

## REQUEST FOR PROPOSALS – SERVICES

### SERVICES FOR INDEPENDENT VERIFICATION OF BELOW-THE-LINE (BTL) OR PROMOTION AUDIENCES AND CROWD COUNTING METHODOLOGY IN UGANDA

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Uganda Country Office

<b>I.</b>	<b>INTRODUCTION and Context</b>	<b>2</b>
<b>II.</b>	<b>THE OPPORTUNITY</b>	<b>2</b>
<b>III.</b>	<b>INSTRUCTIONS TO BIDDERS</b>	<b>4</b>
<b>IV.</b>	<b>TERMS &amp; CONDITIONS</b>	<b>6</b>
<b>V.</b>	<b>OFFER OF SERVICES</b>	<b>9</b>

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.

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.

<b>RFP issue date</b>	24 <sup>th</sup> February 2026
<b>Deadline for Bidders to submit questions</b>	26 <sup>th</sup> February 2026
<b>Deadline for GAIN to respond to clarifications</b>	27 <sup>th</sup> February 2026
<b>RFP closes - deadline for submission</b>	3 <sup>rd</sup> March 2026
<b>GAIN clarifications, evaluation &amp; governance</b>	4 <sup>th</sup> March 2026
<b>Contract award - subject to negotiation &amp; due diligence checks</b>	5 <sup>th</sup> March 2026
<b>Planned contract signature date</b>	5 <sup>th</sup> March 2026
<b>Date by which all work is to be completed</b>	30 <sup>th</sup> June 2027

## **I. BACKGROUND AND CONTEXT**

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. GAIN works to tackle malnutrition by transforming food systems to make healthier, safer, and more nutritious food available and affordable for all, particularly the most vulnerable.

Uganda faces a triple burden of malnutrition: high child stunting (26%), widespread iron deficiency anaemia, and rising overweight and obesity, contributing to increasing NCDs. Most households do not meet the recommended fruit and vegetable intake, with diets heavily reliant on carbohydrate-rich staples that could reverse the situation.

To address this, GAIN Uganda is implementing the Vegetables for All project in eight districts, using the FitFood brand and the Beera Mama Owakabi campaign to increase vegetable consumption among low-income urban and peri-urban families. Through mass media (ATL) and community-level (BTL) activities targeting mothers and caregivers, the project aims to shift food choices toward healthier, more nutritious diets. The promotion activities are dominated by road shows and market activations, among others. These roadshows involve a mobile activation truck visiting villages across eight districts over an approximate 2 activations per-week.

Therefore, we are looking for a competent, skilled, and experienced consultant to independently verify the audience reach data collected in real time at each roadshow event. Agency-reported figures alone are not sufficient; the verification must be conducted by a third party and must capture audiences at different levels of exposure.

The programme involves three phases of activation:

- Current villages: approximately 13 activations from now to June 2026, followed by 16 activations from June to October 2026, and 24 activations from February to June 2027
- New villages: more than 40 activations
- Total estimated activations: 50+ roadshows across old and new villages
- Frequency: approximately 2 roadshows per week

## **II. THE OPPORTUNITY**

### **2.1 OBJECTIVES**

GAIN is seeking a qualified organization to:

- Independently verify audience reach at every roadshow, capturing three distinct exposure levels (defined below)
- Provide real-time, credible, and independently verified data
- Based on experience gained during implementation, develop and document a standardized, replicable crowd counting methodology that GAIN, partner organizations, or future implementers can apply independently in Uganda and similar contexts for future BTL activities

### **2.2 AUDIENCE EXPOSURE LEVELS TO BE MEASURED**

Not all audience members receive the same level of engagement. The selected agency must verify three distinct exposure tiers at each roadshow:

<b>Level</b>	<b>Definition</b>	<b>Proposed Measurement Approach</b>
<b>Passive Exposure</b>	Individuals in the vicinity of the truck who saw or heard the activation	Crowd photo / count at ~5 minutes from arrival
<b>Active Attendance</b>	Individuals who stayed and heard key messages	Crowd photo / count at 15–20 minutes into the activation

<b>Direct Engagement (Cooking Demo)</b>	Individuals who tasted samples or received recipe fliers	Physical count of plates distributed / fliers handed out
---	--	--

### 2.3 PROPOSED METHODS

GAIN has considered several approaches to crowd verification. Bidders are invited to propose any of the methods outlined below, a combination, or an alternative approach that better meets the requirements. The proposal should justify the recommended method with reference to accuracy, independence, cost-effectiveness, and suitability for open-air street settings in Uganda.

Methods under consideration include:

- **Manual Jacobs Method:** A scientifically recognized grid-overlay counting technique applied to crowd photographs, using free software (e.g. PowerPoint). Cost-effective but time-intensive and desk-based.
- **Free AI Software (ImageJ):** Computer vision software that automatically detects heads in crowd photographs. Desk-based, no field presence.
- **Paid AI App (e.g. CrowdCount Pro):** A smartphone app using neural networks trained on crowd photography, capable of offline use with automatic GPS and timestamp embedding. Fast and easy, but photo-based only, with no independent field witness.
- **Hybrid Verification (Recommended baseline):** A combination of AI photo analysis and a physical field representative attending every roadshow in real time, independently counting using a smartphone tally counter app. This produces two independent data points per event. Where field count and AI count diverge by more than 15%, a manual Jacobs recount is conducted as a tiebreaker.

*Note: GAIN's current working assumption is that a hybrid method offers the highest credibility. However, GAIN is open to alternative proposals if the bidder can demonstrate equivalent or superior verification standards.*

### 2.4 KNOWLEDGE PRODUCT FOR DEVELOPING STANDARDIZED METHODOLOGY

A key secondary objective of this assignment is learning. The selected agency will be expected to:

- Document the verification method applied throughout the project in a clear, replicable format
- Capture lessons learned regarding what worked, what did not, and any adaptations made during implementation
- Produce a concise **Standardized Crowd Counting and BTL Verification Methodology Guide** (approximately 10–15 pages) that GAIN or future external partners can use independently for similar activities in Uganda or comparable contexts
- The guide should include: step-by-step instructions, required tools and materials, roles and responsibilities, quality control checks, recommended reporting formats, and cost estimates for implementation at different scales

This methodology guide is intended to serve as a practical resource beyond the scope of this specific project and should be written for a non-specialist audience.

### 2.5 DELIVERABLES & TIMESCALES

The following deliverables are expected (timescales to be confirmed at contract stage):

#	Deliverable	Timing
1	Inception report including finalised methodology and field deployment plan	Within 2 weeks of contract signature
2	Real-time crowd count data for each roadshow (all three exposure tiers), submitted within 48 hours of each event	Ongoing throughout the project
3	Monthly summary verification report submitted to GAIN and EKN	Every 24 <sup>th</sup> of the month

4	Final consolidated verification report covering all activations with data quality assessment	Quarterly and completion of every phase
5	Standardised Crowd Counting & BTL Verification Methodology Guide (knowledge product)	By June 2026

## **2.6 BUDGET**

Applicants are required to provide a detailed budget in Uganda Shillings. The final budget amount will have to be approved by the organisation before starting the project. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs, including: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.

## **2.7 DEPENDENCIES & CONSTRAINTS**

- The verification agency must be independent of the BTL activation agency
- Field representatives must be deployed to roadshow locations across all project districts. The agency must have or be able to establish field capacity in these areas
- The agency may not rearrange or reposition crowd members during counting

## **2.8 OTHER CONSIDERATIONS**

- **Data protection:** All data collected must comply with applicable Ugandan data protection legislation and GAIN's data protection policy. No personally identifiable data should be collected from roadshow attendees.
- The methodology guide produced under this assignment may be published or shared publicly by GAIN; bidders should flag any constraints on this at proposal stage.
- Bidders should confirm their capacity to deploy field staff across all required districts throughout the full project period.

## **III. INSTRUCTIONS TO BIDDERS**

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements, 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.

### **3.1 GAIN CONTACT**

The following individual is the nominated contact for this RFP.

- **Name/role: Robert Obali/ Finance and Administration Manager**
- **Email address: ugandainfo@gainhealth.org**

### **3.2 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.

### **3.3 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.

### **3.4 SUBMITTING YOUR RESPONSE**

The Proposal and any accompanying documents must be in English.

Bidders must submit their Proposal in the following way:

Email to the contact's email address: [ugandainfo@gainhealth.org](mailto:ugandainfo@gainhealth.org). The subject heading of the email should be **Submission\_ Provision of BTL Audience and Counting Methodology Verification Services**. All submitted documents must be viewable using Microsoft Office. Your submission should not exceed 30MB.

Hard copy documents in a sealed envelope for **Submission of \_Provision of BTL Audience and Counting Methodology Verification Services**. The envelope should have the following information on the front: **Arial/Montserrat/Times New Roman**.

Your submission must include the following:

#### Technical proposal:

A submission of no more than 10 A4 pages of a Word file or pdf (preferred) or 20 PowerPoint slides

An introduction to your organisation. Your bid must make clear which organisation will be awarded the contract if your bid is successful<sup>1</sup>

- The individual/team who will be completing this work
- Approach and methodology, including timescales and milestones
- Understanding and experience, including two relevant examples of comparable work

#### Financial proposal:

- Detailed budget (see Notes on Budget below)
- Signed Offer of Services (see section V: Offer of Services below)

### **3.5 NOTES ON SUBMISSIONS**

- Bidders should not include in their submission any extra information that 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.

### **3.6 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.

---

<sup>1</sup> For example, if you are submitting a bid as part of a Group of companies, you must explicitly state in your response which entity will be the contracting party if your Bid is successful.

- All rates and prices submitted must be in United States Dollars, and any contract arising from this RFP will be in United States Dollars.

### **3.7 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 based on 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.

### **3.8 SUGGESTED EVALUATION CRITERIA**

In addition to GAIN's standard evaluation criteria, proposals will be assessed against the following:

- Technical robustness of the proposed verification method and its suitability for open-air crowd settings in Uganda
- Field coverage capacity across all required districts for the full project duration
- Quality and feasibility of the proposed approach to the methodology guide / knowledge product
- Relevant prior experience in crowd measurement, event verification, or BTL monitoring in Uganda or similar Sub-Saharan African contexts
- Value for money relative to the BTL budget scale

## **IV. 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.

### **4.1 JURISDICTION**

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

### **4.2 LATE PROPOSALS**

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

### **4.3 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

#### **4.4 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
- cancel the evaluation and award process at any stage

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.

#### **4.5 AMENDMENTS**

Prior to the final date for submission of the 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.

#### **4.6 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.

#### **4.7 WITHDRAWALS**

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

#### **4.8 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.

#### **4.9 ASSUMPTIONS**

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

#### **4.10 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 are also bound and comply with this condition of confidentiality.

#### **4.11 FEEDBACK TO UNSUCCESSFUL BIDDERS**

GAIN appreciates that significant time and resource go in to 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.

#### **4.12 INCONSISTENCIES AND OMISSIONS**

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

**4.13 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).

**3.14 DISCLAIMERS**

Whilst the material in this RFP and the information have 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.

**4.15 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.

**V. 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, the 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 be 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 (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	

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