

REQUEST FOR PROPOSALS

CONTENT DESIGN FOR INNOVATIVE LEARNING EVENTS FOR PROFESSIONAL AUDIENCES DEMAND GENERATION ALLIANCE (DGA)

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

Most demand generation actions aimed at improving the consumption of nutritious and sustainable diets and foods occur at the individual level (e.g. consumer knowledge, affordability) or at the food environment level (e.g. marketing and promotion, choice offering, choice architecture, food prices). Actions at a higher, societal level, the Enabling Environment, are mainly in the economic (taxes), political (marketing limitations) and information domains (labelling). There are limited efforts that addresses food culture, yet these significantly influence what is acceptable, desired, and preferred.

The [Demand Generation Alliance](#) is a recently established initiative (2020), which aims to address food culture as driver for large scale consumption changes. The DGA's strategic framework sets out how to address food culture while its core operating model sets out how the alliance will operate. The DGA seeks to establish local country alliances in Kenya, Indonesia, and India.

The DGA is an innovation in the nutrition and food sector; very few organizations focus on food culture as an enabler of society wide change. One of the key goals of the DGA is to increase salience, awareness and understanding of food culture, especially its role in shaping society-wide preferences for nutritious and sustainable foods. These ideas are different from the current actions, as noted above, so it is likely that only a minority will be ready to recognize, understand or act upon the core ideas behind the mission of the DGA. It will take a long time for these ideas to become widely accepted and incorporated into standard practice.

To address this barrier-to-entry, the DGA has prioritized the **early adopter¹ professional audience**, who are integrated into the local ecosystem of organizations. This audience represents key opinion leaders, who have respect and influence among their colleagues. The sectors of focus are food and nutrition, health and

¹ See Diffusion of Innovations by EM Rogers, 1995. We have prioritized the early adopter strategy for this first phase, however, we recognize that other professionals, who are interested in learning new ideas (without being key opinion leaders), may also want to participate. Applicants are encouraged to consider this nuance in their technical justification.

wellbeing, and climate, because these are sectors where enabling society-wide changes in food consumption patterns will be relevant and interesting. In each country we are conducting a stakeholder mapping exercise to identify organizations and actors that are relevant to our strategic framework and might be more likely to believe that food culture is innovative and *'the next big thing'*.

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage the services of a Service Provider with significant experience in adult learning to develop innovative learning events focused on DGA and Food Culture.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall present a learning journey, curriculum, and content for **innovative learning events** that will meet the objectives below. The application will describe the learning journey for early adopters, professional audience in the food and nutrition, health and wellbeing, and climate sectors. The curriculum will build on the DGA topics presented in Annex 1. The learning journey will include at least 3-4 touchpoints (exposure) to the material, using different formats or engagement modalities that satisfy multiple learning styles. The learning journey and curriculum must align with adult learning principles². The curriculum will be packaged in an engaging way (i.e., toolkit) and content must be available to live offline (in person learning) and on-line.

3.1. OBJECTIVES

The learning journey and curriculum must meet two, sequential objectives. First, learning activities must generate **awareness** among the priority audience, including knowledge and comprehension of food culture and other core concepts in the DGA (see annex). Second, learning activities must generate **understanding** among priority audience, including the learner's ability to explain or illustrate and analyse how food culture can add value to their work or organizational aims. The Service Provider will work closely with the Global and Country DGA teams to ensure that the deliverables are fit-for-purpose and sufficiently contextualized.

The ultimate goal is for learners to feel committed (or willingness) to act on food culture or be advocates for DGA mission & food culture.

3.2. DELIVERABLES

- Document review of food culture reports and other core DGA documents
- Brief internal DGA needs assessment
- Learning journey, guided by a document review and needs assessment
- Innovative learning curriculum, with each event's objectives, activities & props, and assessment identified. The curriculum needs to be flexible enough to accommodate local food culture examples for each country audience
- Learning events toolkit, that captures the content in an engaging way (i.e., graphic design, layouts) to audiences in Kenya, India, and Indonesia
- Monitoring and key indicators to track if curriculum has achieved the awareness and understanding objectives
- Training manual that is contextually relevant for all 3 countries

² Adult learning principles include learners need to know; learners self concept; prior experience of the learners, readiness to learn, orientation to learning, motivation to learn.

Deliverable	Anticipated timeline
Contract signing and kick off meeting	July 14, 2023
Needs assessment & Learning journey	August 4, 2023
Learning curriculum & course content - draft	September 4, 2023
Learning curriculum & course content - final	September 30, 2023
Toolkit - final	October 30, 2023
Training manual	November 30, 2023

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.

Bryanne Hackmann Sr. Associate

Email: rfp@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project. Estimated budget ceiling is 60,000 USD, inclusive of taxes and fees.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- To propose the full learning journey and curriculum for the audience specified in this RFP, including technical justification
- Provide a **sample** content (4 types of events), including technical justification, and mock up for the toolkit.
- Examples of past work. Relevant examples are those that show the translation of technical content for the adult learner, examples in similar contexts, such as continuing education, training, and capacity building; and experience in global south.
- Staff assigned to the task. Please include short resume on staffs' experience in adult learning, capacity building, and subject matter expertise (anthropology, culture, sociology)
- Timeline for the proposed work
- Budget with breakdown by major categories: staff, activities/implementation, travel, management fees, taxes

- Not to exceed 10 pages, double spaced, inclusive of examples, resumes, timeline, budget
Please see evaluation criteria under 'terms and condition' section for further guidance.

4. SUBMISSION

Originals should be submitted as follows:

One electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

rfp@gainhealth.org, subject line: 'Learning Events DGA'

5. DEADLINE

Completed proposals should be submitted by email, as noted in section 4, **before 23:59 h Central European Time on Wednesday, June 14, 2023**. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

6. 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.

Incomplete proposals.

Proposals that are not signed.

7. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) 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

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.

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 and justification of the learning journey and curriculum
- Provide justification for the 4 concrete examples of curriculum. The committee will be specifically looking for innovative learning activities.
- Evidence of experience delivering adult learning events.
- Mock up of the toolkit

Comprehensiveness of work plan and reasonableness of proposed time frame:

- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
- The work plan 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 experience and qualifications (e.g., expertise in anthropology, sociology, adult education) or will consult with subject matter experts 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 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 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:
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. (Print or type business, corporate name and address)
 9. 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.

10. 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.

11. 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)

ANNEX 1.

Core learning concepts for our early adopter, professional audience includes:

1. DGA's mission – food culture
2. DGA's vision - society wide preferences for nutritious and sustainable foods
3. Food culture as an intervention area
4. Cultural toolbox:
 - a. Beliefs (knowledge, thoughts)
 - b. Values (judgements)
 - c. Social Identity (e.g., mother, father, woman, man, adolescent, child, etc)
5. Norms (expectations)
6. Ways meaning is created in culture
 - a. labels (*codes*), symbols (*signals*) & hierarchies among these
 - b. rituals, events
7. DGA's strategic framework