

REQUEST FOR PROPOSALS

CONSULTANCY FOR COMMUNICATIONS - 2025
- NUTRITION CONNECT (GAIN)
(RE-ADVERTISEMENT)

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

| | |
|--|----|
| I. PROJECT BACKGROUND AND SCOPE OF WORK | 2 |
| II. INSTRUCTIONS FOR RESPONDING | 5 |
| III. TERMS AND CONDITIONS OF THIS SOLICITATION | 7 |
| IV. OFFER OF SERVICES | 10 |

I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others. Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP. Nutrition Connect is an initiative of GAIN (<https://nutritionconnect.org/>), its purpose is to mobilise knowledge, share experiences, and stimulate dialogue on public private engagement (PPE) for nutrition. Nutrition Connect keeps focus on its three pillars; enhancing knowledge curation, co-creation, and collaboration & communication (3 C's), aligned with its key mandate to champion public-private engagement (PPE) in nutrition and coordinate action for the larger food systems transformation. This online platform caters to government, business, civil society and academia, to identify innovative solutions, form new partnerships, and share good practices for effective PPE solutions that can drive investment and action for better nutrition. Nutrition Connect (NC) works on following priority areas :

Advancing partnerships; Climate and sustainability; Consumer demand; Food fortification; Food loss and waste; Healthier diets; Food safety; Policies, taxes and incentives; Supply chains; Workforce nutrition

The purpose of this RFP is to engage the services of a consultant or agency as a Service Provider to develop and execute the monthly campaigns of Nutrition Connect, focusing on enhancing public-private engagement (PPE) for nutrition. The consultant agency will undertake end-to-end planning and execution of campaigns to mobilize knowledge, share experiences, and stimulate dialogue within the context of nutrition-related initiatives, in the GAIN global and countries-context.

3. SCOPE OF WORK AND DELIVERABLES

Objective : Increase awareness on the role of public private engagements (PPE) for nutrition and food systems transformation thereof; with monthly campaigns targeted towards a global and national audience, helping to increase Nutrition Connect's scope for content curation, co-creation and communication & collaboration (3 C's) in Asia and Africa countries.

The successful applicant will provide the following services:[Click or tap here to enter text.](#)

1. Stakeholders and partners landscaping and analysis : Identifying, segregating and engaging with key stakeholders in the nutrition sector in GAIN countries and globally that would stand to mutually benefit from the facilitated content partnerships across with public and private sectors. This includes Audience Research and Segmentation i.e conducting research to segment the target audience for each campaign to tailor messaging for maximum effectiveness.

2.Campaign Strategy and Planning: Work with the Nutrition Connect team to develop a comprehensive campaign strategy for 2025, with 12 monthly campaigns aligned with Nutrition Connect's priority areas.

3.Landscape search for content sourcing: Doing a landscape search on each Campaign topic beforehand to source relevant content for reference (E.g peer-reviewed publications, other non-academic reports, blogs, factsheets etc relevant to the topic, giving due attention to GAIN and non-GAIN Partners)

4.Developing all communications-related content: Developing communications-related content as needed for each campaign to support related events/activities e.g. including capturing Audio/Videos, developing infographics, writing and editing support for blogs/ interviews/ reports/ case studies/ policy briefs; Email/ other campaigning via newsletters, Curating session summaries and rapporteuring for workshops online/ in-person etc

5. Content Calendar Management: Creating and managing an overarching content calendar that ensures consistency and strategic alignment of all content across campaigns. This includes tracking deadlines, milestones, and deliverables for various stakeholders.

6. Multi-channel Campaign Dissemination: Leverage relevant online (social media, digital media, newsletters, webinars) and offline (workshops, exhibitions) channels to promote campaign content. Engage influencers, thought leaders, and brand ambassadors to amplify messages and boost engagement by way of regular campaigns. Develop targeted social media campaigns, digital ads, and SEO strategies for increased reach, including paid ads and platform partnerships. Support event planning and execution for virtual and in-person events (conferences, webinars, roundtables, workshops, etc.) to maximize stakeholder engagement and media coverage.

7. Public Relations and Media Outreach: Creating press releases, media pitches, and engaging with journalists, media outlets, and bloggers to ensure coverage and visibility of the campaign. This could also include arranging interviews with thought leaders, nutrition experts, or campaign spokespeople.

8.Monitoring and Reporting: Use tools to monitor the campaign's reach and impact and provide regular reports on key performance indicators (KPIs).

9. Brand Development and Positioning: Helping define or refine Nutrition Connect's brand identity, ensuring its positioning resonates with key stakeholders and target audiences. This includes establishing messaging, tone of voice, and visual identity across campaigns and channels.

3.1 DELIVERABLES

The agency shall provide the following during the campaign year June 2024 - June 2025:

| Deliverables | Timelines |
|---|---|
| 1. Inception meeting with NC/GAIN teams | 30 December 2025 |
| <p>2. Submission of the Communications Action Plan (2025)</p> <p><i>Including the following (As outlined under the Scope of Work):</i></p> <ul style="list-style-type: none"> - Stakeholder and Partner Engagement strategy - Regular monthly Campaign Strategy and Planning - Content Sourcing Plan and Landscape Analysis - Content Development Plan and Production Schedule - Content Calendar and Management - Multi-Channel Campaign Dissemination Plan - Public Relations and Media Outreach plan - Monitoring and Reporting Schedule - Brand Development and Positioning Plan - Crisis Communications and Risk Management Plan | 10 January 2025 |
| <p>3. Plan and execute monthly campaigns as agreed upon</p> <p><i>(i.e. Including Internal and external stakeholder engagement plan; Drafting concept note; Sourcing relevant content for reference; Working with NC and partners in preparing relevant communication collaterals and key messaging for each campaign; Seeking approvals, Ensuring focus of launches around special / international days of significance; Utilising various platforms for communicating campaign activities; Curating and documentation; Recording and reporting of impact metrics of each campaign in Presentation/ reports)</i></p> | Last week of each month (In preparation for next month campaign) |
| <p>4. Submission of reports after the completion of each month's campaign</p> <p>Including the following :</p> <ul style="list-style-type: none"> - Reports on outreach/ impact metrics recorded across all channels, NC website, social media etc. - Recorded discussions and action points noted in each campaign. - Details of private/public sector etc partners engaged, their roles and contributions, with testimonials and feedback forms duly filled in. - Report on post-campaign recommendations and next steps. - Open files of all creative collaterals developed as part of each campaign | First week of each month (After completion of each campaign) |

| | |
|---|--------------------------------|
| - Submission of soft copies of all communication collaterals developed as a part of the campaign (PDFs/ word docs / up-loadable formats of reference material/ Audio or Videos etc) or considered in the landscape search stage for each monthly campaign | |
| Discussion and mid-year report (In agreed format) | 15 th June 2025 |
| Discussion and end-year report (In agreed format) | 15 th December 2025 |

3.2 EXPECTED EXPERTISE

The consultant should have the following :

- Prior experience of undertaking communication campaigns in similar thematic areas of work i.e. pertaining to development sector / nutrition/public health & wellness; public & private sector partnerships; food systems; Climate change/ sustainability; food safety; supply chains; workforce nutrition; consumer demand; food loss and waste etc
- Ability to develop comprehensive campaign strategies in line with branding and core messaging of NC / GAIN/ partners, conduct landscape search for content sourcing, considering target audiences, objectives, key messages, and appropriate channels
- Strong communication skills to craft clear, compelling, culturally sensitive messages for target audiences.
- Ability to collaborate with diverse stakeholders including governmental agencies, private sector industry partners, community organizations, development sector partners etc to strengthen campaign impact
- Proficiency in media planning, marketing, and utilizing various communication channels such as social media, traditional media, and online and web platforms to reach the target audience.
- Knowledge of digital marketing tools and techniques to enhance the online presence of Nutrition Connect and effectively engage with the target audience.
- Experience of executing similar assignments in countries in Africa and Asia

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. Agencies / consultants that applied to the same RFP earlier seeking a Communications Consultancy Agency for Nutrition Connect in 2024, are requested to not apply.

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.

- nutritionconnect@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal (**Inclusive of all applicable taxes**). The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSALS

Interested consultant agencies should submit a brief proposal (max 5 pages), comprising of the following:

A. Technical proposal:

- Brief description of previous relevant work and experience (In a maximum of 5 pages);
- Composition of the team with full names and short biographies of the designated project manager and all key staff with overall team composition that will be supporting this assignment (max 5 pages)
- Detailed technical proposal explaining how the requirements mentioned under the Scope of Work will be met, including risk and mitigation strategies and timeline/full 1-year workplan (max 5 pages);

B. Financial/ Budget Proposal:

Consisting of the detailed budget needed to implement the activities for this assignment. This should include costs for all key elements needed to meet requirements under the Scope of Work:

- Rates of key staff, Number of days of work, and Percentage of participation in the total level of effort;
- Any other anticipated direct expenses (travel, sub-contracted resources, supplies etc.);
- Any indirect costs (agency costs, agency fees, administrative costs, etc.);
- Updated, complete banking details of the agency
- The fees shall be quoted as a fixed sum inclusive of all applicable taxes and/or institutional overheads.
- In case of errors in calculating overall costs, the unit costs will govern

C. Annex (Max 5 pages) containing the following :

- Detailed profiles (CVs) of team members, including relevant qualifications and the number of years in the business. (Maximum 5 pages)
- Work samples, related to similar work executed for other clients (with hyperlinks to the Portfolio of such work). Including references of 2-3 prior clients (Maximum 10 pages)

4. SUBMISSION

(a) A signed expression of interest (EOI should be no more than 4 pages) including reasons for interest in the task, relevant qualifications, prior experience with similar work, specifying the estimated days and costing (Figures to be in US Dollars)

(b) Technical proposal

(c) Financial proposal

(d) A completed 'Offer of Services' form (see end of document).

These documents should be sent to GAIN at nutritionconnect@gainhealth.org by 26 December 2024, by 5:30 pm EAT. Please use the subject line 'Comms Agency/2025/NC/GAIN' when responding.

5. DEADLINE

- Completed proposals should be submitted by email to nutritionconnect@gainhealth.org latest by **26 December, by 5:30 pm EAT.**

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.
- Proposals in which the EOI is not signed.

7. 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.

8. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

9. 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.

10. 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.

11. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information may be released : Name of the successful applicant.

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 reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work
- Comprehensiveness of work plan and reasonableness of proposed time frame
- Detailed budget and cost-effectiveness of proposed approach
- Past experiences of undertaking similar work and proof of work provided
- Management and personnel plan.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

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

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

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)
