

FOODFITI BULK SMS PROVIDER RFP

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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1. PROJECT BACKGROUND

ABOUT GAIN

The **Global Alliance for Improved Nutrition (GAIN)** is a Swiss-based foundation launched at the United Nations in 2002, dedicated to reducing malnutrition and its related human suffering worldwide. By partnering with governments, businesses, and civil society, GAIN aims to transform food systems to ensure they provide nutritious and safe food for everyone.

At GAIN, we believe that everyone deserves access to nutritious food. We recognize the complex, varied nature of food insecurity and therefore tailor our solutions to meet the unique needs of diverse communities. There is no "one-size-fits-all" approach; instead, we create alliances and implement flexible, evidence-based programs to address food insecurity in ways that can be sustainably scaled.

GAIN's impact is achieved through collaborative partnerships with governments, businesses (both local and global), and civil society organizations. Our work includes:

- **Technical, financial, and policy support** to key players in the food system.
- **Research and evidence generation** to inform sustainable, high-impact interventions.
- **Influence on broader food policies and practices** through evidence of impact and program results.

Together with our global network of partners, we are working to build sustainable solutions to malnutrition, creating a world where nutritious food is accessible to all.

BACKGROUND

The **Global Alliance for Improved Nutrition (GAIN)**, as the administrative lead, is issuing this Request for Proposal (RFP) to **engage a Bulk SMS Service provider to Promote Awareness on Vegetable consumption**. The SMSes are aimed at enhancing awareness to FoodFiti mama mbogas, consumers and distributors (Market Facilitators) and GAP (Good agriculture practices) Compliant suppliers/farmers (farmer producer organizations) on food safety, vegetable sourcing, business skills and behavior change on vegetables consumption. This initiative is critical for improving consumption of safe, fresh, variety and affordable vegetables aimed at improving dietary diversity.

GAIN has launched FoodFiti brand focusing on motivating parents to prepare nutritious meals, with a focus on vegetables. The brand engages with 'mama mboga' to ensure access to diverse vegetables. The brand has been in the marketplace for 18 months and through mass media

reached 2,568,464 base-of-the pyramid consumers across the 5 implementation counties. The brand seeks to reach an additional 600,000 consumers directly within the next 14 months through below the line marketing.

Target Audience

- **Broad Audience:** Parents aged 18-35 years in Kenya, typically within households of 4-5 members.
- **Primary Target (Bullseye):** Mothers with children aged 3-12, as they are often the primary decision-makers in purchasing and meal preparation.
- **Income Segment:** Low-income group, Living Standard Measure (LSM) 3-6, with a household income range of KSH 15,000 - 40,000 per month.

*About LSM

The Living Standard Measure (LSM) is a segmentation tool, initially developed by the World Bank, to categorize households by income and purchasing capacity. In Kenya, households fall into three categories: Bottom (LSM 1-6), Middle (LSM 7-12), and Upper Class (LSM 13-17), reflecting the ability to afford and access a range of goods and services. This framework allows for targeted marketing to groups based on their standard of living and disposable income.*

Campaign Objectives

1. **Increase vegetable consumption** by raising awareness and promoting FoodFiti's brand messaging.
2. Inspire **healthier food choices** among target audience.
3. **Drive purchase intent** by creating awareness and consideration for vegetable uptake.

Focus Regions: 62 FoodFiti Zone (FFZ) across Nairobi (30 FFZs), Mombasa (11 FFZs), Kiambu (10 FFZs), Nakuru (8 FFZs) and Machakos (3 FFZs). Number of zones could increase subject to reach numbers.

Campaign Period: 14 months (April 25 - June26)

2. SCOPE OF WORK AND DELIVERABLES

Background & Context

Vegetable for all project has been creating awareness to consumers by using the FoodFiti Brand through different mechanisms including Below the line (cooking demonstration and one to one engagement with consumers and Mass media advertisements. To address accessibility of safe and fresh vegetables, training of mama mbogas, market facilitators (distributors) on various project key messages has been undertaken.

It has been realized that to enhance consumer engagement, promote vegetables purchase and consumption, provision of nudges to reinforce positive behavior across the value chain and consumers. The SMS purpose will be as below:

- For mama mbogas: **Over 10k** Vegetable safety at stall, variety, seasonality, key messages to be passed to consumers
- For distributors: **Over 100** Vegetable safety during distribution, sourcing from GAP compliant suppliers
- For GAP compliant suppliers: **Over 1500** Variety to be produced, keeping with GAP standards, Seasonality
- For consumers: **Over 80k** Safety availability at FoodFiti mama mbogas, reminders about seasonal vegetables, cooking tips, easy and appealing vegetable recipes that can inspire consumers to cook them more frequently hence increased desirability.

KEY PERFORMANCE INDICATORS

- Opt-In and Opt-Out Rate: Track the percentage of recipients subscribing or unsubscribing to assess message relevance and user satisfaction.
- Delivery Rate: Ensure messages reach the intended recipients (aim for 98%+).
- Response Rate: Measure engagement or action taken by recipients (click-throughs, replies).
- Speed of Delivery: Time taken to deliver SMS messages after being sent.
- Compliance with Regulations: Ensure the provider follows necessary data privacy laws and data protection standards

BULK SMS PROVIDER SERVICES

The selected bulk SMS provider will be responsible for amplifying FoodFiti's content strategy through SMS marketing. The goal is to maximize audience reach and engagement while ensuring cost efficiency through strategic SMS marketing.

FoodFiti seeks a Bulk SMS service provider with:

1. **Proven expertise** in high-volume Bulk SMS provision, with a strong portfolio of successful campaigns.
2. **Experience** working with non-profit organizations or social impact campaigns, particularly in nutrition, health, or sustainable development.
3. **Reporting and analytics** capabilities to provide real-time campaign performance reports.

4. **Qualified and experienced staff** to manage campaigns and provide detailed reports to measure campaign performance.
5. **Ability to integrate** with FoodFiti systems (if required)
6. **Capabilities for two-way multi-language communication/support (English / Swahili) and scale** as required
7. **Innovative solutions** to meet project objectives, e.g., conducting polls (e.g., asking consumers how useful they find the vegetable recipes or context based/county specific campaign execution
8. **Customization capabilities** Ability to customize/personalize messages to specific individuals and sender/organization name
9. **Adherence to compliance and security standards**, including privacy laws and data protection.

The bulk SMS provider **deliverables** include:

1. **Campaign Setup & Execution:**
Scheduled SMS campaigns, including content and recipient lists.
Opt-In and Opt-out options
2. **Delivery & Performance Reports:**
Detailed reports on opt-ins and opt-outs, delivery rates and engagement (open rates, click-throughs)
3. **Compliance Documentation:**
Proof of adherence to legal regulations and data privacy policies.
4. **Innovative approaches to bulk SMS**
Innovative ideas on how else to meet FoodFiti objectives
5. **Support and Maintenance Access:**
Access to 24/7 customer support, with clearly defined response times and resolution processes.
6. **Training:**
Documentation or training sessions for the FoodFiti team on how to use the SMS platform, manage campaigns, and interpret reports.
7. **Project Reports:**
Comprehensive reports & dashboards summarizing the project on weekly, monthly and ad hoc reports including all deliverables achieved in line with the scope of work, challenges encountered and recommendations for future improvements.
8. Provide robust **account management**.

3. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

BUDGET: Kindly provide appropriate budget as per the scope of work and deliverables (inclusive of fees and all taxes)

DURATION: 14 months

COVERAGE: Initial 5 counties with potential for national coverage

Applicants are required to provide GAIN with a detailed proposal. The final budget will have to be approved by the organization prior to starting the project.

FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

Technical proposal:

1. Description and links to previous work related to offering bulk SMS services to brands/companies, highlighting innovative use and portfolio (maximum 1-page).
2. Composition of team with names and profiles of all key staff including descriptions of each person's role on the project. GAIN shall have one main contact person clearly identified in the proposal (maximum 2 pages)
3. Detailed proposal (including detailed description of the proposed SMS platform and its features, customer support structure and availability, sample reports and analytics to be tracked, Data security measures and compliance certifications among others), showcasing how the deliverables in the Scope of Work will be met along with timelines for delivery (maximum 10 pages)
4. Three (3) client references (ideally, they would be from the relevant work examples provided in part 1)

Financial proposal:

1. Detailed budget with justification clearly highlighting direct implementation costs and any other associated costs – costs per sms, pricing structure and payment terms, setup/integration fees and any other additional service charges
 - **Note:** Clearly outline **available discounts and value-added services and optional services**
2. Costs to include VAT & WHT

3. Offer of services

CONTACT & SUBMISSION

Interested parties should submit their proposal to procurementkenya@gainhealth.org using the subject line **"FoodFiti Bulk SMS provider RFP"**.

All enquiries concerning this RFP should be submitted to the same email, using the subject line **"FoodFiti Bulk SMS provider RFP"**.

In accordance with GAIN's procurement standards, the questions and answers will be circulated to all media houses on receipt of the RFP.

DEADLINES

TASK	DATE
RFP issuance	21 st March 2025
Deadline for questions and clarifications	27 th March 2025
Submission of full proposal by digital agencies	6 th May 2025
Announcement of winning digital agency	21 st May 2025

UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

1. Proposals that are received after the RFP deadline.
2. Incomplete proposals.
3. Proposals that are not signed.

REVISIONS

Proposals may be revised by electronic mail before the deadline.

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.

COMPLETION

- Proposals must be submitted on official letterhead of the lead organization or firm and must be signed by a principal or authorizing signatory of the lead firm or organization.
- 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.

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.

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.

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.

4. TERMS AND CONDITIONS OF THIS SOLICITATION

NOTICE OF 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.

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.

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.

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 will be judged based on:

1. **Creative Solutions** (25%)
2. **Optimal Social Media Plan & Value Adds** (25%)
3. **Cost Efficiency** (25%) - Competitive pricing and value-added benefits.
4. **Transparency & Reporting** (15%) - Clear reporting mechanisms and performance tracking.
5. **Experience & Past Success** (10%) - Proven track record in handling bulk media buys.
6. 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.

REVIEW PROCESS

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

LIMITATIONS WITH REGARDS 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.

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.

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.

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.

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.

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.

5. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. 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:
- a. Click or tap here to enter text.
 - b. Click or tap here to enter text.
 - c. Click or tap here to enter text.
 - d. Click or tap here to enter text.
3. 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.
4. 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.

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

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