REQUEST FOR PROPOSALS (RFPs)

SCALING UP THIRD-PARTY ADVOCACY CAMPAIGN ON LARGE-SCALE FOOD FORTIFICATION AND WORKFORCE NUTRITION IN NIGERIA

ISSUED BY: GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

PROJECT: LARGE SCALE FOOD FORTIFICATION (LSFF)

AND

WORKFORCE NUTRITION (WFN)

July 2024

GAIN Nigeria

CONTENT

I. Summary of Deadlines
II. About LSFF, WFN 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: 8th August 2024
Award of Contract: 15th August 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 and the successful final negotiation of all applicable terms and conditions related to the awarded contract.

II. ABOUT LSFF, WFN 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 for 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 in creating effective fortification policies and provides technical assistance to support the 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.

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, especially those who are most vulnerable to shocks.

GAIN's Workforce Nutrition (WFN) programme aims to improve the nutrition of workers and farmers in low and middle-income countries or communities. The programme focuses on improving the access and demand for healthier diets using existing business structures (workplaces or supply chains) as an entry point. Recognising that most people spend one-third of their adult lives at work and consume at least one daily meal at the workplace underscores employers and buyers in supply chains' important role in improving workers' diets.

GAIN began its workforce nutrition programme in 2013 and has reached over 230,000 estate workers, smallholder farmers, and their families in the tea, cocoa, and garment supply chain across Africa and Asia. In Nigeria, the ***workforce nutrition programme*** supports farmers and workers in these value chains to improve their diets. The Workforce Nutrition (WFN) component reaches rice and maize value chain workers (from smallholder farmers to processing employees) with workforce nutrition programmes that aim to improve the consumption of nutritious foods as part of a healthy, diverse diet for workers, farmers, and their households. The programme also aims to engage business owners in the supply chain, and local government and state authorities on the importance of farmer/worker nutrition for greater resilience and productivity. Throughout the programme, GAIN will lead regular advocacy and engagement with business managers, and government officials on the importance of workforce nutrition for both workers and farmers.

III. ASSIGNMENT BACKGROUND

Nigeria faces significant challenges related to micronutrient deficiencies and workforce nutrition. The prevalence of unbranded edible oil, national food fortification policy gaps, and inadequate workforce nutrition programs contribute to poor health outcomes and reduced productivity. The 2021 National Food Consumption and Micronutrient Survey (NFCMS) highlighted critical gaps and areas for improvement.

The Third-party Advocacy Campaign (TPAC) proof-of-concept, conducted with 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), was instrumental in galvanising support for Food Fortification in Nigeria. Each partner leveraged their expertise to mobilise stakeholders and advance large-scale food fortification. Notably, CISLAC leveraged its extensive legislative engagements, mobilised CSOs and the media for citizen engagement, NESG facilitated private sector mobilisation, and E-Health Africa supported LSFF data presentation. These engagements have laid the groundwork for successful advocacy initiatives.

In this scale-up advocacy effort, the primary objective of the campaign is to form a Workforce Nutrition Alliance with leading food producers and corporates, increase the uptake of workforce nutrition within the organised and private sectors, review the Micronutrient Deficiency Control (MNDC) guidelines and fortification provisions of the National Food and Nutrition Policy, and advocate for phasing out unbranded edible oil.

IV. OBJECTIVES

The assignment will achieve the following objectives:

a. Overall

The primary objective of the Third-party Advocacy Campaign is to form a Workforce Nutrition Alliance with leading food producers and corporates, increase the uptake of workforce nutrition within the organised and private sectors, review the National Large-Scale Food Fortification provisions in related National strategy documents, and advocate for phasing out unbranded edible oil.

b. Specific objectives

1. Formation and launch of a Workforce Nutrition Alliance in Nigeria

    - Collaborate with leading food producers and corporates
        - Target food producers involved in fortification via biofortification, voluntary or mandatory large-scale food fortification (focusing on Rice and maize value chains).
        - Collaborate and partner with TechnoServe's Millers for Nutrition (M4N) and Scaling Up Nutrition Business Network (SBN).

    - Increase the uptake of workforce nutrition programs within 20 companies in the organised and private sectors.

    - Content analysis of the occupational health and safety laws in Nigeria
        - Identify opportunities for workforce nutrition programming.

2. Review of the National Large-Scale Food Fortification Policy within the National Food & Nutrition Policy and the National Micronutrient Deficiency Control Strategy documents.

    - Build on findings from the 2021 National Food Consumption and Micronutrient Survey, especially the Household Consumption survey and Fortification coverage, compliance, etc.

        - Review of the progress of the National Large-Scale Food Fortification Policy.

- A review of the suitability of the current list of mandated food vehicles for fortification will reflect the Nation's Food Consumption and Micronutrient results on the food vehicles with the highest availability and consumption at the household level, e.g., rice and bouillon cubes.
- Utilise findings from the 2022 survey to recommend updates to the food vehicles

3. Advocacy for Phasing Out Unbranded Bulk Edible Oil

- Explore, identify, and promote innovative branding and packaging solutions.
- Develop policies or laws to phase out the use and sale of unbranded edible oil.

V. SCOPE OF WORK

i. Public Awareness Campaigns

- Educate consumers, retailers, and producers about the health risks associated with unbranded oil and the benefits of fortified foods.
- Utilise media engagements, community outreach, and educational materials to disseminate information.

ii. Stakeholder Engagement

- Conduct stakeholder mapping to identify key players involved in nutrition and fortification.
- Facilitate dialogues, roundtable discussions, and workshops to promote cooperation and consensus on strategies for nutrition and fortification.

iii. Policy Advocacy & Policy Review

- Engage policymakers and legislators to develop and implement legislation supporting fortification and workforce nutrition.
- Collaborate with third-party advocates to amplify efforts and build a coalition in support of phasing out bulk oil and improving workforce nutrition.
- Conduct a comprehensive analysis of the current food fortification policy within the above-mentioned National Food & Nutrition Strategy documents.
- Identify duty bearers and conduct a power mapping exercise

iv. Documentation and Promotion of Best Practices

- Develop case studies, peer-reviewed articles, and technical briefs documenting the process and activities for phasing out unbranded oil and promoting workforce nutrition.
- Present best practices at national and international gatherings to promote compliance and innovation.
- Develop and disseminate briefs highlighting key findings and recommendations.

v. Monitoring and Evaluation

- Establish a robust monitoring and evaluation framework to track progress and impact.
- Regular reporting to ensure accountability and inform future strategies.

VI. EXPECTED DELIVERABLES

S/N	DELIVERABLES	TIMELINES
1.	Inception Report and Workplan from partners	19th August 2024
2.	Project Steering Committee Established and Inaugurated	14th September 2024
3.	A robust Workforce Nutrition Alliance formed and launched	20th March 2025
4.	A comprehensive report detailing Nigeria's current Occupational Health and Safety laws, highlighting opportunities for integrating workforce nutrition	30th September 2024
5.	The global workforce nutrition scorecard documented increased adoption of workforce nutrition programs in 20 workplaces	30th June 2025
6.	Convening and facilitating a Fortification event/technical session at the 2024 SUN Global gathering e.g. Fortification Side Event/Policy Makers Roundtable	30th November 2024
7.	A comprehensive report detailing policy gaps and recommendations for improving the food fortification policy section within the National Food & Nutrition Strategy Document/MNDC guidelines	29th November 2024
8.	Draft updated LSFF policy for inclusion in related National Strategy documents	20th December 2024
9.	An updated list of mandated food vehicles for large-scale food fortification presented to the National Council on Food & Nutrition, chaired by the Vice President	28th March 2025
10.	Revised LSFF provisions within the National Strategy documents approved by the Coordinating Minister of Health and Social Welfare	30th June 2025
11.	A report on the current state of unbranded bulk oil fortification and possible pathways for phasing out	6th December 2024
12.	Draft bill for phasing out unbranded edible oil in collaboration with relevant government and business stakeholders	30th June 2025
13.	Final Report	12th December 2025

VII. COMPETENCIES

- Demonstrated experience in conducting advocacy campaigns.
- Expertise in stakeholder engagement and policy advocacy.

- Civil society mobilisation and ability to coordinate multi-stakeholder initiatives.
- Experience in convening Industry and Business Leaders and Chief executives on Nutrition and Public Health related campaigns
- Media, Legislative and Policy Makers convening

VIII. EXPECTATIONS FROM APPLICANTS

The successful applicant (s) will:

- Work closely with representatives from the technical partner/subject matter expert organisation: A lead contact will be designated for regular communication and monitoring of deliverables.
- Meet with representatives from the technical partner/subject matter expert organisation shortly after the contract is awarded. Following this, a work plan will be developed detailing the objectives, deliverables, timelines, and budget for each of the parts outlined in the Scope of Work.
- Submit deliverables and reports according to the agreed-upon schedule of the revised work plan.
- The technical application should be no longer than 15 pages, including the cover page. All supporting documents should be included in the annexes.

IX. TIMELINES

The assignment must not exceed a maximum of 18 months from the day the contract is awarded. The comprehensive table of the assignments is expected to be as follows:

Proposal Submission Deadline:	**8th August 2024**
Award of Contract:	**15th August 2024**
Deliverable 1: A comprehensive inception report with the advocacy strategy, detailed activities, and revised methodology	**19th August 2024**
Deliverable 2: A robust Workforce Nutrition Alliance formed and launched	**20th December 2024**
Deliverable 3: A comprehensive report detailing Nigeria's current Occupational Health and Safety laws, highlighting opportunities for integrating workforce nutrition	**30th September 2024**
Deliverable 4: The global workforce nutrition scorecard documented increased adoption of workforce nutrition programs in 20 workplaces	**30th June 2025**
Deliverable 5: A comprehensive report detailing policy gaps and recommendations for improving food fortification policy	**29th November 2024**
Deliverable 6: Draft updated LSFF policy for inclusion in related National Strategy documents	**20th December 2024**
Deliverable 7: An updated list of mandated food vehicles for large-scale food fortification presented to the National Council on Food & Nutrition, chaired by the Vice President	**28th March 2025**
Deliverable 8: Revised LSFF policy for inclusion in related National Strategy documents approved by the Coordinating Minister of Health and Social Welfare	**30th June 2025**
Deliverable 9: A report on the current state of unbranded bulk oil fortification and possible pathways for phasing out	**6th December 2024**

Deliverable 10: Draft bill for phasing out unbranded edible oil in collaboration with relevant government and business stakeholders	**30th June 2025**

The proposal submissions must be received via email by GAIN on or before 11:59 pm on Thursday, August 8, 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 specifications below:

Submission type	Address	Subject
Soft Copy submitted by email	nquotation@gainhealth.org cc: digelle@gainhealth.org	Response to RFP: Scaling up Third-Party Advocacy Campaign on Large-Scale Food Fortification and Workforce Nutrition in Nigeria.

Completed Proposals will comprise 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 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	40%	Provide a revised timeline (detailing all activities) and methodology that the consultant will use.
Deliverable 2: Workforce Nutrition Alliance formed and launched. **Report on the current state of unbranded bulk oil fortification and possible pathways for phasing out.** **Draft updated LSFF policy for inclusion in related National Strategy documents**	20%	Formation and official launch of Workforce Nutrition Alliance. Submission of report on the current state of unbranded bulk oil fortification and possible pathways for phasing out. Submission of a draft updated LSFF policy for inclusion in related National Strategy documents
Deliverable 3: Draft bill for phasing out unbranded edible oil in collaboration with relevant government and business stakeholders. **Revised LSFF policy for inclusion in related National Strategy documents approved by the Coordinating Minister of Health and Social Welfare**	20%	Development of a draft bill for phasing out unbranded edible oil in collaboration with relevant government and business stakeholders. Approval of the revised LSFF policy for inclusion in related National Strategy documents by the coordinating Minister of Health and Social Welfare.
Deliverable 4: Final report	20%	Final report detailing the activities conducted and outputs of the TPAC.

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 follows:

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 an 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.

I. 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.

Please Note: The review of proposals will be conducted on a rolling basis. Early submission is encouraged, as an offer will be extended once a proposal meeting our needs is received.