REQUEST FOR PROPOSALS (RFPs)

CONSULTANCY ON FOSTERING SOUTH-SOUTH LEARNING THROUGH THE DEVELOPMENT OF A CASE STUDY & DOCUMENTATION OF SUCCESSES FROM THE THIRD-PARTY ADVOCACY CAMPAIGN FOR IMPROVED FORTIFICATION COMPLIANCE AND WORKFORCE NUTRITION IN NIGERIA

ISSUED BY: GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

PROJECT: LARGE SCALE FOOD FORTIFICATION (LSFF)

January 2024

GAIN Nigeria

CONTENT

I. Summary of Deadlines
II. About LSFF and GAIN
III. Assignment Background
IV. Objectives
V. Scope of Work
VI. Deliverables
VII. Competencies
VIII. Expectations from applicants
IX. Timelines
X. Unacceptable proposals
XI. Revisions

I. SUMMARY OF DEADLINES

Proposal Submission Deadline:	09th February 2024
Award of Contract:	12th February 2024

All deadlines are described in detail under section IX.

As part of the selection process, GAIN reserves the right to request clarifications regarding bids that substantially qualify. Questions in the technical review are at GAIN's discretion and will only be directed to bidders who have submitted substantially responsive bids.

The final award is subject to other terms and conditions included in this solicitation, as well as the successful final negotiation of all applicable terms and conditions related to the awarded contract.

II. ABOUT LSFF AND GAIN

The Large-Scale Food Fortification (LSFF) strategy is a cost-effective and proven method to combat micronutrient malnutrition by adding one or more essential nutrients to widely and regularly consumed foods during processing. Since 2002, GAIN has supported the roll-out of LSFF in approximately 40 low and middle-income countries. GAIN's support includes the rollout or expansion of LSFF programmes where there is a need and an appropriate food vehicle, technical assistance to improve compliance with existing national fortification standards and mandates and monitoring and measurement of programmes. GAIN-supported LSFF programmes reach over a billion people annually. GAIN supports mandatory fortification of commonly consumed foods and condiments, including salt, edible oils, wheat flour, maize flour, and rice. GAIN supports the government to create effective fortification policies and provides technical assistance to support industry's ability to fortify. The consumption of fortified staples and condiments can play a major role in underpinning the prevention of micronutrient deficiencies across entire populations - particularly in women of reproductive age and adolescent girls - thus helping to address adequate nutrition during the critical periods of preconception and the 1,000-day window. GAIN and partners continue to drive new investments for fortification through global advocacy and generating evidence on the actual and potential contribution of fortification in the context of national nutrition strategies.

About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses, academia, and civil society, GAIN aims to transform food systems to make healthier diets from sustainable food systems accessible to all people and especially those who are most vulnerable to shocks.

III. ASSIGNMENT BACKGROUND

The increasing prevalence of malnutrition and micronutrient deficiencies in Nigeria is a pressing concern, with dire consequences for the nation's workforce and economic development. Fortification of staple foods with essential micronutrients has been identified as a viable and cost-effective strategy to combat malnutrition. However, compliance with fortification standards remains a challenge in the country. A third-party advocacy

campaign has been launched to promote fortification compliance and better workforce nutrition in Nigeria to raise awareness and galvanise support.

The campaign intends to create private sector awareness and generate strategic visibility on the problems, steps, and successes recorded in fortification compliance for the Large Scale Food Fortification (LSFF) strategy in Nigeria by enlightening critical stakeholders to understand and engage around crucial elements of the new LSFF strategy, and improving the wellbeing of people in the workplace and by promoting wellness, preventing infectious diseases and boosting food security and nutrition in private organisations in Nigeria. Likewise, getting early input from a wide range of stakeholders at the execution phase of the LSFF strategy to enhance the level of compliance in Nigeria.
The campaign is implemented by the Nigeria Economic Summit Group (NESG), Civil Society Legislative Advocacy Centre (CISLAC), and E-health Africa with technical support from the Global Alliance for Improved Nutrition (GAIN).

IV. OBJECTIVES

The assignment will achieve the following objectives:

a. Overall

The primary objective of the south-south learning initiative is to develop comprehensive, analytical, and detailed case studies and success stories from the Third-Party Advocacy campaign. To systematically document, analyse, and present the campaign's successes, challenges, and learnings in a journalistic style, culminating in compelling short stories and case studies. These narratives, crafted with a journalistic approach, will serve as tools for South-South learning, demonstrating the campaign's effectiveness and providing evidence for fundraising towards a national scale-up and serve as crucial tools for fundraising, further advocacy, and scaling up the initiative.

b. Specific objectives

i. **Campaign Tracking and Data Collection:** Monitor campaign activities, capturing quantitative and qualitative data regarding fortification compliance, workforce nutrition, and stakeholder engagement.
ii. **Stakeholder Interviews & Surveys:** Conduct interviews and surveys with key stakeholders, documenting experiences, perspectives, and testimonials.
iii. **Data Analysis & Interpretation:** Analyse collected data to derive insights, identify trends, and understand the campaign's impact. The analysis will focus on fortification compliance changes, workforce nutrition improvement, and the effectiveness of the advocacy campaign.
iv. **Drafting Case Studies and Success Stories:** Based on the data analysis, outline detailed case studies and success stories highlighting the campaign's successes and learnings. These narratives will adopt a journalistic approach, weaving facts, experiences, and perspectives into engaging and persuasive content.
v. **Review & Finalization:** Review and refine the case studies and success stories, ensuring they are accurate, insightful, and impactful. Incorporate feedback from the campaign team and stakeholders.

vi. **Assessment of Third-party advocates**: Conduct a meticulous assessment of the performance, contributions, and impact of the third-party advocates throughout the campaign period. Key aspects of their performance, such as engagement levels, message dissemination, and stakeholder influence, will be assessed to derive actionable insights.

vii. **Dissemination & Closure workshop**: Share final case studies among stakeholders and potential donors in a workshop. Discuss lessons learned, successes, and areas of improvement for future interventions. Conclude the pilot with a strategic plan for scaling up.

V. SCOPE OF WORK

The successful applicant will be responsible for capturing the intricacies of the campaign, paying keen attention to the various processes, changes, and impacts realised. The focus should be on the effectiveness of advocacy efforts, the level of fortification compliance, and the evolution of workforce nutrition practices.

VI. EXPECTED DELIVERABLES

S/N	DELIVERABLES	TIMELINES
1.	Submit a draft inception report containing work plan and the methodology to be used to undertake the study.	9th February 2024
2.	Submit the final inception report incorporating the amendments made through discussions with the GAIN team.	14th February 2024
3.	Facilitation of Stakeholder interviews and Surveys	19th – 21st February 2024
4.	Facilitation of Outcome harvesting workshops with third-party advocacy partners and other key stakeholders.	26th – 28th February 2024
5.	Dissemination Workshop with stakeholders	4th March 2024
6.	Submission of detailed Case Studies, with thoroughly analysed narratives presenting the campaign's outcomes, learnings, and impact.	8th March 2024
7.	Submission of Success Stories in journalistic-style narratives illustrating the campaign's significant successes.	8th March 2024

8.	Submission of an all-encompassing analytical report detailing the entire campaign, containing data analysis, outcomes, challenges, learnings, and recommendations for future scaling up. A strategic blueprint for national scale-up of the campaign, leveraging lessons learned and successes from the pilot.	8th March 2024

VII. COMPETENCIES

- Demonstrated experience in outcome harvesting and case study development.
- Excellent report writing and communication skills.
- Strong analytical and research skills.

VIII. EXPECTATIONS FROM APPLICANTS

The successful applicant (s) will:

- Work closely with representatives from GAIN and its partners: A lead contact will be designated for regular communication and monitoring of deliverables.
- Meet with representatives from GAIN shortly after the contract is awarded, following which a work plan will be developed detailing the objectives, deliverables, timelines, and budget for each of the parts outlined in the Scope of Work.
- Meet with GAIN regularly during the Project as well as at the request of GAIN.
- Submit deliverables and reports according to the revised work plan's agreed-upon schedule.
- Technical application should not be longer than 15 pages, including cover page. All supporting documents should be included in the annexes.

IX. TIMELINES

The assignment must not exceed a maximum of 1 month from the day the contract is awarded. The comprehensive table of the assignments is expected to be as follows:

Proposal Submission Deadline:	**9th February 2024**
Award of Contract:	**12th February 2024**
Deliverable 1: Provide a timeline (detailing all activities), and revised methodology.	**14th February 2024**
Deliverable 2: Stakeholders' workshop facilitation	**4th March 2024**
Deliverable 3: Final report	**8th March 2024**

The proposal submissions must be received via email by GAIN on or before 11:59 pm on Friday, February 9, 2024.

X. UNACCEPTABLE PROPOSALS

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Incomplete proposals.
- Proposals that are not signed.

XI. REVISIONS

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

1. INSTRUCTIONS FOR RESPONDING

a. Contact details for submitting the technical and financial proposals:

Submission of the technical proposal and the financial proposal should be made in a single email with the specification below:

Submission type	Address	Subject
Soft Copy submitted by email	nquotation@gainhealth.org cc: digelle@gainhealth.org	Consultancy on Fostering South-South Learning through the Development of a Case Study & Documentation of Successes from the Third-Party Advocacy Campaign for Improved Fortification Compliance and Workforce Nutrition in Nigeria.

Completed Proposals will comprise of a technical proposal and a financial proposal. Both proposals should be submitted by email.

The proposal should include the contents below and not exceed 15 pages, excluding appendixes and CVs of consultant(s).

Cover page: Summary with basic information such as names, addresses, and contact information for the institution.

Capacity Statement: A brief capacity statement as to why the consultant(s) or institution (if a consultancy company is applying) is well-positioned to conduct this activity. This capacity statement should refer to the areas of expertise and qualifications of the candidate(s). The capacity statement should mention relevant work conducted.

Design and methodology: Outline the proposed activities (and outcomes), in line with the guidelines outlined above, and the specific methods to be used. This section should form the bulk of the proposal. GAIN is open to all suggestions. The technical proposal must clearly identify if and where the activity

requirements may be difficult to fully satisfy and provide alternative suggestions that can achieve the above-listed requirements.

Work Plan: Proposed work plan broken down by weeks, which should include detailed activities and timeline. If more than one person is assigned to this consultancy, it should also include the time allocation of key personnel.

Budget: financial proposal broken down by phases and clearly separating the fees of the consultancy and other administrative costs related to each Objective.

In the appendix, the consultant should provide a track record of delivering similar assignments and provide references (contact information) of clients for whom similar work has been executed.

GAIN will not necessarily accept the lowest bidder, or any proposals submitted except when the requirements are fully met.

b. Proposal Completion

- Proposals must be submitted on the official letterhead of the consultant and must be signed by the applicant.
- 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. If clarification is necessary, applicants are advised to contact GAIN through the email ooyekenu@gainhealth.org and copy digelle@gainhealth.org.
- While GAIN has used considerable efforts to ensure an accurate representation in this 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 their understanding of the RFP conditions; failing to comply may result in the disqualification of their submission.

c. Right 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.

d. References

GAIN reserves the right, before awarding of the contract, 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.

e. Release of Information

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

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

2. TERMS AND CONDITIONS OF THIS SOLICITATION

a. 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 applicant's proposal, as well as the option of accepting partial components of a proposal if appropriate.

b. 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 strictly confidential.

c. Right to Final Negotiations on the Proposal

GAIN reserves the right to negotiate 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.
The payment will be structured based on the delivery of the milestones stated in section VI (line a).

When	Payment rate %	Deliverable
Deliverable 1: Provide a revised timeline and methodology to conduct the assignment	30%	Provide a revised timeline (detailing all activities) and methodology that the consultant will use.
Deliverable 2: Facilitation of stakeholders' workshop	20%	Facilitate workshops with all stakeholders.
Deliverable 3: Final report of Outcome Harvesting	50%	Final report with an analytical report of the campaign, assessment of third-party partners,

		detailed case studies, success stories, and strategic blueprint for scale-up.

To trigger the disbursement, the Deliverables shall be approved in writing (including by email) from GAIN.

d. Evaluation Criteria *(EW- Evaluation Weight)*

Proposals will be reviewed by a special Review Committee. The table below indicates a list of the significant criteria against which proposals will be assessed.

Item	Description	Evaluation Weight (%)
1	**Scope of Work**	**15%**
	Understanding of the objectives of the assignment	
	Realistic timeline of outputs	
	Detailed workplan, including frame and responsibilities	
2	**Methodological Approach**	**25%**
	Narrative description of the approach to the tasks, showing a clear understanding and methodology	
	Familiarity with country and context expressed through the design of methodology	
3	**Team & Company Qualifications:**	**20%**
	Experience in similar assignments-Company & team	
4	**Organization and Management**	**15%**
	Organization of the field team	
5	**Financial proposal**	**15%**
	Price	
	Clear breakdown supporting methodology and team organization	
6	**Documents Provided & Track Record**	**10%**
	Track record (GAIN experience working with the Company)	
	Docs provided as per bellow table	
TOTAL		

	Documents to be provided with proposal	
1	Offer of Services	
2	Is proposal signed	
3	Is proposal submitted on official letter head	
4	Are fees quoted as a fixed sum inclusive of taxes	
5	Does the proposal map functions to team members	
6	Insurance	
7	list of references provided	

The above table will combine weighting with a “point” scoring system, as followed:

5 points	Fully meets
4 points	Meets, with minor gaps
3 points	Meets with moderate gags
2 points	Partially meets, significant gaps
1 point	Does not meet

e. Mandatory Requirements

In addition to the evaluation criteria outlined above, the applicant's proposal should also respond to the following mandatory requirements:

- **Fees:** The fees shall be quoted as a fixed sum inclusive of all applicable taxes and/or institutional overhead. The fees must be quoted in NGN (Nigerian Naira).
- **Experience:** Current curriculum vitae/resumes for key team members.
- **Capacity of the consultant to provide the required services**: Team members with relevant experience must be available for each identified position. The proposal should map function(s) to the team member(s).
- **References:** A list of references that can be contacted to discuss the team members' relevant related experience or for the firm.

GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided in the Proposal.

f. Expectations of Applicants

The successful applicant (s) will:

- Work closely with representatives from GAIN and its partners (the third-party advocacy partners): A lead contact will be designated for the purposes of regular communication and monitoring of deliverables.
- Meet with representatives from GAIN shortly after the contract is awarded, following which a work plan will be developed detailing the objectives, deliverables, timelines, and budget for each of the parts outlined in the Scope of Work.
- Be prepared to meet with GAIN representatives during the consultancy.
- Submit deliverables and reports according to the agreed-upon schedule in the revised work plan.

g. Review Process

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

h. Limitations regarding third parties

GAIN does not represent, warrant, or act as an 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.

i. Final Acceptance

The acceptance of a Proposal does not imply agreement of its terms and conditions. GAIN reserves the right to negotiate the final terms and conditions, including the costs and the scope of work, when negotiating the final contract to be agreed upon between GAIN and the applicant.

j. Validity Period

The Offer of Services will remain valid for a period of 30 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a services contract subject to GAIN's terms and conditions.

Please note that should you not hear from GAIN within 1 month after the application deadline, please consider your application unsuccessful at this time.

k. 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, and specifications developed by the applicant shall vest exclusively and entirely with GAIN.

Subject to the terms of the contract to be concluded between GAIN and the applicant, the applicant is required to adhere to and comply with the following:

- GAIN's Design Application or Branding guidelines.
- Although the service provider can put their logo in the document produced, GAIN's logo should be the one standing out as the owner of the intellectual property.

l. 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 documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.