

## REQUEST FOR PROPOSALS

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# **THIRD PARTY MONITORING SUPPORT FOR PILOT PHASE OF PROJECT ACTIVITIES IN SELECTED AREAS OF NAIROBI, MOMBASA, NAKURU, MACHAKOS, AND KIAMBU COUNTIES**

**Issued by**

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**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.

The project conducted a consumer survey to understand the drivers of vegetable purchases and the study revealed that *purchases* are driven by 3 consumer expectations: freshness, proximity of vegetable seller, 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 vegetables to fill a hungry stomach vs. vegetables as a source of enjoyment.

*FoodFiti* Zones (FFZ) are the last mile/point of purchase integrated solution offered by the *FoodFiti* 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. The FFZ have been conceived as a catchment area around low-income estates in urban and peri-urban areas. These FFZ cover approximately 1,000 households and we are expecting at least 1000 zones during full implementation to be established through this project in order to reach approximately 4.7 million low-income consumers in Nairobi, Kiambu, Machakos, Mombasa and Nakuru.

Because 70% of households in key areas are families with children, we are prioritizing these types of households in urban and peri-urban areas. Parents are also the key decision makers around food. We target parents (inclusive of 2-parent households and single parents), especially with children aged 3-12 in the lower income group, LSM3-5.

At the heart of the FFZ is the *mama mboga*, mostly women with semi-permanent stalls (see annex for pictures), who has a loyal and frequent customer base. Included in the FFZ are other small retailers that sell to our target audience including retailers and traditional markets. Other 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.

Ongoing efforts are underway to set the Food Fiti Zone (FFZ) locations in the five priority counties. The pilot phase of this project is scheduled to commence in June 2023 and continue into October 2023. During the pilot, each of the five counties is expected to host around 10 FFZs, each comprising a minimum of 10 *mama mbogas*. Each FFZ has approximately 1000 households. Project full implementation is expected to begin in November 2023. Once the pilot phase is completed, the client may consider extending the contract to the implementation phase.

The purpose of this RFP is to engage services of a Service Provider to provide Third Party monitoring services to the Pilot FFZ.

### **3. SCOPE OF WORK AND DELIVERABLES**

General tasks:

The Service Provider shall perform the following tasks:

1. Work with the project team for refining the monitoring plan for the *FoodFiti Zones*. Monitoring plan should capture progress on key project activities specified in the project's simplified implementation pathway (see Annex 1). The proposed set of monitoring activities and indicators are shown in Annex 2.
2. Work with the project team to develop/refine data collection instruments and have them translated into Kiswahili language and to use proposed project platform for data collection. Work with the project team to ensure that the data tools are coded on GAIN's Data Collection Platform (Survey CTO)
3. Ensure adherence to high-quality data collection methods and safety protocols while using the project monitoring systems.
4. Propose and work with the project to implement a data management standard operating procedure (SOP) and Quality Control (QC) process to ensure quality and timely data collection.
5. Coordinate with other Implementing Agencies, GAIN team and other parties working in the project.
6. Manage the data including cleaning, sharing of cleaned data files in appropriate format with GAIN.
7. Reporting on any challenges, successes, recommendations, and learnings gained during the implementation of the exercise and initial analysis thereof.
8. Present regular report (as stipulated in Annex 2), monthly and end of pilot phase report with analysis/interpretation of survey results and lessons learnt from the monitoring activities.
9. Constant updating of the project's risk matrix.

#### **3.1. OBJECTIVES**

The objective of this task is to provide Third party monitoring support to the project in pilot FFZ in Nairobi, Machakos, Mombasa, Nakuru, and Kiambu Counties.

#### **3.2. DELIVERABLES**

The service shall be performed between 20 June and 30 December 2023. The proposed deliverables and deliverable dates are planned for in-person data collection.

<b>Deliverables</b>	<b>Date Deliverable Due</b>
1. Detailed approach for conducting the monitoring activity and Inception Report	9 June 2023
2. Cleaned datasets and Analyzed Report	Periodically (see annex 2)
3. Final report	(October 30)

## **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](mailto:rfp@gainhealth.org) with subject line 'Monitoring Support Veg4All 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:

- Your understanding of the proposed assignment
- 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. A Gantt diagram is preferred to show the same.
- *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 as appropriate.
- 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](mailto:rfp@gainhealth.org) by email **on 29 May 2023** with subject line 'Monitoring FFZ 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:

- 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.

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Signature (applicant)

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

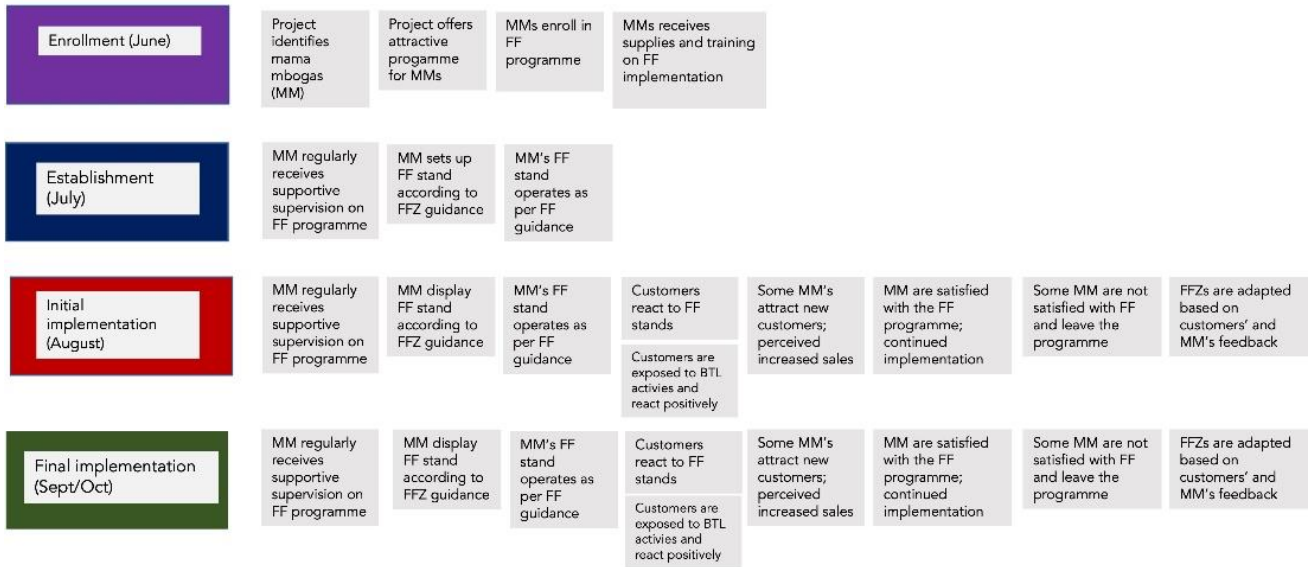
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Annex 1. Simplified implementation pathway

## Simplified implementation pathway



## Annex 2. Proposed monitoring activities

Project phase	Key indicators	Frequency of reporting	Proposed data collection activity
Enrolment (June)	<p>1.# of MM identified by the project per zone</p> <p>2.# of MM who are offered to join the FF programme</p> <p>3.# and % of MM who accept to join the FF programme</p> <p>4.% of MM who decline to join FF programme; reason for decline</p> <p>5.# and % of MM who received ALL FF supplies 7 days or less after recruitment</p> <p>6.# and % of MM who received FF training 7 days or less after recruitment</p>	Weekly	<p>Weekly check-in with implementer (to receive information about enrolment)</p> <p>Brief 5-min survey with MM (maximum number of MM: 500)</p>
Establishment (July)	<p>1.# and % of MMs who receive at least one supportive supervision visit within the first 15 days of establishment (target: 100%)</p> <p>2.# and % of MMs who receive at least one supportive supervision visit every 15 days (target: 100%)</p> <p>3.# and % of MMs who display the FF stand as per guidance (target: 90%)</p> <p>4.# and % of MMs who operate the FF stand as per guidance (target: 80%)</p> <p>5.# and % of MMs who did not display or operate the FF stand as per guidance who received supportive guidance for improvement (target: 100%)</p> <p>7. # and % of MMs who manage food waste as per guidance</p>	Every 2 weeks	Brief 5-min survey/structured observation of MM (maximum number of MM:500)
Initial implementation (August)	<p>1.# of customers who take short survey on FF stands (target: 100/county)</p> <p>2.% of customers who positively rate FF stands; reasons for positive reviews identified</p> <p>3.% of customers who negatively rate FF stands; reasons for negative reviews identified</p> <p>4.# of BTL activities conducted; % of BTL conducted/planned</p> <p>5.# of individuals reached by BTL activities</p> <p>6.# of individuals who take short survey on BTL activities (target:50/activity)</p>	Every 2 weeks	<p>Brief 5-min survey with FFZ customers (maximum number of surveys: 500)</p> <p>Brief 5-min survey with individuals reached by BTL activities (maximum number of surveys: 250)</p> <p>Brief 5-min survey/structured</p>

	<p>7. % of individuals who positively rate BTL activities; reasons for positive reviews identified</p> <p>8. % of individuals who negatively rate BTL activities; reasons for positive reviews identified</p> <p>9. # and % of FF MM who take short survey on FF programme (target: 100% )</p> <p>10. % of FF MM who positively rate FF programme</p> <p>11. % of FF MM who negatively rate FF programme; reasons for negative reviews identified</p> <p>12. % of FF MM who report an increase in vegetable sales</p> <p>13. % of FF MM drop-outs (for lack of interest/non-compliance)</p> <p>14. % of MM who were linked and sourcing vegetables from GAP/GHP compliant suppliers</p> <p>15. % of MM adopting use of digital solutions to improve sourcing.</p>		<p>observation of MM (maximum number of MM:500)</p>
<p>Final implementation (September/October)</p>	<p><b>Same indicators as in initial implementation, testing of reception of FF stand adaptation</b></p>	<p>Every 2 weeks</p>	<p>Brief 5-min survey with FFZ customers (maximum number of surveys: 500)</p> <p>Brief 5-min survey with individuals reached by BTL activities (maximum number of surveys: 250)</p> <p>Brief 5-min survey/structured observation of MM (maximum number of MM:500)</p>