

REQUEST FOR PROPOSALS

MAPPING OF VEGETABLE VENDORS AND OTHER POINTS OF INTEREST IN SELECTED AREAS OF NAIROBI, MOMBASA, NAKURU, MACHAKOS, AND KIAMBU

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.

GAIN has been developing a new market-based approach to scale programmes aimed at improving diets. GAIN Kenya is the first country in which this approach will be deployed at scale. We have created a nutritious food brand called FoodFiti (FF). The first nutritious food category that will be promoted under the FF brand are vegetables.

As part of this project, we conducted a consumer survey to understand the drivers of vegetable purchases and consumption. The study concluded that *purchases* are driven by 3 main consumer expectations: freshness, proximity of vegetable sellers, and safety. The desire to *consume more* vegetables was driven by taste and variety. Variety was constrained by price and seasonality. Taste was driven by familiarity and availability of specific vegetables. Taste preference is main barrier to consumption for some types of vegetables, like traditional leafy greens. While vegetables were generally regarded as positive, consumers discussed a tension between buying more filling vegetables to satisfy hunger vs. tastier (preferred) vegetables as a source of enjoyment.

FitFood Zones (FFZ) are the last mile/point of purchase integrated solution offered by the FitFood Brand to deliver the consumers’ expectations on freshness, safety, proximity, variety and taste. FFZ will address a specific consumer problem, as tied to the Brand, and offer a solution to those needs (see Annex 1).

The FFZ have been conceived as a catchment area around low-income estates in urban and peri-urban settings. These FFZ will cover approximately 1,000 households and we are expecting at least 1,000 zones to be established through this project to reach approximately 4.7 million low-income consumers in Nairobi, Kiambu, Machakos, Mombasa and Nakuru.

Because 70% of households are families with children, we are prioritizing these types of households in urban and peri-urban settings. Parents are also the key decision makers around food. We target parents (inclusive of 2-parent households and single parents), especially of children aged 3-12 in the lower income groups, Living Standards Measure (LSM) 3 to 6.

At the heart of the FFZ is the *mama mbogas*, mostly women who sell primarily vegetables (see annex for pictures) and have a loyal and frequent customer base. Included in the FFZ are also other small retailers that sell to the identified target audience, including kiosks and traditional markets. In addition, community services, such as schools and churches, are considered relevant stakeholders in the FFZ due to their ability to communicate our brand messages and influence consumption.

Current work is ongoing to map and identify the FFZ across the five priority counties. Identifying the FFZ involves the following steps:

- Step 1. Define the mapping area (i.e., polygon): these are neighbourhoods in the priority counties where at least 50% of the population is part of our target group. A description of the draft polygons in the five counties is presented in Annex 1.
- Step 2. Conduct a mapping of approximately 1080 identified polygons including:
 - Carrying out a **census** of mama mbogas in each polygon: this activity involves locating and **geotagging** all mama mbogas, as well as carrying out observations to characterize them (as with semi-permanent or permanent stands or in non-permanent location) and record vegetables available for sale.
 - Identifying and **geotagging** other points of interest, including churches, schools, retail stores, and markets.
 - Conducting short interviews (approx. 10 minutes or less) with selected mama mbogas (5 or less per polygon) about their business
- Step 3. Based on the results of the mapping, define the boundaries of the FFZ, considering that each FFZ should have at least 10 mama mbogas.

The purpose of this RFP is to engage the services of a Service Provider to do the mapping of the polygons (**step 2 only**).

3. SCOPE OF WORK AND DELIVERABLES

Tasks:

- Develop an approach for conducting a comprehensive mapping of the polygons, including the geotagging of vendors and other POI. Ensure that outputs are compatible with the project's platform (digital map).
- In collaboration with GAIN, draft a research protocol and request ethical approval to an ethics committee.
- Translate data collection instruments developed by GAIN to Kiswahili.
- Pilot data collection instruments and procedures, and make any modifications needed based on results of the piloting phase.
- In collaboration with GAIN, conduct training of recruiters and data collectors to ensure following high-quality data collection standards and safety protocols.
- Prepare and implement a quality control process to ensure quality of data collection.
- Carry out all preliminary activities needed to conduct field work activities such as requesting local permission for field work.
- Conduct data collection according to established instruments and protocol. This task involves: i) identifying and geotagging ALL mama mbogas; ii) conducting observations of mama mbogas' stands to determine basic characteristics (non-permanent, semi-permanent vs permanent) and availability of vegetables for sale; iii) geotagging other points of interests, specifically schools, churches, and retailers selling vegetables; and iv) interviewing a sample of mama mbogas.

- Manage the data including cleaning and sharing of cleaned data files in appropriate tabular and GIS format.
- Prepare brief field report, including challenges, recommendations, and learnings gained during data collection
- Support GAIN’s team in interpretation and use of digital map.

3.1. OBJECTIVES

The objective is to locate and characterize mama mbogas and other POI in approximately 1150 polygons in the counties of Nairobi, Machakos, Mombasa, Nakuru, and Kiambu.

3.2. DELIVERABLES

The service shall be performed between 1 June and 15 August 2023. The proposed deliverables and deliverable dates are planned for in-person data collection.

Deliverables	Date Deliverable Due
Detailed methodology for conducting the proposed work	15 June 2023
Complete application for Ethical approval including study protocol, data collection instruments, and informed consent form	20 June 2023
Brief report on results of testing of methodology and instruments, including revised data collection instruments	1 July 2023
Brief field work report	1 August 2023
Cleaned datasets	15 August 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 rfp@gainhealth.org with subject line ‘Polygon mapping Kenya - inquiry’. Responses will not be confidential except in cases where proprietary information is involved.

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.

3. FORMAT FOR PROPOSAL

Interested applicants should prepare a brief proposal (maximum 5 pages) that includes:

- Description of proposed methodology with clear activities and process for conducting this service.

- *Activities and timeline:* A timeline for undertaking and completing the main activities, including planning, implementation, and reporting, should be provided. A Gantt diagram is preferred.
- *Budget:* Provide a budget in USD (US Dollar), broken down by main cost categories (Personnel, travel, operational, direct, and indirect costs) and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the individuals who will be completing the work including their full names, their expertise and publications in relevant research.
- A completed 'Offer of Services' form (see end of RFP for template).

4. SUBMISSION AND DEADLINE

Completed proposals should be submitted in electronic format to rfp@gainhealth.org by email **on 26 May 2023** with subject line 'Polygon mapping Kenya – proposal'.

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.
- Incomplete proposals.
- Proposals that are not signed.

6. REVISIONS

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

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 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:
 - o 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:
 - o Providing detailed technical documentation of the proposed strategy.
 - o Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - o 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)

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Signature (applicant)

Annex 1. Description of polygons

County	Approx. # of polygons (final number to be updated)	Examples of wards in which polygons are located	Average size of polygon (sq km)
Nairobi	366	Nairobi West/Dagoretti, Embakasi	0.58
Kiambu	150	Kiuu, Uthiru and Kihara, Biashara	0.29
Machakos	106	Athi River, Machakos Township, Muvuti-Kiima-Kimwe	0.28
Nakuru	182	Kaptembwo, Biashara, Flamingo	0.40
Mombasa	95	Mikindani, Kadzandani, Jomvu Kuu	0.90