

REQUEST FOR PROPOSALS

CONSULTANT FOR ADVISORY SUPPORT DIETARY SHIFT COMPETITION WINNER IN INDONESIA

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

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Dietary Shift (DISH) Competition in Indonesia is initiative aimed at promoting healthier and more sustainable dietary habits. Organized by GAIN, EAT and the Food and Land Use Coalition (FOLU), the competition seeks innovative solutions to encourage dietary shifts in line with the recommendations from the EAT-Lancet Commission Report, also known as the Planetary Health Diet.

The DISH Competition collected over 400 submissions and after several rounds of evaluations from expert juries, 15 solutions were selected to proceed to the Deal Room. The 15 winning solutions were consolidated into five (5) bundled and comprehensive solutions. These were then evaluated in a Delphi-light processes, through multiple rounds of surveys by both national and international experts, who assessed their strengths, weaknesses, scalability and impact. Ultimately the experts selected one of these bundled solutions as the overall winner. The winning bundled solution consists of four similar initiatives: a public school, a religious school (*pesantren*), a healthy food catering company, and a women penitentiary. All committed to shift dietary habit towards healthy and sustainable consumption by strengthening and scaling-up the concept of mindful eating in Indonesia, regardless of the setting in which each initiative operates. Mindful Lunchtime should aim to be in alignment with community needs, be cultural relevant, and show a nutritional impact.

This winning bundled solution will receive an advisory support from GAIN to ensure that DISH winning solution is well documented and equipped and to achieve sustainable growth and long-term success. This will involve providing comprehensive guidance and support across various aspects of their development, including cross-learning, to promote healthier and more sustainable eating habits that focuses on both individual health and environmental sustainability in alignment with the principles of Planetary Health Diet.

3. SCOPE OF WORK

The Consultant's role will be multifaceted, and the following activities are essential to ensure that the Consultant is able to guide the DISH winning solution in a structured manner.

1. Document the steps, methodologies, and best practices for each initiative in the winning solution to create a well-organized and goal-oriented knowledge document. This document or 'blueprint' will guide the enhancement of the winning solution based on its unique needs and objectives, while also supporting the development of an integrated approach to mindful eating.
2. Support the winning solution in refining their interventions to ensure they are effectively address gaps to promote healthier, more conscious eating behaviours.
3. Developing tailored networking strategies, to enhance reach and influence of the bundled solution by facilitating connections with key stakeholders including government bodies, academic institutions, civil society organizations, and private sector actors to foster collaboration and policy alignment.
4. Organize workshops and/or learning sessions to strengthen the internal capacity of the Mindful Lunchtime solution, focusing on:
 - a. Team Building: Cultivate strong, mission-driven teams capable of delivering on the 'movement' objectives
 - b. Operational Strengthening: Support the development of operational systems and/or business that can enable smooth implementation and scale
 - c. Resource Optimization: Guide Mindful Lunchtime in managing resources effectively to maximize impact and minimize waste
 - d. Documentation and Reporting: Equip team with skills to maintain clear records, prepare progress report, and ensure transparency in implementation.
5. Develop a monitoring framework with clearly defined milestones and performance indicators.
6. Provide guidance on preparing progress reports and tracking outcomes to ensure continuous learning and improvement.
7. Conduct workshops to build understanding of long-term sustainability strategies, including the fundraising literacy and partnership development.
8. Equip winning solution team with the knowledge to engage with donors, partners, and supporters effectively.

When and if appropriate

- *Facilitate the formation of an advisory board based on needs. The board will include experts and practitioners who can provide long-term guidance and mentorship.*
- *Arrange introductory workshops/learning sessions to build foundational knowledge around technology and digital tools that could enhance solution delivery and impact measurement.*

3.1. OBJECTIVES

The primary objective of the Advisory Support is to guide strengthen the implementation and expansion of the winning solution as part of the broader movement. This includes offering strategic guidance, technical support, and access to relevant resources to help the solution contribute meaningfully to the goal of using Mindful Consumption to foster healthier and more sustainable dietary habits across communities in Indonesia.

In addition, the Advisory Support will play a key role in documenting best practices, lessons learned, and effective approaches. These insights will serve as a valuable reference for others who are interested in replicating or scaling similar initiatives, helping to build a shared knowledge base that supports the wider growth and impact of the movement.

3.2. DELIVERABLES

The selected Consultant will be expected to produce the following deliverables as part of the Advisory Support to DISH Winning Solution:

1. **Capacity Strengthening & Advisory Support:** Provide tailored guidance and mentorship through advisory sessions composed on expert and/or practitioners. Additionally, by organizing learning sessions and/or workshops focused on: team building and leadership, operational strengthening (business development), resource and documentation management, technology awareness for solution enhancement. Ensure the team can communicate the Mindful Lunchtime solution and how it contributes to dietary shifts.
1. **Implementation & Knowledge Document:** Develop a comprehensive document capturing the steps, strategies, and best practices of the winning bundled solution, including lessons learned, contextual adaptations, and impact pathways. This document will serve as a reference for communities, organizations, and stakeholders interested in replicating or scaling mindful eating initiatives.
2. **Collaboration, Monitoring & Knowledge Sharing:** Facilitate strategic connection with government, academia, civil society, and private sector actors. Develop a monitoring and evaluation framework with clear milestones and performance indicators. Establish a platform or mechanism for ongoing knowledge exchange, enabling cross-solution learning and movement-wide collaboration, including, resource permitting, targeted competitions.

| Deliverables | Expected Timeline |
|--|-------------------------|
| Advisor Support Workplan | October |
| Capacity Strengthening & Advisory Support Report | October - November 2025 |
| Implementation & Knowledge Document | October - November 2025 |
| Collaboration, Monitoring & Knowledge Sharing Report | December 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.

1. CONTACT

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

Email : @gainhealth.org

2. BUDGET

A reasonable and cost-effective budget should be proposed by the applicant, aligned with the scope of work and deliverables outlined in this RfP. The proposed budget should include a clear breakdown of major cost categories, such as:

- Personnel and consultancy fees
- Data collection and fieldwork expenses
- Travel and logistics (if applicable)
- Data analysis and reporting
- Administrative and overhead costs
- Applicable taxes and fees

The budget will be reviewed based on its alignment with the proposed methodology, feasibility, and value for money. Final approval of the budget will be subject to internal review and agreement with the contracting organization.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- To propose a detailed description of the project, including objectives, methodology, and expected outcomes

- Timeline for the proposed work
- Budget with breakdown by major categories: staff, activities/implementation, travel, management fees, taxes
- Include examples of experience in Indonesia and past work on related programmes
- Staff assigned to the task, include short resume to highlight experience on stakeholder analysis
- References: At least three references from previous clients or projects
- Not to exceed 10 pages, double spaced, inclusive of examples, resume, timeline, budget

4. SUBMISSION

Originals should be submitted as follows:

One electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

- rfp@gainhealth.org and CC to GAINIndonesia@gainhealth.org & eyunindio-sari@gainhealth.org
- Subject line: Consultant_Advisory Support for DISH Winning Solution_ Indonesia

5. DEADLINE

Completed proposals should be submitted by email to GAIN **before 23.53 Jakarta Time on Sunday, 5 October 2025**. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

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

8. 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.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. 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.

11. 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.

12. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - o Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:

- Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed information technology platform.
- The 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) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

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

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not 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's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

2. Offer submitted by:
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. (Print or type business, corporate name and address)
10. 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:
11. Click or tap here to enter text.
12. Click or tap here to enter text.
13. Click or tap here to enter text.
14. Click or tap here to enter text.
15. 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.
16. 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.

Signature (applicant)

Signature (applicant)

The consultant should ideally have exposure to the solution ecosystem in Indonesia and preferably work experience with agri-techs. Additionally, the individual must have a network with the Department of Agriculture or government agencies working in the agri-sector. Knowledge of local venture capitals as well as government funded ventures would be a bonus. Business background with fundraising track record would be preferred for this role. Roles and Responsibilities to be included in the RFP to guide the DISH winners: