

**REQUEST FOR PROPOSALS**

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**RECRUITMENT OF  
PROJECT MANAGER (FULL TIME CONSULTANT)  
FOR 2024 DIETARY SHIFTS CHALLENGE**

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**Issued by  
The Global Alliance for Improved Nutrition (GAIN)**

**TABLE OF CONTENTS**

<b>I. PROJECT BACKGROUND AND SCOPE OF WORK</b>	<b>2</b>
<b>II. INSTRUCTIONS FOR RESPONDING</b>	<b>6</b>
<b>III. TERMS AND CONDITIONS OF THIS SOLICITATION</b>	<b>8</b>
<b>IV. OFFER OF SERVICES</b>	<b>11</b>

## 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.

**Consumer Demand Programme** uses market-based solutions to create and sustain desire and motivation for nutritious and sustainable food. Our programme portfolio covers Emotivate™, Food Culture Alliance, and Reduce the Bad, reflecting three complementary strategies to improve consumer demand for healthy diets for lower income consumers at scale.

**Nutrition Connect** is a GAIN initiative aimed at mobilising knowledge, sharing experiences, and stimulating dialogue on public private engagement (PPE) for nutrition. With a keen focus on propagating global and in-country successes and learnings, Nutrition Connect caters to GAIN and partners knowledge gaps, via three main pillars i.e enhancing knowledge curation, co-creation, and collaboration & communication (The 3 Cs), for championing public-private engagement (PPE) in nutrition aimed at food systems transformation. As a knowledge hub, Nutrition Connect houses GAIN’s expertise on innovation challenges (competitions) in the food systems transformation space.

### 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.

The purpose of this RFP is to engage services of a Service Provider and hire a full-time Consultant role of a Project Manager for end-to-end coordination and management of the ‘2024 Food Dietary Shift Competition’ in two countries i.e Kenya and Indonesia. GAIN, EAT, and FOLU are issuing this opportunity and 2024 ‘Dietary Shift Competition’ will seek solutions for dietary shifts anticipated in including more of : fruits, vegetables, whole grains, nuts, soybeans, legumes, and blue foods (i.e, fish, seafood, aquatic plants); less of: free sugars, vegetables oils, salt, saturated fats, refined grains, ultra processed foods, fast foods, sugar-sweetened beverages. Finally, more or less of (depending on current diets and sustainable production considerations in-country): eggs, poultry, pork, red meat, dairy.

## About our Partners:

**FOLU:** The [Food and Land Use Coalition](#) envisions a world with sustainable, equitable, and resilient food and land use systems to enable people and nature to prosper. Their mission is to galvanize diverse leadership, expertise, and solutions for rapid and transformative change in food and land use systems. FOLU works primarily through their country platforms consisting of locally based partners working on food and land use. For this project, Kenya and Indonesia country platforms have been identified.

**EAT :** [EAT](#) is a science-based global platform for food system transformation. It connects and partners across science, policy, business, and civil society to achieve five urgent and radical transformations by 2050: (1) Shift the world to healthy, tasty and sustainable diets; (2) realign food system priorities for people and planet; (3) produce more of the right food, from less; (4) Safeguard our land and oceans; (5) radically reduce food losses and waste.

## About the '2024 Dietary Shift Competition':

The scope of work under the purview of the Project Manager includes two Work Packages i.e the competition itself (Work package 3) and Deal Rooms (work package 4). **(Details provided in Workplan in Annex I).**

Work package 3 primarily consists of sourcing these solutions, with some advisory support to ensure the solutions address dietary shifts in meaningful ways. The competition will reveal 15 finalists across 4 categories (see below). The finalists will then proceed to Deal Rooms where they will be encouraged to connect with others to explore opportunities to bundle various solutions and where possible facilitate design of a new, integrated solution that builds on existing opportunities.

- Competition launch date : September 2024\* (TBD)
- Applicants who will be eligible to compete in the competition: Local citizens, registered entrepreneurs, and organizations in Kenya or in Indonesia, having tech-based solutions, business models, not-for-profit service models, and other wildcard solutions that are already at proof-of-concept stage. These concepts must be operationally viable in the local context, providing a solution to a dietary shift need (see above) for the respective country context.
- Competition selection & Categories of the competition: A panel of experts will preside over the decision-making process to select 15 solutions that will be shortlisted for integration and support.

### Competition Categories:

Category I – Policies (laws, regulations) that encourage healthy & sustainable dietary shifts or restrict, penalize the consumption of unhealthy & unsustainable foods

Category II – Product reformulation and culinary strategies

Category III – Design of food service or food retailing strategies

Category IV – Advertising, branding, and cultural narratives strategies

## 3. SCOPE OF WORK AND DELIVERABLES

We are seeking the services of a consultant for the role of Project Manager for technical and financial management and coordination of the '2024 Dietary Shift Competition'. **Please read the workplan in Annex I prior to reviewing this scope of work.**

**This RFP will remain open to applicants between : 14 June and 28 June 2024**

**Applicants should be based in : India only**

**Duration : 15 July 2024 to 15 January 2025**

**Specifically, the Project Manager shall be required to do the following:**

**Preparation Phase:**

- Along with project partners, support internal GAIN team to define the scope of the Work package 3 (competition) and Work package 4 (Deal Rooms)
- Adjust the overall project plan (GANTT incl. Activities, outlining timelines, milestones, deliverables etc) and develop more detailed plans for Work package 3 and 4.
- Develop marketing and communication collaterals to promote the competition.
- Support in the identification and securing of necessary resources, e.g., support personnel, venues etc
- Support vendor (communication agency and advisory support) selection and management

**Stakeholder Engagement:**

- Ensure weekly, bi-weekly, and monthly meetings are organised, and the actionable are recorded & followed-up, to keep in-country partners as well as global partners informed and consulted throughout the competition process.
- Through regular stakeholder engagement, ensure EAT meets their deadlines for Work package 2.
- Organise regular one-on-one meetings with Project Lead (reporting manager)
- Organize one-on-one meetings with country focal point to support local teams to meet their deadlines.

**Competition Management (Work package3):**

- Develop a competition toolkit.
- Establish and maintain communication channels with internal GAIN teams and partners for ongoing support and feedback.
- Edit and update relevant content featured on various web pages and other media platforms of GAIN and partners.
- Design and organize internal workshops/meetings needed for participating stakeholders e.g., jury, country teams etc.
- Collaborate with local focal point to provide support and guidance to participants during registration process and competition information.
- Organize and facilitate advisory support for participants at various stages of the competition.
- Support local partners and GAIN teams with logistics for in-person or virtual events associated with the competition.

**Judging and Evaluation (Work package 3):**

- Develop the Judges toolkit.
- Collaborate with partners to establish competition categories, eligibility criteria, evaluation criteria and facilitate decision-making for judging panels.
- Work with partners to develop selection criteria for judges.
- Lead the onboarding of judges.
- Manage the review process of submissions, ensuring fairness and confidentiality.
- Participate in the team that reviews submissions for eligibility Support to notify finalists and provide feedback to participants on submissions.
- Ensure 2024 Competition finalists receive appropriate recognition via planned communications.

**Deal Room (Work package 4):**

- In collaboration with EAT, develop the workplan for Work package 4.
- In collaboration with EAT, develop a Deal Room toolkit that captures dealroom process in sufficient detail.
- Ensure that Deal Room toolkit is shared in timely manner with all key stakeholders (finalists, advisory support, partners)
- Support country focal point as needed for logistics for in-person or virtual events associated with the Deal Room work package activities.

**Documentation and Reporting:**

- Develop an excel-based Management Information System (MIS) to provide updates via regular progress reports (e.g Number of applicants, number and types of collaterals, GANTT progress etc Including monthly/quarterly KPI reporting, achievements, challenges, recommendations etc)
- Ensure comprehensive project documentation throughout the competition (e.g participant lists, submissions count, evaluation results etc i.e complete technical and financial documentation, as needed)
- Provide regular updates to internal teams and external teams via presentations.

**Post-Challenge Activities:**

- Develop feedback forms for participants, judges, stakeholders at multiple stages.
- Summarize feedback in presentation or another suitable format.
- Document lessons learned and good practices to inform future innovation initiatives.
- Lead the dissemination of stage-wise achievements, successes, upcoming activities, other relevant content via various channels.

**Project Closure:**

- Ensure administrative and financial requirements of the challenge are on time.
- Compile final report on the challenge (Summarizing outcomes, impacts, recommendations etc).
- Conduct a debrief session with internal teams to review experience of the challenge.

**Other Key Activities:**

- Liaise with the Innovation Challenge Project Team at GAIN for documenting, sharing and inputting on lessons learned and good practices for Competition blueprint.
- Coordinate with internal teams e.g. relevant program team(s) to gather technical inputs throughout the challenge.
- Manage risk i.e troubleshooting, escalating to managers, sharing lessons with wider team etc Support in developing knowledge products i.e. blogs, case studies, video cases studies etc

**DELIVERABLES**

DELIVERABLES	DUE ON
Submission of Inception report (updated Project implementation plan for both countries for all work packages)	31 July 2024
Submission of the Competition Toolkit (Incl. the Style guide for communication collaterals, Roles & Responsibilities, Governance, rules of competition, application, etc) with inputs from GAIN and Partners	15 August 2024
Submission of Judges toolkit, including scoring sheet, criteria, etc.	01 September 2024

Facilitate the Judges session for building agreement criteria for judging in round 1	09 September 2024
Submission of a Update Report after Round 1 judging	15 October 2024
Submission of deal room toolkit	30 October 2025
Facilitate the Judges session for building agreement criteria for judging in round 2	01 November 2024
Facilitate deal room session with supplier and partners to build agreement on goals, purpose and process for running the deal rooms	30 November 2024
Submission of Competition and Deal Room Report	15 January 2025

## 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.

### 4. CONTACT

Please direct all inquiries and other communications to the contact below with the subject line in your e-mail as : **“2024 DIETARY SHIFTS CHALLENGE”**. Responses will not be confidential except in cases where proprietary information is involved.

Eva Monterrosa, Programme Lead, Consumer Demand Generation

Email - [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

### 5. 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.

### 6. FORMAT FOR PROPOSALS

Interested consultant agencies should submit a brief proposal (max 5 pages), comprising of the following:

#### A. Technical proposal:

- Detailed note on your **understanding** of the Project Manager role for this project, explaining your suitability for the role, and how the requirements mentioned under the current **Scope of Work** will be met by you as the Project Manager, in keeping with the workplan (Work package 3 & 4) (max 3 pages)
- Detailed profile /**CV** of individual consultant, including relevant qualifications (max 1 page);
- Previous **relevant work experience** of the consultant leading in other similar assignments, including the clients for which this work was undertaken, and respective timeframes.

#### B. Financial Proposal:

Financial proposal for the role of the Project Manager for implementing the activities of this project.

- Updated, complete banking details of consultant
- The fees shall be quoted as a fixed sum inclusive of all applicable direct / indirect costs, taxes etc.

- In case of errors in calculating overall costs, the unit costs will govern

## 7. SUBMISSION

Interested consultants should prepare and submit :

- (a) A signed expression of interest (EOI should be no more than 4 pages) including reasons for interest in the project, relevant qualifications, prior experience with similar work, specifying the estimated days (as per the duration specified in this RFP, Point 3) and relevant costing (Figures to be in US Dollars)
- (b) A brief note (Upto max 4 pages) related to similar proof of work executed for other clients with testimonials and contact information.
- (c) CV and a Covering Note detailing your understanding of the Scope of Work detailed above in Point 3, for the role of the Project Manager supporting this assignment
- (d) A completed 'Offer of Services' form (see end of document).

A detailed **technical and financial proposal in MS Word must be submitted via email, with the subject line mentioned as '2024 DIETARY SHIFTS CHALLENGE'** with all the required information and necessary supporting documents, to reach GAIN at the email address mentioned below:

Email ID : [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

## 8. DEADLINE

Completed proposals should be submitted to **Programme Lead, Consumer Demand Generation**, by email at [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by **5:00 pm IST on 28 June 2024**.

## 9. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals received after the RFP deadline at the specified receiving office's local time.
- Proposals received by fax/ post.
- Incomplete proposals.
- Proposals that are not signed.

## 10. REVISIONS

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

## 11. 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.

## 12. COMPLETION

- Proposals must be submitted on your/ your firm's official letterhead OR in case of consultant, must be signed by the principal or authorising signatory.
- 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 4., 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.

### **13. 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.

### **14. 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.

## **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

### **15. 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.

### **16. 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.

### **17. 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.



## 18. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of criteria against which proposals will likely 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 for execution of tasks.
  - o Evidence of experience delivering solutions using the proposed strategy.
  - o The creative and methodological approaches required to implement each of the parts of the scope of work.
- Alignment with work plan and reasonableness of proposed work and 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.
- Personnel plan:
  - o The person working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
- 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.**

## 19. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

## 20. 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.

## 21. 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.

## **22. 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.

## **23. 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.

## **24. 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.

## **25. 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:

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(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)

