

REQUEST FOR PROPOSALS

TERMS OF REFERENCE

For The Consultancy Service

On

Development of National Food Systems Based Dietary Guidelines

Issued by

The Global Alliance for Improved Nutrition (GAIN)

June 2025

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.

2. ABOUT FOOD AND LAND USE COALITION

The Food and Land use (FOLU) Kenya Country platform, launched in 2022, is part of the FOLU global coalition which aims to shape countries' Food and Land Use systems to ensure sustainability. FOLU Kenya is focused on five key areas: adopting healthier diets, promoting regenerative agriculture, preserving and restoring natural ecosystems, reducing food waste, and integrating gender and youth perspectives. FOLU recognizes the urgency to catalyse food system transformation and is actively engaged in supporting science-based solutions to foster a shared understanding of the issues at hand. GAIN in collaboration with FOLU partners (AGRA, World Resource Institute (WRI Africa) and UNSDSN is keen on strengthening healthy and sustainable diets as well as sustainable consumption behaviour by ensuring availability and affordability of nutritious and safe foods and contribute to lowering the burden of malnutrition, especially for the most vulnerable.

3. BACKGROUND/CONTEXT OF THE CONSULTANCY

Nutrition plays a critical role in every stage of our lives, right from conception, through pregnancy, birth, childhood, adulthood and into older age. Good nutrition signals the realization of the right to food and health as enshrined in the Constitution of Kenya. It is also central to human development. Kenya is making progress on reduction of malnutrition in all its forms. Stunting has been progressively decreasing among children under five from as high as 35% in 2008, to 17% in 2022. Despite this improvement, overweight obesity among women of reproductive age 20-49 years has been on the rise, from 30% in 2008 to 45% in 2022 according to Kenya Demographic Survey. Obesity is a risk factor for some noncommunicable diseases. The adolescent health survey of 2022 has shown that malnutrition is a concern among adolescents 10-19 years, 11.6 % of adolescents were thin or wasted, and 10.7 % were overweight or obese.

Study on the underlying causes show that the intake of recommended servings of fruits and vegetables among adults 18-69 years is only 4%, meaning 94% are not consuming the recommended servings. Only 31% of children 6 to 23 months consume the minimum acceptable diet while among adolescents 65% did not consume the daily recommended minimum number of food groups.

The Ministry of Health in collaboration with key stakeholders developed the National Guidelines for Healthy Diets and Physical Activity in 2017. These guidelines have served as a critical tool in promoting healthy eating and active living among Kenyans. While the guidelines served to provide the minimum messages/package of nutrition interventions using a life course approach, gaps have been identified that prevent it from being a comprehensive reference material for information to address nutrition for specific life course stages such as older children, adolescents, adults and older persons.

Through a series of stakeholder consultations, it became evident that there was a strong need to revise and update the existing guidelines to address emerging nutritional challenges. These discussions also emphasized the importance of integrating data from the newly developed Food Composition Tables by FAO-Kenya. Based on consensus from the consultations, it was agreed to adopt a Food System Based Dietary Guidelines approach to ensure the guidelines are more practical, culturally relevant, and aligned with current dietary needs

4. DEVELOPMENT OF NATIONAL FOOD SYSTEM BASED DIETARY GUIDELINES

4.1. OVERALL OBJECTIVE

The overall objective of this consultancy is to provide technical expertise and strategic guidance to support the development of **National Food Systems-Based Dietary Guidelines** that are evidence-informed, context-specific, nutritionally adequate, environmentally sustainable, and culturally appropriate to Kenyans.

3.2 SPECIFIC OBJECTIVES

The specific objectives are as follows:

1. Conduct a comprehensive situational analysis to assess current dietary patterns, nutritional status, and food system dynamics in Kenya, identifying gaps and opportunities for Food Systems-Based Dietary Guidance.
2. Develop culturally appropriate, evidence-informed, and sustainable National Food System Based Dietary Guidelines that align with Kenya's public health, agricultural, and environmental priorities.
3. Facilitate inclusive, multi-stakeholder consultations across sectors and communities to ensure the guidelines reflect diverse perspectives and are practical, equitable, and widely accepted.
4. Design an implementation and communication framework, including user-friendly materials and a monitoring and evaluation plan, to promote adoption and ensure long-term impact of the National Food System Based Dietary Guidelines.

3.3 SPECIFIC TASKS

Under the direct and close supervision and instruction by the technical task team, consultants shall carry out the following activities:

OVERALL TASKS:

- I. **Situational Analysis & Evidence Review** of existing dietary guidelines, food and nutrition policies, and relevant national and global frameworks. Identify gaps, challenges, and opportunities for integrating food systems into dietary guidance.
- II. **Stakeholder Engagement:** Map and engage relevant stakeholders from government, civil society, private sector, academia, and local communities and facilitate consultations, technical workshops, and validation meetings at national and county levels.
- III. **Guideline Development:** Draft Food Systems-Based Dietary Guidelines that are evidence-informed, context-specific, and culturally appropriate and ensure the guidelines address key issues such as undernutrition, overnutrition, non-communicable diseases, food sustainability, and climate resilience in

line with Kenya's national policies (e.g., Vision 2030, Kenya Nutrition Action Plan) and global goals (e.g., SDGs).

- IV. **Communication, Capacity Building & Implementation Planning:** support the development of communication and education materials (e.g., food guides, posters, toolkits) tailored for different audiences (policy makers, health workers, schools, public). Propose strategies for the dissemination, adoption, and integration of FBDGs into relevant sectors (e.g., health, education, agriculture) and the final launch of the guideline.

4.0 METHODOLOGY

4.1 SPECIFIC APPROACHES

The consultant will use a mixed methodology based on agreed framework and it will be largely desk review of existing county evidence and various policies and legal frameworks as well as primary data collection with selected key informants and Focus groups. Specific approaches would be but not limited to:

- **Secondary Data Collection**

Consultants shall collect necessary data and information primarily from secondary sources including those recommended by the technical task team members, line ministries, and other relevant institutions/organizations. This includes reviewing existing policy documents, reports, and research literature relevant to the development of the National Food Systems Based Dietary Guidelines.

- **Primary Data Collection**

While secondary data will be the primary source, the consultants may also collect qualitative data and information through primary means. This will involve conducting interviews, distributing questionnaires, and utilizing any other efficient methods to gather insights from stakeholders. These stakeholders include line ministries, development partners, counties, private sector entities, and other relevant parties.

ii. Analysis of Data and Information

- **Objective Analysis**

Consultants shall analyze the collected data and information in an objective manner. The assessment will be based on facts and evidence, supported by fair reasoning from socioeconomic and technical perspectives. The analysis should cover the performance of the current Healthy Diets and Physical Activity Guidelines, identify gaps, and evaluate the impact of new and emerging factors.

- **Recommendations**

Conclusions from the analysis and subsequent recommendations shall be presented with references wherever possible to justify the arguments. This includes proposing strategies to address identified bottlenecks and challenges, which will be incorporated into the National Food Systems Based Dietary Guidelines

iii. Consultation with Stakeholders

- **Workshops and Meetings**

To obtain ideas, perspectives, comments, feedback, suggestions, and other inputs, consultants shall consult with relevant stakeholders such as counties, development partners, and the private sector. This will be done through workshops and/or meetings, aligned with the road map outlined in the Concept Note for the development of the National Food Systems Based Dietary Guidelines

- **Follow-up Consultations**

Beyond the planned road map, consultants shall engage stakeholders through various means such as face-to-face and online meetings, telephone calls, emails, and any other effective communication methods. This ensures comprehensive stakeholder engagement throughout the process.

- **Integration of Feedback**

The consultation process is crucial for prioritizing interventions and aligning the policy with current contexts. Consultants shall carefully integrate feedback from stakeholders into the National Food Systems Based Dietary Guidelines while seeking advice from the technical task team, which will seek guidance from the TWG as necessary.

- **Logistical Support**

The technical task team will provide logistics, communication, and managerial support for organizing consultation events as planned in the Concept Note.

iv. Write-up of Outputs

Report Production and Draft National Food Systems Based Dietary Guidelines

Consultants shall produce the following outputs: Interim Report (Zero Draft), Draft National Food Systems Based Dietary Guidelines, and Final Draft National Food Systems Based Dietary Guidelines, based on inputs from stakeholders and instructions from the technical task team.

- **Quality and Consistency**

In producing these outputs, consultants shall ensure a logical flow, consistency, professional presentation, clear and comprehensible descriptions, and proper formatting. Appropriate visual aids such as graphs, diagrams, and tables should be used throughout each output.

v. Reporting and Presentations

- **Regular Communication**

Consultants shall maintain close communication with the technical task team at both regular and ad-hoc intervals as necessary.

- **Progress Presentations**

Consultants shall present their progress to the technical task team, the healthy diets technical working group and during consultation workshops/meetings as needed. These presentations aim to obtain inputs, ideas, insights, feedback, and comments to improve the outputs.

4.2 EXPECTED OUTPUTS

1. Inception Report (work-plan):

- Detailed structure of the National Food Systems Based Dietary Guidelines, methodology, time frame, and relevant key issues to be addressed to ensure timely and quality completion of the National Guidelines for Healthy Diets and Physical Activity review.

2. Progress Report (Zero Draft):

- Assessment of the performance of the current National Guidelines for Healthy Diets and Physical Activity.
- Recommendations for the National Food Systems Based Dietary Guidelines based on experiences and lessons learned from the implementation of current National Guidelines for Healthy Diets and Physical Activity.
- Assessment of new policy contexts at global, regional and local levels regarding healthy diets and physical activity.
- Assessment of changing/emerging factors, events, and circumstances that can significantly affect the implementation of the revised National Guidelines for Healthy Diets and Physical Activity.
- Tentative priority interventions for the National Food Systems Based Dietary Guidelines

3. Draft National Food Systems Based Dietary Guidelines

- Revised from the zero-draft based on input and feedback from relevant stakeholders.
- Detailed assessment of the performance of the current National Guidelines for Healthy Diets and Physical Activity.
- Recommendations for the National Food Systems Based Dietary Guidelines based on experiences and lessons learned from the National Guidelines for Healthy Diets and Physical Activity.
- Alignment to new policy contexts at global, regional and national levels.
- Alignment to changing/emerging factors, events, and circumstances that can significantly affect the implementation of National Food Systems Based Dietary Guidelines.
- Priority interventions.

4.0 Final Draft National Food Systems Based Dietary Guides

- Modified based on comments, inputs, and feedback from concerned stakeholders.
- Ready for approval and dissemination.

5.0 REQUIRED SKILLS, EXPERIENCES AND COMPETENCES OF CONSULTANTS

Technical Qualifications

- An advanced degree (Master's or PhD) in **Nutrition, Public Health, Dietetics, Agricultural Sciences, Food Systems, or a closely related field.**
- In-depth knowledge of **Food Systems Based Dietary Guidelines**, including their design, implementation, and adaptation for low- and middle-income countries.
- Solid understanding of **integrated food systems approaches**, encompassing nutrition, agriculture, sustainability, and health.

Relevant Professional Experience

- A minimum of **7–10 years of progressively responsible experience** in nutrition and food policy development, with a focus on dietary guidelines or food systems.
- Demonstrated involvement in at least **one national-level dietary guideline development process**, preferably in Africa or a similar context.
- Proven ability to conduct **evidence synthesis, situational analyses, and stakeholder consultations** within the domains of health, agriculture, or food systems.
- Previous engagement with **government institutions, development partners (e.g., FAO, WHO, UNICEF), civil society, or UN agencies** is highly desirable.

Communication and Engagement Skills

- Strong ability to translate complex scientific information into accessible language and culturally relevant messages.
- Demonstrated experience in developing nutrition education and communication materials for various audiences (health professionals, educators, policy makers, and the public).
- Effective facilitation of multi-stakeholder consultations, workshops, and technical meetings.

The applicant shall provide the following:

- Submit proposal that demonstrates solid understanding and viable technical approach.
- Detailed demonstration of an understanding of the ToR
- Proposed Methodology to achieve the task (subject to further consensus building)
- Clear activity schedule and timelines
- Proof/copies of past experience in with similar work and at least three references preferably comprising of previous clients.
- Team composition and accompanying CVs
- Detailed Budget

Payment will only be made against agreed milestones and deliverables detailed in the contract signed by both parties and on vetting of the report on its quality and its measure to have met the terms and conditions of the consultancy.

DELIVERABLES AND TIMELINES

- Assignment start date is **18th July 2025**.

- Assignment will continue until all the outputs are submitted with the quality satisfactory to the task team that will be formed to monitor the progress of the assignment. The deadline of the submission of the final outputs **by 30th October 2025**

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. 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.
procurementkenya@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed budget in Kenya Shillings, 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.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:
 - i. Description of previous relevant work (maximum 1 page);
 - ii. Composition of team with names and brief biographies of all key staff (maximum 3 pages);
 - iii. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including risk and mitigation strategy and timeline (maximum 10 pages);
 - iv. References.
- Financial proposal:
 - i. Budget inclusive of tax.
 - ii. Detailed budget justification.
 - iii. Offer of services.

4. SUBMISSION

Complete proposals should be submitted in electronic copy to:
procurementkenya@gainhealth.org. The subject line should indicate **“DEVELOPMENT OF NATIONAL FOOD SYSTEMS BASED DIETARY GUIDELINES”**.

5. DEADLINE

Completed proposals should be submitted by **5:00 pm EAT on 20th June 2025**

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.

7. REVISIONS

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

8. 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.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed 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 GAIN at procurementkenya@gainhealth.org prior to making their submission before the deadline specified in the timeline above.
- 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 its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. RIGHTS OF REJECTION

GAIN reserve 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.

11. REFERENCES

GAIN reserve 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.

12. 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 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.

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 reserve 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 information technology platform.
(The consultant should have experience in tax systems, political economy analysis, policies, programming, development of theories of change and a strong background in food and nutrition security in the development sector with a nexus to environment/climate change and gender)

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. 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. 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.

6. 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.

7. 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.

8. 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.

9. 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 rest entirely with GAIN.

10. 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.

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. [to be completed]
 - b. [to be completed]
 - c. [to be completed]
 - d. [to be completed]
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 [add month and year] in [add location].

_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)