

ASSESSING AFFORDABILITY OF TARGET FOODS

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

Since 2017, GAIN’s strategy has aimed to improve the consumption of nutritious and safe foods for all people, especially the most vulnerable. The goal of GAIN’s ‘Transforming Food Systems to Improve Diet Quality and Resilience for the Most Vulnerable’ portfolio is to improve consumption of target nutritious foods in Mozambique (chicken pieces and dried fish), Kenya (vegetables), Nigeria (eggs), and Ethiopia (dairy). Consumers at the bottom of the pyramid (BoP), living with between \$1.90 and \$3.20/person/day, are the main target for the portfolio’s programmes.

Focusing on the BoP means the issue of affordability is important. When affordability is a constraint, programmatic interventions can focus on: i) increasing incomes (e.g., via social protection); ii) reducing prices (e.g., by making less expensive nutritious foods more available, reducing the transaction costs in supply chains for other nutritious foods, reducing food losses, retailer promotions, etc.); iii) reducing cash flow constraints (e.g., smaller pack sizes, milk ATMs); and iv) changing the food in ways that improve its overall perceived affordability (e.g., addressing time burden constraints if the food is inexpensive to purchase, but expensive in terms of time to prepare).

To help guide programmatic decisions related to affordability, GAIN seeks a Service Provider to design and conduct a harmonized quantitative affordability assessment of the target foods in Mozambique, Kenya, Nigeria, and Ethiopia, and propose potential solutions to address identified affordability barriers to improved consumption.

3. SCOPE OF WORK AND DELIVERABLES

3.1. OBJECTIVES

The main aims of this work are to: i) assess the affordability of target foods in each of the four countries, with a specific focus on consumers at the bottom of the pyramid; and ii) model policies and interventions to improve affordability of target foods.

Specific objectives of the assessment include:

1. Improving our understanding of how to conceptualize and measure affordability of target foods within the context of programmatic efforts to shape people's food choices.
2. Developing and implementing a harmonized approach to quantitatively assess affordability of target foods in the four countries, to understand their affordability for BoP consumers in programmatic areas.
3. Using modelling approaches to identify policies and interventions to address identified affordability challenges and improve access to target foods, especially for BoP consumers.

3.2. ACTIVITIES

The full methodological approach will be proposed and developed by the Service Provider. Activities for this assignment include:

For objectives 1 and 2:

- Initial discussion with GAIN to understand and agree on the specific characteristics and basic elements of the methodology for conducting the affordability assessment of target foods;
- Detailed description of proposed steps for conducting the affordability assessment for validation by GAIN;
- Using the proposed methodology to conduct the quantitative affordability assessment of the target foods in Mozambique, Kenya, Nigeria, and Ethiopia, with a specific focus on BoP consumers in programmatic areas (where subnational data are available).
 - The assessment will comprise the identification of benchmarks (e.g., price) for affordability of the target foods (e.g., 'at what price do target foods become unaffordable to BoP consumers?').
 - If data are available, the assessment will identify the most affordable vegetables during the dry seasons in Kenya.
- Refinement of the proposed methodology based on experience using it and GAIN's feedback;
- Development of user-friendly tool or step-by-step how-to guide for programmes to use the developed methodology for affordability assessment of target foods;
- Brief training video or additional training materials, as required.

For objective 3:

- Initial discussion with GAIN to understand and agree on the expected processes and outcomes of the modelling exercise;
- Modelling of policy changes and interventions to address identified affordability barriers and improve access to target foods. The modelling exercise will serve to identify context-specific policies and interventions, and targeted strategies for different geographic locations and periods of time (e.g., depending on the season of the year).

For all objectives:

- Discussion of the study results and programmatic implications with country teams.
- Dissemination of results through a final report, peer-reviewed publication, and virtual workshop.

The results of this work will improve our understanding of how to conceptualize and measure affordability of target foods within the context of programmatic efforts to shape people's food choices. It will also allow us to identify specific actions which might be promoted or implemented to improve affordability of these foods.

3.3. DELIVERABLES

The following deliverables will be required:

- Initial inception report;
- Research protocol including the detailed methodology and workplan;
- Draft of the final report (format to be determined);
- Final report (format to be determined);
- Slide deck summarizing key findings;
- Virtual workshop to present and discuss key findings;
- User-friendly tool or how-to guide (to be agreed) on methodology for affordability assessment of target foods;
- Training video or materials on methodology for affordability assessment of target foods (format to be determined);
- Peer-reviewed publication.

3.4. ANTICIPATED TIMELINES

Phase I: February – March 2023

- Project kick-off call
- Delivery of inception report and research protocol
- Revision of report and protocol based on GAIN's feedback

Phase II: April – July 2023

- Delivery of draft report with quantitative affordability assessment and modelling exercise
- Revision of report based on GAIN's feedback
- Delivery of draft version of user-friendly tool or how-to guide

Phase III: August – September 2023

- Delivery of final report, user-friendly tool, and related training materials
- Conduct virtual workshop to present key findings

Phase IV: October – December 2023

- Delivery of draft peer-reviewed publication
- Submission of final manuscript to scientific journal

3.5. EXPERTISE REQUIRED

For this assignment, we seek a Service Provider with demonstrated experience conducting affordability assessments and economic modelling exercises.

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, with the subject line '**Query – affordability analysis**'. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN with an illustrative budget proposal in US Dollars. The final budget amount will be defined as the scope of the assignment is further clarified, and will have to be approved by GAIN prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted and attached as three separate documents:

- Technical proposal (**max. 5 pages**) outlining: i) the research objective and the proposed methodological approach and justification for the approach; ii) a timeline for undertaking and completing the main activities, including planning, implementation, and reporting (a Gantt diagram is preferred); and iii) the relevant qualifications, expertise, and experience of the individuals who will be conducting this work.
- Financial proposal presenting a budget broken down by main cost categories (personnel, operational, direct and indirect costs) and by main activities, accompanied by a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.
- Completed 'Offer of Services' form, which you will find at the end of this Request for Proposals.

4. SUBMISSION

Proposals should be in English and submitted in electronic copy to the following e-mail address: rfp@gainhealth.org. Please include in the subject line '**Proposal – affordability analysis**'.

5. DEADLINE

Completed proposals should be submitted to GAIN, by email at rfp@gainhealth.org by **10 February 2023**.

6. EXPRESSIONS OF INTEREST WILL NOT BE REVIEWED OR CONSIDERED IF:

- They are received after the Request for Proposal deadline.
- They are received by fax.
- They are incomplete as per instructions provided above.
- They are not signed.

7. REVISIONS

Proposals may be revised by electronic mail provided such revisions are received before the deadline.

8. 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.

9. 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. In the event that clarification is necessary, applicants are advised to contact 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.

10. 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.

11. 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.

12. 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:
 - 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:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience conducting affordability assessments and modelling of policies and interventions.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of workplan and reasonableness of proposed time frame:
 - Proposal shall include a feasible workplan to ensure successful completion of deliverables.
 - The workplan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project 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. 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

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)