REQUEST FOR PROPOSALS

SURVEY TO ASSESS CONSUMER AWARENESS AND KNOWLEDGE OF FORTIFIED FOODS IN NIGERIA

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN AND FCCPC

1.1. THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (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.

1.2. FEDERAL COMPETITION & CONSUMER PROTECTION COMMISSION (FCCPC)

The Federal Competition and Consumer Protection Commission (FCCPC), formerly known as the Consumer Protection Council (CPC), is regarded within the industry as the apex consumer protection agency in Nigeria. FCCPC's enabling law (Federal Competition and Consumer Protection Act, 2018) have been recently expanded to include industry regulation to ensure competition in markets and deter anti-competitive practices in business and trade. It is statutorily under the Federal Ministry of Industry, Trade & Investment. Its publicly stated mandate is to protect consumers by taking both preventive and remedial measures.

The Commission is designed to operate across all sectors of the economy and has zonal offices in the six geopolitical zones, and offices in select state locations for better coverage of the country. Currently, it operates nine zonal and state offices including the headquarters in Abuja. In accordance with the act (FCCPA), the Commission may establish other offices in the Federation for the purpose of its business as it deems necessary. Its zonal offices are controlled and coordinated from the headquarters.

2. BACKGROUND

Large-scale fortification of staple foods and condiments is a proven, cost-effective, and scalable strategy to address micronutrient deficiencies. In Nigeria, national fortification of salt with iodine began in 1993, and law has mandated fortification of wheat flour, semolina flour, and maize flour with multiple micronutrients, and sugar and edible oil with vitamin A since 2002.

Monitoring of large-scale food fortification programme in Nigeria across the value chain is the responsibility of regulatory agencies that monitor fortification compliance with national fortification standards at the factory, market and household levels. In other to achieve this, a Joint Monitoring Framework *(Joint Monitoring Framework for Large Scale Food Fortification Programme in Nigeria by the Regulatory Agencies Core Group,*

5th July 2020) was jointly developed by the three agencies: Standards Organisation of Nigeria (SON), National Agency for Food & Drugs Administration & Control (NAFDAC), and Federal Competition & Consumer Protection Commission (FCCPC), facilitated by GAIN. The framework specifies the roles and responsibilities of each organization with regards to food fortification monitoring. Specifically, the Standards Organization of Nigeria (SON) is responsible for monitoring fortification compliance at factory level, the National Agency for Food and Drugs Administration & Control (NAFDAC) is responsible for monitoring fortification compliance at market level and the Federal Competitive and Consumer Protection Commission (FCCPC) is responsible for monitoring at consumer level which may involve survey/data collection, advocacy and consumer enlightenment.

Fortification quality assessments of mandatory fortified foods have been conducted and are still ongoing at factory and market levels by SON and NAFDAC, respectively; to determine compliance with national fortification standards by industry to ensuring adequately fortified foods are available for consumption by the population. In 2019, a national market level assessment of fortified foods in Nigeria was conducted by NAFDAC in collaboration with GAIN, which showed existing gaps in fortification compliance by Industry as compliance levels were evidently low. Currently, GAIN is partnering with the Standards Organization of Nigeria (SON), to carry out a survey to monitor factory level fortification compliance. At the consumer level, data on information on awareness and knowledge of fortified foods is important to understand drivers and barriers to creating demand for such foods. However, currently there are no data routinely collected on of consumer awareness and knowledge of fortified foods. FCCPC, in collaboration with GAIN, is looking to develop and test a method for collecting this information that could be implemented routinely overtime.

The purpose of this RFP is to engage services of a Service Provider to design and conduct a baseline survey in collaboration with FCCPC and GAIN, to assess consumer awareness and knowledge of fortified foods in Abuja, FCT, Nigeria. The results of this work will be used to inform future consumer education and awareness programs/interventions conducted by the FCCPC, advocate to partner regulatory agencies on the realistic status of food fortification consumer awareness and compliance, and used alongside data from the factory and market level monitoring data to understand fortification program performance.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall provide the following services:

- Develop a study protocol (including literature review, detailed methodology and justification, sampling plan (where applicable), data analysis plan, and data collection tools) for review and approval by GAIN and FCCPC.
- Obtain relevant access and data collection permissions as appropriate, e.g., government.
- Carry out all aspects of primary data collection, quality assurance, and data entry, cleaning, management, and analyses.
- For any primary data collected, provide GAIN and FCCPC with raw and clean datasets, accompanying codebooks, and syntax and output of all data analyses. If quantitative data are collected, data documentation must be provided using Nesstar.
- Develop final report outlines for review and approval by GAIN and FCCPC.
- Draft full report, including literature review, methods, data collection activities, results, and conclusions.
- Revise and finalize report based on inputs from GAIN and FCCPC.

3.1. OBJECTIVES

The main objective is to **assess awareness and knowledge of fortified foods among consumers**.

The scope of this assessment will focus on **Abuja, FCT, Nigeria** and the target population is the **general population.**

Subsequently, this work is envisaged to be replicated at scale to include larger population and wider coverage, contributing to the existing body of knowledge.

The specific objectives are to assess:

1. Awareness of fortified foods among consumers;
2. Knowledge of and perceived benefits of consuming fortified foods among consumers;
3. Barriers towards consumption of fortified foods among consumers;
4. Awareness and knowledge of the two fortification logos in use. i.e., for vitamin A and iodine among consumers.

The Service Provider should propose the methods for the assessment of the above-mentioned objectives based on their expertise, but it will be expected to include first, a rapid review of the literature followed by purposeful primary data collection (i.e., consumer insight survey). Given the short timeline for the work, a convenience sample design will be accepted.

3.2. DELIVERABLES

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the following table:

DELIVERABLE	DEADLINE
Proposal submission	7 September 2021
Final response regarding selection of Service Provider	14 September 2021
Contracting process finalized	21 September 2021
Study protocol and data collection tools submitted and approved by GAIN and FCCPC	28 September 2021
Draft report outline submitted	30 September 2021
Data collection completed	4 October 2021
Draft report submitted	18 October 2021
Final report and dataset and data documentation in Nesstar submitted	29 October 2021

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. Reponses will not be confidential except in cases where proprietary information is involved.

- Ava Bawa, Junior Associate, GAIN Nigeria (abawa@gainhealth.org)
- Oluwatoyin Oyekenu, Senior Project Manager, GAIN Nigeria (ooyekenu@gainhealth.org)

2. BUDGET

The budget range for this engagement is within **USD20,000 – USD25,000**. Applicants are required to provide GAIN with a detailed budget and costed workplan. The final budget amount and costed workplan will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- A **Technical Proposal**, consisting of an executive summary, project background, methodology, activities to be conducted, and a Gantt chart with the estimated timelines. Describe reasons for any deviations from the suggested due dates listed in the scope of work.
- **Budget Proposal**, consisting of the detailed budget needed to implement the activities based on the assignment of this project. Budget should include itemized costs for key elements of the assignment as follows:
    - Rates of key staff and percentage participation in total level of effort for key staff.
    - Estimated schedule of other anticipated expenses (sub-contracted resources, supplies, outside resources, etc.).
    - Itemization of all other costs, e.g., agency costs, agency fees, administrative costs, etc.
    - Preparation of reports and required documentation.
    - 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
- **Annex** should contain the following information:
    - Profile of relevant applicant qualifications, including years in business. If your organization has more than one location, please distinguish these qualifications for the site that is responding. Experience in implementing community-based interventions or working in low-resource settings is strongly desired.
    - Profile of relevant experience and examples of related work, including references of 2-3 prior clients.
    - Qualifications of key members of the proposed project team (Please attach CVs and provide details of back up/standby teams).

The Technical Proposal should be no more than 5 standard A4 pages. Further information to back up this proposal can be included as annexes up to 10 standard A4 pages. Each component should be a separate document marked accordingly as "Technical Proposal", "Budget Proposal", and "Annex".

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4. SUBMISSION

An electronic copy containing the documents preferably in Microsoft Office Suite formats and / or PDF, along with all the required information (including the fee proposal) should reach GAIN at the following address: abawa@gainhealth.org with ooyekenu@gainhealth.org and lolaakeju@yahoo.com in copy.

5. DEADLINE

Completed proposals should be submitted **before 2300HRS Central European Time on 7th September. 2021.** 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 of the proposed strategy.
    - 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:
    - 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 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)