit necessary documents for ethical review with a relevant institutional review board (IRB) or research ethics committee: follow-up with the IRB to ensure review and approval, as needed.
- Translate tools into agreed-upon local languages (Amharic, Sidamic, and Welayta language), and translate results back into English.
- Code survey tools into computer-assisted personal interview (CAPI) software and run associated Quality Assurance and Quality Control (QA/QC) protocols.
- Pilot data collection tools and protocols, and recommend improvements as needed.
- Recruit field data collection teams.
- In coordination with GAIN, train field data collection teams through an in-depth and interactive training, including coverage of research ethics.
- Organize all logistics for field data collection, including teams, transport, and necessary allowances.
- Recruit study participants.
- Implement data collection, with attention to both adherence to study protocols and resource efficiency.
- Undertake active and ongoing supervision of data collection, including tracking data collection QA/QC data.
- Carry out field data management: safely and confidentially collect, store, annotate, and back-up the collected data and metadata using appropriate hardware and software as directed by GAIN; safely store and transmit collected raw data to GAIN.
- Maintain communications with GAIN, local study site representatives, or other key stakeholders, to ensure smooth and timely field work operations; during and beyond site visits, maintain good relations with groups and individuals involved in the study directly or indirectly.
- In coordination with GAIN, coordinate with and provide occasional support to other study partners or contractors conducting field work, in order to harmonize activities.
• Manage communications with study participants, e.g., to timely answer questions through a dedicated call number and/or email address.
• Create and implement data management plans for each activity; conduct QA/QC procedures on all collected data and metadata.
• Securely transfer QA/QC-ed data to GAIN at agreed-upon intervals throughout the study.
• Prepare data sets and associated data dictionaries and metadata for archival, according to formats specified by GAIN (e.g. using Nesstar or similar protocols).
• Produce working reports to document individual key sub-activities, namely: preliminary visit and market observation findings, enumerator training guides, training and piloting plans, training report, field pilot report, data collection progress report, and data QA/QC reports for each study component.
• Contribute to preliminary data summaries and visualizations, as requested.
• Support and contribute to the production of knowledge products such as report sections and briefs originating from study activities.
• Participate in regular project meetings with GAIN and study partners.
• Be available for ad-hoc communications with GAIN or study partners, e.g., via email or Skype, zoom as needed to advance study objectives.
• Produce interim and final deliverables according to the workplan.
• As needed, participate in in-person in-country meetings or functions with study partners, stakeholders, or other actors as requested by GAIN.

3.1. DELIVERABLES

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Due date (all refer to 2022)</th>
</tr>
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<tbody>
<tr>
<td>Contract signing</td>
<td>March 18</td>
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<tr>
<td>Review and agree on protocol, including implementation plans and schedule</td>
<td>March 18</td>
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<tr>
<td>Data collection tools customized, IRB submission completed (as needed)</td>
<td>March 23</td>
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<tr>
<td>Field visit activities completed; market observation report delivered.</td>
<td>April 3</td>
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<tr>
<td>Study field preparations, tool piloting, translation, and data collector training completed; data collection to start by this date.</td>
<td>April 18</td>
</tr>
<tr>
<td>Participant recruitment completed (consumers and vendors). Training and piloting reports delivered.</td>
<td>April 30</td>
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<tr>
<td>QA/QC of consumer data completed, full dataset and QA/QC report delivered</td>
<td>May 20</td>
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<tr>
<td>QA/QC of vendor data completed, full dataset and QA/QC report delivered</td>
<td>May 20</td>
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<tr>
<td>Support for data analysis and report preparation completed</td>
<td>June 15</td>
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<td>Support for revisions completed</td>
<td>July 30</td>
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3.2. EXPECTED EXPERTISE

The consultant, possibly comprising multiple teams within a single organization, must show evidence of significant prior experience with:

- Organizing and managing research projects that include rigorous field data collection of human behavioral data in scientific disciplines such as public health, social and behavioral sciences, applied economics, anthropology, sociology, food safety and nutrition, human dimensions of water and sanitation, consumer science, human or veterinary medicine, or community development.
- Developing and implementing population-based surveys, such as in-depth semi-structured or structured interviews, with knowledge of the techniques needed to ask context-appropriate scripted questions, classify answers into nuanced pre-coded categories, as well as record verbatim answers.
- Experience programming, managing, and using computer-assisted personal interviewing (CAPI) software and associated data management operations.
- Track record of collaboration with national, regional, and international research organizations.
- Experience in rigorous data management, such as properly recording data and metadata in the field using appropriate technology, transcribing, annotating, cleaning, storing and backing up, formatting, de-identifying, and safely transferring.
- Must be familiar with protocols for ethical clearance (IRB) at institutional, state, and national levels.
- Experience performing exploratory data analyses, synthesis, and visualization is a strong asset.
- Experience working in Hawassa city and being familiar with government and institutional structures governing food markets in Ethiopia and Hawassa city is a strong advantage.
- Knowledgeable and motivated to understand study participants and their context in a respectful and nuanced way, and to be well received by study participants, the market population, and residents of the surrounding areas as respected organization and individuals.
- Experienced in recruiting field data collectors, and/or must have a network of experienced data collectors to draw from.
- Team leaders must possess excellent project management, organizational, and time management skills, excellent writing and communication skills, and be able to communicate across diverse audiences. A track record of results published in journals with an impact factor is an asset.
- Experience with studies to qualitatively and/or quantitatively record behavioral observations, knowledge of the techniques needed to approach observed human subjects, observe without
interference, rapidly classify behaviors into categories is an asset.

3.3 TIMELINE
The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in section 3.1.

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 communications to gebremedhin@gainhealth.org

2. BUDGET
Applicants are required to provide financial proposal to GAIN in a separate document

3. SUBMISSION
Interested consultants should submit a proposal by sending: (a) a maximum 8-page expression of interest (EOI) including qualifications, prior relevant experience, available structures and staff, and a preliminary workplan with estimated workdays and budget of daily rates; and (b) a brief (<3 pages) CV for each key staff member, highlighting recent relevant experience, not to exceed 15 pages in total.

The financial and technical proposals should be submitted at the same time in a single email, but in two different documents (attachments to the email).

➢ Technical proposals should be submitted to gebremedhin@gainhealth and elambertini@gainhealth.org until March 10/2022
➢ Financial proposal should be submitted to atadele@gainhealth.org and shiluf@gainhealth.org until March 10/2022.

4. DEADLINE
Dead line for submission of the proposal is March 10/2022.

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 or mail
• Incomplete proposals.

6. ACCEPTANCE

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

7. COMPLETION

• 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 contact the responsible person at GAIN under section II.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.

8. 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.

9. REFERENCES

GAIN reserves the right, before awarding the consultancy, 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 consultancy and upon written request to GAIN, only the following information will 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 using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants’ ability to respond with substance.

- Understanding of the scope of work
- Methodology proposed
- Prior experiences undertaking similar work
- Rate

GAIN reserves the right to contact the individual 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 authorize 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 authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN

V. OFFER OF SERVICES

1. Offer submitted by:

________________________________________

________________________________________

________________________________________

(Print or type 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 authorized representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following estimated fee: a. ___Days  b. At____ USD per day

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) maximum 8 pages expression of interest (EOI) including qualifications, prior relevant experience, available structures and staff, methodology and a preliminary workplan with estimated workdays and budget.
   (b) A brief (<3 pages) CV for each key staff member, highlighting recent relevant experience, not to exceed 15 pages in total.
   (c) This completed ‘Offer of Services’ form.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEViate FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NONRESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

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Signature (applicant)