

# REQUEST FOR PROPOSALS



## DESIGN OF DIGITAL PORTAL TO HOST TOOLKIT FOR IMPLEMENTING CAMPAIGNS TO IMPROVE INFANT AND YOUNG CHILD FEEDING

1 March 2023

Children and Young People Programme

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# I. PROJECT BACKGROUND

## 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 public and private partners, GAIN aims to deliver nutritious foods to those people most at risk of malnutrition.

Headquartered in Geneva, Switzerland, GAIN has offices in Bangladesh, Canada, Denmark, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Tanzania, The Netherlands, the United Kingdom, and the United States. In addition, GAIN carries out programmes and projects in a variety of other countries, particularly in Africa and Asia.

At GAIN, we believe that everyone in the world should have access to affordable, healthy and nutritious foods. 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.

## 2. INTRODUCTION

Every day, our behaviours and decisions are influenced by factors within ourselves, our households and communities, and our society. What time we wake up in the morning, how we spend our leisure time, whether and how much we exercise in a day, where and how we access information, and what we eat, and drink are some of the many examples of how behaviours are a regular part of each of our lives. Our individual knowledge and beliefs, as well as influences from friends, family members, community leaders, health experts, and others, also affect how we nourish infants and young children. Unfortunately, many infants and children do not receive adequate nutrition early in life.

Infant and young child feeding (IYCF)-focused social behaviour change (SBCC) programmes provide an avenue for governments, health leaders, and others to deliver important information to parents and caregivers of infants and children under two years of age. First, these programs aim. to understand how and why caregivers make the feeding decisions that they do. Then, using that information, the programmes propose initiatives to support and encourage optimal IYCF practices via engaging communications at the individual, interpersonal, or community levels.

The purpose of this Request for Proposals is to identify and select a service provider to build a digital portal to host an interactive toolkit. The ideal agency will have experience developing online toolkits with a particular lens on developing accessible digital content that learners are able to navigate, understand and interact with despite varying levels of technological literacy and experience.

## II. SCOPE OF WORK

The Build Your Own Campaign and “Campaign in a Box” toolkit was developed by the Southern African Development Community (SADC), Global Alliance for Improved Nutrition (GAIN), and the United Nations Children’s Fund (UNICEF) to support and guide SADC Member States<sup>1</sup> in implementing IYCF-focused SBCC campaigns.

The toolkit is designed for practitioners who would like to develop SBCC campaigns to improve IYCF practices and behaviours, including breastfeeding practices, provision of age-appropriate solid foods, and adequate dietary variety and meal frequency. Campaigns may be developed as part of a package together with policy initiatives or other programmes in collaboration with local organizations, advocacy groups, and community members. Nutrition, SBCC, and public health experts should be included in campaign development to contribute expertise that strengthens campaign materials, implementation, and monitoring and evaluation activities. The toolkit helps practitioners:

1. To present an overview of SBCC and detail how SBCC activities can be used to improve IYCF behaviours and child nutritional status.
2. To provide step-by-step guidance to local or national partners in planning, developing, implementing, monitoring, and evaluating SBCC campaigns to improve IYCF behaviours.
3. To support practical application of the SADC SBCC strategy across Member States.

A non-digital version of the toolkit was developed in 2021 and revised in early 2022 following testing and the development of a prototype campaign in Tanzania.

We are now seeking to develop a web portal and digital tools to host the toolkit and case study campaign materials providing a pragmatic way for SADC member states to build their own campaigns suited to their countries, target behaviours, and audiences. It will also serve as a platform to share best practices for IYCF-focused SBCC programmes from the region. The website should be appealing, interactive, user-friendly, and easy to use when accessed from different browsers and devices. It should also be optimized to support varying internet connection qualities.

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<sup>1</sup> Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, United Republic of Tanzania, Zambia and Zimbabwe.

## 1. SPECIFIC OBJECTIVES AND FUNCTIONALITIES

The portal will be structured around the toolkits' four stages of SBCC campaign development: planning, development, implementation, and monitoring and evaluation.

1. **Planning** - Tools to help with planning and formative research including governance structures, project management, situation analysis, audience and behaviour selection.
2. **Development** – Tools to recruit and work with a creative agency to develop the campaign concept, messages, and media plan. This includes pre-testing of campaign messages, graphics, and tools in advance of the implementation phase.
3. **Implementation** – Implementation will mainly be conducted by a creative agency and this section will give guidance to the user on what to expect from campaign implementation.
4. **Monitoring and evaluation**- Tools to inform how campaign monitoring and evaluation are planned before, during, and after the campaign's launch. Monitoring and evaluation activities are customised by the programme and are used to help programme teams determine whether the campaign was implemented as intended, whether it was successful improving IYCF behaviours, and more.

In addition to these four sections, the portal will also feature:

1. **Overview**: introduction to the toolkit and background information about IYCF.
2. **Further information**: additional details about the SBCC methodology used in developing the toolkit.
3. **Resources**: Case studies submitted by member states, links to external tools and references

## 2. REQUIREMENTS

The toolkit content has already been developed and is ready for integration into a web portal. Most of the toolkit is currently housed in a single word document with additional tools in excel and sample campaign material in PDF. The service provider will be required to digitalise these tools to optimise usability and support the users learning journey. These tools are currently separate, and we seek the expertise of the service provider to integrate them. An overview of these tools is:

- Situation analysis
  - o Assessment of IYCF indicators
  - o Policy priorities and recent interventions
- Behaviour selection
  - o IYCF priorities
  - o Audience identification
- Working with a communications agency
  - o Scope of work and creative brief
  - o Communications strategy
- Monitoring and evaluation
  - o Framework for measuring determinants.
  - o Indicators to measure campaign reach and effectiveness.

Key requirements identified for the portal are as follows:

- **Digital tools:** The content needs to be dynamic and responsive. All current tools are in word or excel and the service provider will need to make these digital in a way that facilitates the user to develop their own campaign. Tools should build on from and be connected to each other.
- **User experience (UX):** users should enjoy the best user experience. UX should be at the core of the process. The service provider will need to consider a user's learning journey as well as the need for simple and effective navigation. Given the target audience includes those from low- and middle-income countries with limited internet connectivity, the toolkit should be optimized for low/variable bandwidth settings.
- **User testing:** As part of the development process, the portal will be tested in one SADC country to gain an understanding of the user experience with the portal. Lessons from this user testing will be incorporated into a second iteration.
- **Languages:** our aspiration is for the portal to be provided in English, French and Portuguese. The portal will be developed in English with translation to Portuguese and French to follow.
- **GDPR compliant and with legal use terms.** Legal input will be provided by GAIN.
- **Hosting:** a link to the portal will be provided on the SADC website. The portal may or may not be hosted by the service provider.
- **Maintenance:** in addition to building the portal, the selected agency should provide technical support and maintenance on a long-term basis for at least two years.

### 3. CHARACTERISTICS OF SERVICE PROVIDER

The aim is to contract a small to medium-sized web agency specialised in digital learning. Given the time zones of the GAIN teams and the geographical focus of the toolkit, preference will be given to agencies-based Europe and sub-Saharan Africa.

As a minimum, work is expected with a UX designer, graphic designer, web developer, and a project manager to ensure coordination as well as respect for timelines and costs.

Previous work developing websites for non-profit organisations and businesses in the food system constitute an advantage.

## 4. STRATEGY AND DELIVERABLES

1

Discovery,  
strategy,  
and design

- Review of toolkit content and strategy developed for digitalising tools.
- Development of effective information architecture to create an optimal experience to ensure efficient engagement with our target audiences.
- Visual design of portal.

### Deliverables

- PowerPoint presentation with preliminary findings and suggested approach for adaptation of toolkit to digital platform including user experience journey and information architecture.
- Visual design of portal.

2

Development  
and set-up

- Information architecture implementation.
- Development of portal templates, layout and feature code.
- Development of digital tools.
- Design of testing process. User testing and portal iterations based on testing.

### Deliverables

- Design of portal templates, layout and feature code
- Development of portal templates, layout following feedback
- Digital tools
- Testing process design
- User testing implementation

3

Hosting  
and  
support

- Possible Hosting. Ongoing server support
- Site maintenance and ongoing client support

## 5. TIMELINE

Action	Date due
Agency selected and notified	24 March 2023. Start date 1 April 2023
Review of toolkit content, visual design and UX journey defined.	4 weeks from start date
First Review	5 weeks from start date
User testing	End Week 7 (from start date)
Iteration and final review	9 weeks from start date
Full website developed and soft launched	Week 10 – 12 (from start date)
Maintenance and further improvements	Until end April 2025

### III. 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

Miriam Shindler of GAIN's Children and Young People Programme is part of the selection team of the organisation and will review the proposals. They will be available via e-mail to respond to clarifications on this solicitation.

**Please direct all inquiries to the contact below:**

Miriam Shindler

Programme Lead

GAIN – Global Alliance for Improved Nutrition

E: [mshindler@gainhealth.org](mailto:mshindler@gainhealth.org)

**Submission of proposals should be emailed to:**

E: [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

with the following in the subject box: Shindler/Portal Design Proposal

#### 2. FORMAT OF PROPOSAL

All costs should be given in US dollars and all proposals should include the following information:

1. Number and function of staff dedicated to the project.
2. Time dedicated to the project.
3. Total cost for the entire design process, including review process, refinement and expected template breakdown
4. Domain Hosting cost indications (separate these costs clearly so the project costs for hosting and without hosting are evident)
5. Fees for maintenance work (technical updates and enhancements) at the end of the design process.
6. Examples of previous work developing websites for similar organisations and/or businesses, especially those related to sustainable development and/or food systems.
7. Describe your user experience process and how you will test the portal with users.

#### 3. DEADLINE

Completed proposals should be submitted to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by 13:00 Central European Time on 17 March 2023.

#### 4. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.



- Proposals that are not signed.

## **5. 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.

## **6. COMPLETION**

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorizing signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern. All costs should be in US Dollars.
- 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, 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.

## **7. 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.

## **8. 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.

## **9. 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.

## **IV. 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 this RFP
- 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) 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 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 and as per cooperation agreement with partners MUFPP and RUAF.

## **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 authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.