Request for Proposals – Services

MEDIA HOUSE FOR REGAIN PROJECT

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Kenya Country Office

CONTENTS

I.	INTRODUCTION	2
II.	BACKGROUND & TIMESCALES	2
III.	THE OPPORTUNITY	3
IV.	INSTRUCTIONS TO BIDDERS	4
V.	TERMS & CONDITIONS	7
VI.	OFFER OF SERVICES	9

GAIN's procurement is conducted based on our procurement principles, including "a focus on ethical and sustainable procurement which requires us to take note of our legal and ethical commitments… in our procurement and supplier management."

We require all our partners, suppliers and service providers to familiarise themselves with our Code of Conduct (Code) and to adhere to either our Code or to their own equivalent code or set of behaviours.

This is addition to any relevant clauses and provisions in our contractual terms.

We also expect our partners, suppliers, and service providers to proactively inform GAIN, via the mechanisms detailed in the Code, of any breaches, potential or perceived breaches of its provisions.

Any supplier or service provider found to be in violation of these principles will be excluded from this process and may be barred from responding to future opportunities.

I. Introduction

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 The Netherlands, the United Kingdom, and the United States. We currently have a presence and conduct programming activities in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda.

II. Background & timescales

The purpose of this RFP is to engage services of a qualified organisation to provide media services for the REGAIN project , by utilizing their media channels to promote dietary improvements through the increased consumption of wholegrain maize and nutrient dense beans in 4 counties in Kenya-Kitui, Makueni, Embu, and Tharaka Nithi Counties

Set out below is the proposed timescale for this procurement. It is a guide and whilst the GAIN does not intend to depart from the timetable, it reserves the right to do so at any stage.

RFP issue date	14th August 2026
Deadline for Bidders to submit questions	20th August 2026 5:00pm EAT
Deadline for GAIN to respond to clarifications, (via email)	25th August 2026
RFP closes - deadline for submission	28th August 2026 5:00pm EAT
GAIN evaluation for submissions	31st August to 11th September 2026
Contract award - subject to negotiation & due diligence checks	25th September 2026
Planned contract signature date	25th September 2026
Date by which all work is to be completed	30th June 2027

III. The Opportunity

The objective of this assignment is to use vernacular radio stations in the 4 project counties to broadcast messages aimed to increase awareness, improve perceptions and build confidence towards wholegrain flour and beans consumption among farmer households, caregivers and schools.

The selected media house will be responsible for delivering reach as the primary consumer awareness; engagement and sensitization radio channel to approximately 60,000 households and consumers, over an 11-month period.

The scope of work to be undertaken by the service provider:

- Identify and recommend local stations covering: Kitui, Makueni, Embu, Tharaka Nithi
- Develop and implement a media placement approach covering broadcast of radio messages in the 4 project counties, and hosting interviews for radio talk shows.
- Conduct live call-in programmes and expert interviews, featuring: Nutritionists, CHPs, VBAs and MSMEs and other REGAIN partners.
- Use a data-driven approach to demonstrate how the plan will effectively reach the defined target audience
- Provide day-to-day media support and innovative value-added benefits.
- Provide robust account management, supported by a clear reporting and monitoring structure,
- Share audience feedback with GAIN, presenting data on demographics, market penetration, and regional coverage.

Deliverables:

- Media plan comprising of the radio advert broadcast schedule, interactive call-in shows and interview segments
- Monthly proof-of-performance reports.

The REGAIN Project context is provided below.

REGAIN Project:

The REGAIN Project (Building Wholegrain Infrastructure and Markets for Better Nutrition in Kenya) is a 2-year project funded by Green Climate Fund (GCF) through the Alliance for Green Revolution in Africa (AGRA) and implemented by the Global Alliance for Improved Nutrition (GAIN).

The project aims to reduce hidden food losses and increase consumption of wholegrain maize (and the flour), and nutrient dense beans among school children and households while strengthening the resilience, inclusiveness and sustainability of local food systems and livelihoods in Kitui, Makueni, Embu, and Tharaka Nithi Counties.

By strengthening local food systems, enhancing market linkages, and increasing consumer awareness, the project seeks to create a resilient, inclusive, and nutrition-sensitive grain value chain that benefits farmers, enterprises, schools, and communities.

Challenge at hand
In the specific project counties (Kitui, Makueni, Embu, Tharaka Nithi), maize and beans are major staples. However, demand for wholegrain products remains low due to misconceptions about taste, safety, and cooking quality, social stigma. As a result, demand for wholegrain maize flour remains low, reducing incentives for MSMEs and retailers to invest in its production and availability. These challenges drive poor dietary quality, hidden losses, limited economic opportunities, and inefficiencies in wholegrain value chains.

Intervention for Driving Consumer Demand
GAIN's role for demand, is to help close the consumer gap between 'knowing wholegrain is good' and 'consumers making a choice to purchase, process and consume wholegrain'.
Specifically, the demand component aims to address the prevalent misconceptions about wholegrain products, through engaging farmer households (B2C) and school institutions (B2B) as the primary audiences.

The REGAIN project will use FoodFiti brand as the platform to create and sustain desirability of the whole grain foods. This will be achieved through adapting the brand to suit the needs of this project, aimed at increasing consideration, building confidence in meal integration for wholegrain maize, the flour and beans; and influence choices at the point of purchase for institutional procurement (B2B) and households (B2C).

FoodFiti Brand
FoodFiti is an umbrella brand for nutritious foods, dedicated to encouraging parents to provide their families with nutritious meals for healthier diets. By building an emotional connection with parents, the brand aims to inspire better food choices and encourage dietary diversity, among low-income communities. The brand has been in the marketplace for 2 years, implemented in the ongoing Vegetables for All project. The brand has a strong leverage of success on mass media, with over 5million base-of-the pyramid consumers reaching 6 implementation counties *(Nairobi, Nakuru, Machakos, Kiambu, Mombasa and Kilifi.* The FoodFiti advertising campaigns- *Kwa Meza Twaweza*, is currently ongoing on mass media platforms up to end of June 2027.

The REGAIN project will roll out a demand strategy by tailoring the FoodFiti campaigns on local radios; and community channels through local champions engagement (via Village Based Advisors (VBAs) and Community Health Promoters (CHPs). These will be the primary channels to reach 60,000 consumers and farmer households. The secondary channel will be school-based interventions targeting parents and learners.

Demand related outcome of this project:
Improved consumption of wholegrain maize and nutrients-dense beans, with at least 50% of targeted smallholder farmers having (50% women and 20% youth), learners, families and institutions incorporating wholegrain maize and nutrient-dense beans into their diets.

Broad target Audience:
- Farmer households (Parents) in the specific counties.
- School learners;
- School administrators (PTAs-*Parent Teacher Associations* and procurement committees);
- VBAs (Village Based Advisors) as the community channel partner.
- MSME's (flour millers) and co-operatives.

Focus Counties: Kitui, Makueni, Embu, and Tharaka Nithi Counties.

.

Payment Profile

GAIN will make a down payment of up to 30% of the total contract value, with the balance paid through milestone-based partial payments spread across the contract period, subject to achievement and approval of agreed deliverables.

IV. Instructions to bidders

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements and ensure that a consistent level of information is obtained from each Bidder and provide a structured framework for the evaluation of Proposals.

Bidders should read these instructions carefully before completing their submission.

GAIN contact email address: procurementkenya@gainhealth.org

Queries and clarifications

- Bidders are to direct any questions regarding the RFP to the GAIN contact in writing via email.
- It is the Bidder's responsibility to ensure safe receipt of communication.
- No other member of GAIN staff should be contacted in relation to this RFP unless directed to do so by the GAIN contact.
- GAIN may choose to convey responses to submitted questions and queries to all Bidders so that each is equally informed.
- GAIN may amend the RFP documents by issuing notices to that effect to all Bidders and may extend the closing date and time if deemed appropriate.

Preparing your response

- Bidders must obtain, at their own responsibility and expense, all information necessary for the preparation of Bids.
- Bidders should notify GAIN promptly of any perceived inconsistency, or omission in this RFP, or any of its associated documents.

Submitting your response

The Proposal and any accompanying documents must be in English.

Bidders must submit their Proposal in the following way:
Email to contact's email address. The subject heading of the email should be **REGAIN Media House RFP**. All submitted documents must be viewable using the Microsoft Office suite of applications. Your submission should not exceed 30MB.

Your submission must include the following:

Technical proposal: (*Maximum of 20 pages)*

1. Description and links to previous work related to offering services directly to brands, highlighting innovative media formats use and portfolio (maximum 1-page, nutrition and food related brand examples would be ideal).
2. Demonstrated capacity and experience to manage media placements, particularly rural and community radio, with appropriate financial oversight and robust monitoring and verification systems to ensure accurate insertion, reporting, and accountability.

3. Composition of team with names and profiles of all key staff including descriptions of each person's role on the project. GAIN shall have one main contact person clearly identified in the proposal (maximum 2 pages)
4. Detailed proposal (including a detailed media plan, proposed media ideas and platforms), showcasing how the deliverables in the Scope of Work will be met along with timelines for delivery (maximum 10 pages)
5. Two (2) client references (ideally, they would be from the relevant work examples provided in part 1)

Financial proposal:

1. Signed Offer of Services (see section VI Offer of Services)
2. Detailed budget (see Notes on Budget below), with justification clearly highlighting direct implementation costs and any other associated costs, Cost breakdown per channel, outline available discounts and value-added services
3. Rate cards for all proposed media channels.
4. All value additions to be highlighted
5. Costs to include all applicable taxes (VAT & WHT)
6. Offer of services.

Notes on submissions

- Bidders should not include in their submission any extra information which has not been specifically requested in the RFP for example, any sales literature etc.
- No Proposal may be modified after the deadline for receipt.
- GAIN may request additional information from Bidders to assist further evaluation of Proposals.

Notes on budget

- As a donor funded organisation, GAIN is committed to achieving value for money in all our procurements.
- Submitted rates and prices are to be deemed include all costs, insurances, taxes, fees, expenses, and other things necessary for the performance of the requirement.
- Any charge not stated in the Proposal as being additional, will not be allowed in any resultant contract.
- We are looking for full cost disclosure: there must be an appropriate breakdown of costs to allow for price visibility.
- All rates and prices submitted must be in Kenya Shillings. and any contract arising from this RFP will be in Kenya Shillings.

Notes on evaluations

- GAIN may choose to shortlist Bidders at any stage of the process.
- 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.
- Bidders should note that GAIN may award a Contract on the basis of the original Bid received and may, at its absolute discretion, undertake any or all of the following processes:
    - shortlisting
    - taking up references
    - undertaking presentations or meetings
    - entering into a dialogue with one or more Bidders.

Evaluation criteria

Applicants will be judged based on:

- Optimal media plan & value adds: Clear media plan & approach/thinking additional offerings such as digital extensions or exclusive sponsorship opportunities.
- Audience reach & alignment: Ability to effectively reach the target demographic supported by strong vernacular radio presence in Kitui, Makueni, Embu and Tharaka Nithi counties.
- Team expertise and capacity to undertake scope of work.
- Cost efficiency: Competitive pricing for the radio media buy and value-added benefits
- Detailed workplan and efficient turn-around times
- Experience & past success Proven track record in managing media placements for rural and community radio, with appropriate financial oversight and robust monitoring and verification systems to ensure accurate insertion, reporting, and accountability.
- A duly completed offer of services.

V. Terms and conditions

This section constitutes the full conditions of this RFP and participation in the process automatically signals that the Bidder accepts the conditions.

Jurisdiction

Any Contract resulting from this RFP shall be governed by Swiss law.

Late Proposals

Any bid received after the deadline may be rejected at GAIN's absolute discretion.

Disclaimers

Bidders will not be compensated for costs incurred in preparing proposals, submitting revised proposals or in participation in any meeting or presentation.

This RFP does not commit GAIN to any course of action, it is not an offer or a contract and does not commit GAIN to contract for any of the services detailed within the RFP.

GAIN reserves the absolute right to:

- accept or reject any or all Proposals with or without notice or reason
- accept or reject any proposal in whole or in part
- accept a proposal other than the lowest priced
- negotiate with any, all or none of the Bidders
- modify or cancel this RFP

Acceptance of Proposals

GAIN is under no obligation to accept the lowest priced Proposal, or any Proposal, and reserves the right to reject any Proposal which is incomplete, conditional, or not complying with the RFP documents.

A Proposal may be for all or part of the Requirement and may be accepted by GAIN either wholly or in part.

A Proposal will not be accepted, in whole or in part, unless and until GAIN has signed a Contract in writing to the successful Bidder. GAIN reserves the right to:

- amend the terms and conditions of the procurement process
  1. cancel the evaluation and award process at any stage
  2. require the Bidder to clarify its Proposal in writing and/or provide additional information.

Failure to respond adequately may result in the Bidder not being selected.

Amendments

Prior to the final date for submission of Proposal, GAIN may issue amendments to clarify, modify or add to the procurement documents. A copy of each amendment will be issued to each Bidder and shall become part of the RFP.

Validity of Proposals

Proposals submitted in response to this RFP are to remain valid for a period of not less than 90 days from the RFP closing date.

Withdrawals

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to the Company.

Interpretation of Requirements

Bidders are responsible for ensuring that they have all the information required for the preparation of their tenders and that they satisfy themselves about the information and correct interpretation of terminology used in the tender documentation.

Bidders must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

Assumptions

Any assumptions that have been made in responding to this RFP should be outlined in the Bidders response documents.

Confidentiality

Except as required for the preparation of this Proposal, Bidders must not, without GAIN's prior written consent, disclose to any third party any of the contents of the RFP documents. Bidders must ensure that their employees, consultants, and agents also are bound and comply with this condition of confidentiality.

Feedback to unsuccessful Bidders

GAIN appreciates that significant time and resource goes into preparing a tender response, and we try to ensure that feedback is provided to all unsuccessful Bidders.

Please note however that GAIN does not share detailed scoring information with unsuccessful Bidders.

Inconsistencies and omissions

Bidders must promptly advise the Company in writing of any inconsistencies and omissions they discover in the RFP.

RFP documents

Bidders must destroy all copies of the RFP document if unsuccessful within 30 days of being notified they have not been successful (either issued by GAIN or created by the Bidder).

Disclaimers

Whilst the material in this RFP and the Information has been prepared in good faith, it does not purport to be comprehensive, nor has it been independently verified.

Neither GAIN nor their advisors, their respective directors, officers, members, partners, employees, other staff or agents makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the Information; or accepts any responsibility for the information contained in the Information or for their fairness, accuracy or completeness of that Information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such Information or any subsequent communication.

Collusive behaviour

Any Bidder who:

- fixes or adjusts the amount of their Response by or in accordance with any agreement or arrangement with any other party; or
- communicates to any party other than GAIN the amount or approximate amount of its Responses or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the Response or insurance or any necessary security); or
- enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Response; or
- enters into any agreement or arrangement with any other party as to the amount of any Response submitted; or
- offers or agrees to pay or give or does pay or give any sum or sums of money, inducement, or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any Response, any act or omission.

shall (without prejudice to any other civil remedies available to GAIN and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.

VI. Offer of services

I/we agree to supply the required services described within this Request for Proposal, for the sum of:

Sum in figures: ……..……………………………

Sum in words..................…………………………………………………...………………

I/we the undersigned confirm that I/we are able to furnish all expertise, supervision, materials, and any other things necessary to complete, to the entire satisfaction of the Executive Director or authorised representative, required services described within this Request for Proposal, according to GAIN's terms and conditions.

I/we agree that any obvious errors in pricing or errors in arithmetic that may discovered by GAIN in examination of the priced Specification submitted by me/us shall have no effect on the amount of this offer unless GAIN shall otherwise decide.

I/we understand that the lowest or any tender will not necessarily be accepted.

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.

I/we confirm that I/we have read the GAIN Code of Conduct and understand my/our duties under the Code.

I/We confirm that I/we have no actual, potential or perceived conflicts of interest which apply to this procurement OR that I have notified GAIN in writing of any actual, potential or perceived conflicts of interest which apply to this procurement.

I/We confirm that we will use the following organisational and payment details, if our Bid is successful:

Company name (including any trading names)	
Registered Company address, including postal code and country	
Company Registration Number	
Tax Identification Number (TIN) - if not applicable, please put N/A	
Business Identification Number (TIN) - if not applicable, please put N/A	

Company contact phone number	
Company contact email address	
Bank where account is held (name of the bank)	
Name on the payment bank account (individual/company name)	
Bank Account Number	
Swift/BIC Number - if not applicable, please put N/A	
IBAN Number - if not applicable please put N/A	
If you are an independent contractor based in the United States of America, or eligible to pay tax in the United States of America, please include a copy of your W-9 form[1]	

Signed by:	
Print Name:	
Job Title:	
For and on behalf of (Company name):	
Date:	

Annex:

FoodFiti Brand

Brand Heart

Purpose: To help parents find the resilience and inner strength to re-commit every day to the struggle of feeding their kids nutritious food.
Vision: For all parents to feel motivated to feed their kids nutritious food and supported in the struggle.
Brand Values: FoodFiti is

- ✓ empathetic toward people's lives
- ✓ realistic in its perspective
- ✓ altruistic in its mindset
- ✓ and shows integrity through its actions

Personality: We are kind, respectful and relentlessly encouraging; we'll believe in *you* until *you* believe in *you*.
Brand Essence: Resilience
Tone of Voice: FoodFiti is

- ✓ Confident (but never cocky)
- ✓ Encouraging (but not condescending, or dismissive)
- ✓ Conversational (but respectful)
- ✓ Fun (but not funny, cheeky, or playful)
- ✓ Intelligent (but not academic), and we treat our audience as intelligent too.
- ✓ Ambitious (but not pushy)

Brand Logo