

REQUEST FOR PROPOSALS

NUTRITION-LENS INVESTING FRAMEWORK TOOL ONLINE WEBSITE DEVELOPMENT

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

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, and civil society, we aim to transform food systems so that they deliver more nutritious foods for all people, especially the most vulnerable.

At GAIN, we believe that everyone in the world should have access to nutritious, safe, and affordable food. Today, one in three people - drawn from nearly every country on the planet - are unable to consume enough nutritious food. We work to develop and deliver solutions to this daily challenge.

Headquartered in Geneva, Switzerland, GAIN has offices in countries with high levels of malnutrition: Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania, and Uganda. To support work in those countries, we have representative offices in the Netherlands, the United Kingdom, and the United States.

BACKGROUND

GAIN is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

In 2022, GAIN launched the Nourishing Food Pathways (NFP) program, aimed at accelerating progress towards the Sustainable Development Goals (SDGs), specifically emphasizing SDG2 (Zero Hunger). NFP is designed to facilitate inclusive and cohesive transformation within food systems across ten countries (Mozambique, Ethiopia, Bangladesh, Pakistan, Indonesia, Kenya, Nigeria, Tanzania, Benin, and India).

One of the workstreams under NFP is focused on aligning and increasing private sector finance for food system transformation. This includes working with Development Finance Institutions (DFIs) and other capital providers / investment funds to enable and incentivise them to invest in nutrition, and strengthening the broader ecosystem, improving awareness, capacity, and commitment among investors to support the development of nutrition as an investment theme. To enable investors and DFIs to attach a nutrition lens to their capital deployment practices, it is key to provide them with the knowledge and tools necessary to do so. Based on the initial tool developed by GAIN for the Nutritious Foods Financing Facility (N3F), Wellspring Development, funded by the United States Agency for International Development (USAID), has developed a comprehensive nutrition-lens investing framework tool designed to facilitate informed investment decisions that prioritize nutritional outcomes. The tool has been tested with a number of investors and fine-tuned in consultation with USAID and GAIN. To broaden the accessibility and usability of this tool, GAIN and Wellspring seek to integrate the Excel-based tool into GAIN's website, transforming it into an interactive, user-friendly online resource. This initiative aims to educate and empower investment officers and fund managers by providing them with a robust mechanism to evaluate investment opportunities through a nutrition-focused lens.

II. SCOPE OF WORK AND DELIVERABLES

The primary objective of this project is to design and develop a comprehensive webpage (on the GAIN website) that hosts an interactive, web-based version of the Excel-based nutrition-lens investing framework tool. This will likely include embedding the tool as an online application. The final webpage will serve as a visually engaging and functional digital resource for investment officers and fund managers. The consultant will be responsible for designing the entire webpage, including the visual layout, structure, and integration of all core components. The scope of work includes:

1. Full webpage design and development:

- Design and develop a dedicated webpage to host the tool, ensuring a cohesive visual identity and intuitive layout across all sections.
- Transform the current Excel tool into an interactive web form based on conditional logic provided and a decision tree. The Excel tool will be shared with the selected consultant at the start of the project. It currently includes an "Instructions" tab outlining the overall process and a second tab containing the actual tool. The tool is structured into two distinct sections: one set of questions applies when evaluating a project focused on a single food product, while a different set is used when assessing a company with a portfolio of multiple products.
- Ensure the tool is user-friendly and intuitive, promoting ease of use for investment officers and fund managers.

2. Functional design:

- Design and iterate the main form interface where users can input specific investment details to determine the nutritional impact of the deal.
- Ensure this page is highly functional and interactive, providing immediate and accurate feedback to users.
- Include: i) background content page providing context on the significance of investing in nutrition and the current landscape of underinvestment (content will be provided by Wellspring and GAIN teams); ii) detailed page outlining the approach and criteria used by the tool (content provided by Wellspring).

3. Supporting resources:

- Develop a page where selected case studies of successful nutrition investments can be easily uploaded (content provided by Wellspring and GAIN).
- Include downloadable guidance notes prepared by Wellspring to support users in utilizing the tool effectively.

The consultant is expected to deploy the source code within GAIN's web server environment.

OBJECTIVES

The main objectives of this assignment are:

1. Build a user-friendly platform:

- Build a webpage that is intuitive, well-organized, and engaging, requiring minimal user support or technical expertise
- Ensure the platform is visually appealing and logically organized to enhance user experience and engagement.

2. Obtain a quick and efficient nutrition scoring:

- Implement functionality that allows users to quickly input investment information and receive an immediate nutrition score, indicating whether the investment qualifies as a "nutrition deal."
- Optimize the tool for speed and efficiency, minimizing the time required to obtain results.

3. Encourage nutrition-focused investments:

- Design the tool to be a compelling resource that incentivizes more investment officers and fund managers to consider nutrition outcomes in their investment decisions.
- Allow for sharing of clear and actionable insights that highlight the benefits and importance of nutrition-focused investments, fostering greater awareness and commitment among potential investors.

DELIVERABLES

- A fully designed and integrated web-based version of the nutrition-lens investing framework tool.
- A background and context webpage detailing the importance of nutrition investments and why nutrition is an area where there has been underinvestment (content to be provided by GAIN and Wellspring).
- An approach and criteria page explaining the tool's methodology (content to be provided by GAIN and Wellspring).
- A functional and interactive tool interface for user input and feedback.
- A case studies page showcasing examples of successful nutrition investments (content to be provided by GAIN and Wellspring).
- Downloadable guidance notes to assist users in understanding and applying the tool (content to be provided by Wellspring).

PROPOSED TIMELINE

The engagement is expected to commence by **June 1st 2025** and is anticipated to be completed by the Offeror(s)' proposed timeline, lasting up to 6 weeks in total.

CONTRACT TYPE AND BUDGET

The final contract will be a firm fixed price contract and is expected that the Offeror(s) selected will complete all services within the timeframe contemplated by the parties at the price fixed. The Offeror(s) should be selected on relevant experience, technical and financial proposals. Applicants are required to provide GAIN with a detailed budget in US Dollars (USD), including fees/travel/accommodation and any other direct costs to be incurred in the delivery of the Scope of Work. Include a brief narrative justification for line items included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN prior to starting the project.

DESIRED QUALIFICATIONS

The consultant shall be an individual consultant or institution with the following expertise:

- Proven experience in conducting similar consultancy assignments.
- Availability – candidates who are available immediately will be prioritised due to internal needs.
- Proven experience in web development, particularly in integrating complex Excel-based tools into web platforms.
- Ability to create clear, informative, and engaging web content that explains complex concepts in an accessible manner.

This call is open for proposals from eligible entities registered in / individuals residing in the EU or in Low and Middle-Income countries. For more details on which countries these are, please refer to the [EU PRAG Rules](#) and [Annexes](#).

EXPECTATIONS FROM APPLICANTS

The successful applicant will:

- Work closely with GAIN and Wellspring teams throughout the duration of the work. A lead contact will be designated for regular communication and monitoring of deliverables.
- Meet with representatives from GAIN and Wellspring 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 and Wellspring regularly during the Project as well as at the request of GAIN and Wellspring. Submit deliverables according to the work plan's agreed-upon schedule.
- Technical applications should not be longer than 15 pages, including a cover page. All supporting documents should be included in the annexes.

III. INSTRUCTIONS FOR RESPONDING

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

CONTACT

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

Ninon Alaniou, Senior Associate, Nutritious Foods Financing

E-mail: nalaniou@gainhealth.org

BUDGET

Applicants are required to provide GAIN with a detailed fee breakdown proposal including all expected costs and expenditures. The proposed budget amount should be fixed. The final budget will have to be approved by GAIN prior to starting the project.

FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

1) Technical proposal:

- Description of previous relevant work
- Composition of team with names and brief biographies of all key staff
- Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including risk and mitigation strategy and timeline
- References

2) Financial proposal:

- Budget
- Detailed budget justification
- Offer of services

SUBMISSION

- Proposals must be submitted on the official letterhead of the agent 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 rbove@gainhealth.org and copy nalaniou@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.

DEADLINE

Completed proposals should be submitted to GAIN **before 23:59 Central European Time on May 16th 2025**.

UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

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

REVISIONS

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

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.

IV. TERMS AND CONDITIONS OF THIS SOLICITATION

NOTICE OF NON-BINDING SOLICITATION

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

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 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 information technology platform.
- 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 agent shall have the relevant qualifications and overall experience required to successfully implement the project.

- 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 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.

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.

V. OFFER OF SERVICES

- a. Offer submitted by:
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. (Print or type business, corporate name and address)
- i. 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:
- j. Click or tap here to enter text.
- k. Click or tap here to enter text.
- l. Click or tap here to enter text.
- m. Click or tap here to enter text.
- n. 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.
- o. 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)