REQUEST FOR PROPOSAL

BTL AGENCY

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Date: 9th July 2024

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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, Kenya, Mozambique, Nigeria, Pakistan, Tanzania, Benin, and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

In Uganda, majority of adults do not meet the WHO recommendations of 200 grams of daily vegetable consumption. The vegetable consumption is at 110 g/per person/day. Furthermore, Uganda faces multiple nutritional burdens, namely obesity, overweight, undernutrition, micronutrient deficiency and diet-related non-communicable diseases. Many people eat unbalanced diets with large amounts of staple foods high in carbohydrates but lacking sufficient proteins and micronutrients such as vitamins and minerals which are obtained from fruits, vegetables, pulses, or animal source foods (ASF), contributing to the high prevalence of micronutrient deficiency. Fruits and vegetables are an important source of vitamins, vital minerals and dietary fibre which has been associated with lower incidence of obesity. Despite the importance of consuming fruits and vegetables to human health, there is scanty information regarding the levels and adequacy of consumption of fruits and vegetables in Uganda.

GAIN has been developing a new market-based approach to scale programmes. We are implementing the ‘Vegetables for All’ project in Uganda that aims at improving dietary diversity through increasing the consumption of vegetables for low-income consumers in urban and peri-urban areas. GAIN plans to implement the project using the demand generation approach which aims to create and sustain desire for nutritious diets and foods from sustainable sources, and influence consumers’ food choices at the point of purchase and via relevant communication channels. The demand side will be delivered under new brand, FitFood which represents nutritious foods. Vegetables are the first food to be promoted under the FitFood portfolio.

The project will be implemented in the eight districts: Mbale, Mukono, Jinja, Wakiso, Mpigi, Kampala, Kayunga and Mityana. Our target audience are parents from low-income households with monthly incomes ranging between 250,000 Uganda shillings and 900,000 Uganda shillings. We seek to influence mothers/caregivers who are the key decision makers in what is purchased and cooked as our entry point to influence the purchase and consumption of vegetables as a way of improving their dietary diversity.

Our creative agency will develop the above the line advertising strategy and oversee the production of the creative assets (such as TV and radio adverts). The strategy, derived from consumer insights, will be aimed at increasing motivation to increase vegetable purchase and consumption.
Therefore, Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) to engage a service provider to encourage regular purchasing of vegetables through use of BTL channels. for our target audience.

3. SCOPE OF WORK AND DELIVERABLES

3.1 PURPOSE

The purpose of this RFP is to engage services of a service provider to encourage regular purchasing of vegetables through use of BTL channels.

3.2 OBJECTIVES

The objectives of the service provider are to:

i. Drive up awareness of the campaign using various BTL tactics and creatives provided.
ii. Drive purchase of vegetables at designated project target areas.
iii. Communicate the specific attributes and benefits of safe and nutritious foods e.g. quality, taste, freshness, health and nutritional value and safety through various BTL channels.

It is expected that the agency will work in close collaboration with GAIN for at least 24 months, from design to implementation of the promotion strategy. GAIN’s demand creation team will develop the promotional strategy, and the Service Provider is expected to provide input to that strategy. Furthermore, GAIN’s creative agency will develop the creatives to be used by the promotion agency. A two-year renewable contract will be offered based on availability of funds and performance.

3.3 SCOPE OF AGENCY SERVICES

1. Experiential strategy and implementation plan
   - Developing a Promotional Strategy (to drive people to the vegetable vendors in collaboration with the market facilitators within the project areas of implementation and create experiences that promote vegetables within the project implementation areas).

2. Production
   - Production of all approved experiential activities e.g. experiential events, cooking demos, roadshows, Market Impact teams (MIT) etc. as defined by the promotional strategy.

3. Production and purchase of relevant collateral required for the promotional activities and branded POS materials such as fliers, T-shirts, aprons, price boards, waste bins, etc.

4. Account Management
   - Managing external service providers for production.
   - Managing the overall production budget and timeline to ensure delivery on time within the approved budget.

5. Implementation
   - Implementation of all activation ideas, across all the Project target areas.

6. Monitoring & reporting
   - Regular reporting and monitoring is required.

3.4 TASKS

- Develop, implement, coordinate, and monitor the promotion strategy.
- Production of all approved experiential activities e.g. experiential events, cooking demos, roadshows, Market Impact teams (MIT) etc. as defined by the promotional strategy.
- Implementation of all activation ideas, across all the Project target areas.
- Managing external service providers for production.
- Managing the overall production budget and timeline to ensure delivery on time within the approved budget.
- Conduct thorough research to determine the number of consumers engaged, Project target area reached, increased purchase intent of vegetables from baseline and increased purchase of vegetables.
- Personalizing the promotion communications to fit the purpose of the campaign.
- Offer a bouquet or multiple promotion activities that target the specific project target group.
- Persuade the target audience to improve their families’ diets and increase their purchase of vegetables.
- Recommending various innovative approaches that could be used to enhance the activities based on audience feedback and the service provider’s observations.
- Activity data collection and reporting on KPIs.

3.5 KEY PERFORMANCE INDICATORS
Primary KPIs
- Number of consumers engaged.
- Number of zones covered.
- Increase purchase intent of vegetables.
Secondary KPIs
- Sales / Increase purchase of vegetables in the project implementation areas.

3.6 DELIVERABLES
- Credentials including all legal documents.
- Team composition (their qualifications and experience).
- Previous experience of below the line campaigns in the food related sector BUT not focusing on trial generation only.
- Client recommendations.

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. MINIMUM ELIGIBILITY CRITERIA
Must operate as an Independent and non-politically affiliated organisation.
Must be a registered legal entity in Uganda, as applicable, at least 2 years prior to the submission.
Experience of at least 3 years implementing similar activity in Uganda will be an added advantage.

2. CONTACT
Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to hegesa@gainhealth.org copying bbalungi@gainhealth.org Queries should be sent by 15th July 2024 5:00pm EAT and will be responded by 16th July 2024 with subject line: ‘Promotion Agency RFP’. Responses will not be confidential except in cases where proprietary information is involved.

3. BUDGET
Applicants are required to provide a detailed budget in Uganda Shillings. The final budget amount will have to be approved by the organisation prior to starting the project. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification including a detailed breakdown for different promotion activities targeting reach for the indicated target audience and geographic locations. The budget should include Agency Fees, promotion strategy costs, production costs (all POS materials), implementation costs (permissions, roadshows, cooking demos, Market Impact teams (MIT) and any other activation ideas proposed by the agency). All prices/rates quoted must be inclusive of all taxes/VAT as required. The budget range is between USD 250,000 to USD 280,000 for two years.

4. FORMAT FOR PROPOSAL
The proposal needs to be formatted as two separate documents:
Technical proposal:
- Description of previous relevant work (maximum 1 page), demonstrating evidence of similar successful work in Uganda for different campaigns promoted with their budgets.
- Composition of team with names of all key staff. Please include a description of the team roles on the project and during which phase they would be working on including their qualifications and experience.
iii. Description of the tools used to inform the different promotion strategies to be used and to undertake their monitoring.

iv. Detailed proposal explaining how the areas of work mentioned in tasks and Scope of Work will be addressed (maximum 15 pages) with the proposed methodology and process for conducting this service.

v. A detailed work plan for completing the main activities, including planning, implementation, and reporting, should be provided where a Gantt diagram is preferred.

vi. A timeline of the development process from briefing to approval of final proposal, providing clarity as to how the agency would collaborate with the GAIN team at each stage.

vii. Three references (ideally, they would be from the relevant work examples provided in part I.)

viii. This technical proposal should not be more than 40 pages.

Financial proposal must include:

i. Fees for the duration of the assignment.

ii. Detailed budget justification.

iii. Offer of services.

4.1 PRESENTATIONS

Shortlisted applicants will be requested to make a presentation. In this presentation, we would like to see you present some of the core elements of your work and see more of your recommendations for the following.

- Agency’s approach to the promotion strategy.
- Proposed promotion strategies with relevant justification.
- A full Promotion Strategy including how you would a) drive people to a specific vegetable vendor in collaboration with the market facilitator within the project implementation areas, b) promote consumption vegetables at project implementation areas, and c) support vendors in promoting their participation.
- Experiential ideas to support the above strategy.
- Ideas for community engagement within the project implementation areas.
- Proposed approach to measure the impact of the promotion strategy.
- Previous works done with links to access the details as well as the budget used.

5. SUBMISSION AND DEADLINE

Interested parties are invited to submit the completed proposals in electronic format to ugandainfo@gainhealth.org copying hegesa@gainhealth.org and bbalungi@gainhealth.org by email by 23\textsuperscript{rd} July 2024 with subject line ‘Promotion Agency RFP’. Shortlisted agencies will be invited to make a presentation on 29\textsuperscript{th} or 30\textsuperscript{th} July 2024, for which an invitation will be sent to successful agencies.

6. DEADLINES

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<tr>
<th>TASK</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFP Publication</td>
<td>9\textsuperscript{th} July 2024</td>
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<tr>
<td>Deadline for Inquiries</td>
<td>15\textsuperscript{th} July 2024</td>
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<tr>
<td>Responses to Inquires</td>
<td>16\textsuperscript{th} July 2024</td>
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<td>Proposal Submission Deadline</td>
<td>23\textsuperscript{rd} July 2024</td>
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<td>Communication to the Pre-selected Agencies</td>
<td>25\textsuperscript{th} July 2024</td>
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<tr>
<td>Presentations</td>
<td>29\textsuperscript{th} and 30\textsuperscript{th} July 2024</td>
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<tr>
<td>Announcement of winning agency</td>
<td>2\textsuperscript{nd} August 2024</td>
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<td>Issuing LPO</td>
<td>9\textsuperscript{th} August 2024</td>
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<td>Contracting process completed</td>
<td>26\textsuperscript{th} August 2024</td>
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7. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:
Proposals that are received after the RFP deadline at the specified receiving office.
Incomplete proposals.
Proposals that are not signed.

8. REVISIONS

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

9. 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.

10. 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.

11. 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.

12. 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.

13. 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 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:
- 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 strategy.

The creative and 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 authorise 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

Offer submitted by:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(Print or type business, corporate name and address)

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:

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) 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.
_____________________ Click or tap here to enter text.
Signature (applicant)
_____________________ Click or tap here to enter text.
Signature (applicant)