

Request for Proposals

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## **WEBSITE REDESIGN & MANAGEMENT – NUTRITION CONNECT, IFSS**

***Nutrition Connect Website link, IFSS Website link***

**ISSUED BY THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)**

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**Contents:**

- I. PROJECT BACKGROUND AND SCOPE OF WORK
  - II. INSTRUCTIONS FOR RESPONDING
  - III. TERMS AND CONDITIONS OF THIS SOLICITATION
  - IV. OFFER OF SERVICES
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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### ABOUT GAIN AND NUTRITION CONNECT

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 public and private partners, GAIN aims to deliver nutritious foods to those people most at risk of malnutrition.

Headquartered in Geneva, Switzerland, GAIN has offices in Bangladesh, Canada, Denmark, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Tanzania, The Netherlands, the United Kingdom, and the United States. In addition, GAIN carries out programs and projects in a variety of other countries, particularly in Africa and Asia.

At GAIN, we believe that everyone in the world should have access to affordable, healthy and nutritious foods. 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 programs, 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 programs to shape and influence the actions of others.

**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 with a focus on promoting the efforts for food systems transformation for GAIN and non-GAIN partners operating in this space. 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.

It is an open-access platform is intended to mobilize knowledge, share experiences, and stimulate dialogue on public private engagement (PPE) for nutrition and food systems transformation. It is a safe space for engagement to connect people; facts and understanding; and evidence and action. Committed to sharing high-quality, credible and objective information with practitioners interested in exploring PPE for nutrition to make informed decisions based on the best-available resources.

## INTRODUCTION

The purpose of this Request for Proposals is to identify and select a service provider specialized in web development and management that will revamp the existing Nutrition Connect website, with relevant, new, dynamic components introduced; and while infusing the relevant portions of content from its ancillary project i.e [IFSS](#) (Innovative Food Systems Solutions).

The redesign and management will align with strategic objectives of Nutrition Connect and overall objectives of GAIN for ensuring that the website remains a premier knowledge platform for decision-makers and operators in the space of public-private partnerships in nutrition, and overall in the Food Systems Transformation space.

## BACKGROUND

The current Nutrition Connect website, developed on Drupal 9, requires a revamp and management to address several usability, design, and functionality issues. A few points in case that require revamp are, for instance; the website lacks proper branding alignment, with font and spacing adjustments needed, and requires an improved backend to support separate user logins and clearer distinction between publication and update dates. The homepage and resource center need more user friendly, ergonomic reorganization, including better navigation, removal of outdated content, and clearer calls to action for resource downloads. The search functionality also needs enhancement, providing more detailed and relevant results. Additionally, the integration of videos should be explored while ensuring website accessibility is maintained. The linkage to high social media activity and Nutrition Connect website traffic, needs to be made effective and state of the art.

Overall the ergonomic user interface of the Nutrition Connect and IFSS needs to be made state-of-the-art. The Learning platform with user login needs to be upgraded and fitted with latest user friendly features etc. These are just some improvements required aiming to modernize the website, enhance user experience, and support Nutrition Connects' mission more effectively. The onus of assessing and revamping the Nutrition Connect and IFSS websites and merging the most useful 'innovation-focused' content within the scope of the Nutrition Connect website rests on the agency to be onboarded for this purpose, with an exaptation to delivered in full toe=wards latest, state-of-the-art user-friendly interfaces of these websites.

## STRATEGIC OBJECTIVES

The redesigned website for Nutrition Connect and IFSS should:

- **Improve User Experience (UX):** Simplify navigation and enhance user engagement across all devices.
- **Modernize Visual Design:** Adjust branding elements (fonts, spacing, etc.) for a fresh, modern look.
- **Optimize Content Delivery:** Ensure all content, including resources, publications, and blog posts, is easily searchable and accessible.
- **Enhance Accessibility and SEO:** Comply with web accessibility standards and improve visibility on search engines.
- **Support Strategic Communication:** Showcase Nutrition Connects' mission, strategic areas, and call to action effectively.

### Specific Redesign Requirements :

Based on internal discussions & external comparisons, the following are the areas of focus, with the rest as highlighted by the service provider to be onboarded:

1. **Home Page:**
  - Reorganize the top navigation and priority areas.
  - Remove outdated elements.
  - Include a dedicated section for the IFSS Portal.
  - Consider the inclusion of video content while maintaining accessibility.
2. **Resource Centre:**
  - Update the search functionality with filters and clear presentation of resource types.
  - Include publication and update dates for each resource.
  - Revamp the blog and resource pages to offer clear download options and better resource organization.
3. **Backend and Dashboard:**
  - Add functionality for separate user logins.
  - Ensure ease of content management with the ability to distinguish between publication and update dates.

## TARGET AUDIENCES

Nutrition Connects' main target audiences are:

1. **Private Sector:** Businesses and industries involved in food systems, seeking partnerships and insights on nutrition and food systems transformation.
2. **Government and Policymakers:** National and local governments involved in policy development related to nutrition and food systems.
3. **Non-Governmental Organizations (NGOs):** Organizations working in the food and nutrition sector to drive systemic change.
4. **Academia and Researchers:** Experts and institutions studying nutrition, food systems, and sustainable practices.
5. **Donors and Development Agencies:** Entities interested in funding or supporting food systems transformation initiatives.
6. **International Bodies (UN agencies, etc.):** Organizations contributing to global dialogues on food systems and nutrition.
7. **Media and Communications Professionals:** Those looking to share and disseminate knowledge and case studies on food systems.

Each section of the new website should be created with one or more target audience(s) in mind and make content relevant for them and easily accessible.

## **SPECIFIC OBJECTIVES AND FUNCTIONALITIES**

**The Nutrition Connect website aims to provide comprehensive information and engagement opportunities across various sections.**

### **1. About**

The "About" section provides an overview of Nutrition Connects' mission, vision, and approach to food systems transformation. It offers detailed information about the platform's goals, history, team, governance, and partnerships, helping users understand the organization's impact and strategic priorities.

### **2. Priority Areas**

This section highlights the key thematic areas that Nutrition Connect focuses on, such as nutrition, food security, and sustainability. It allows users to explore these areas through dynamic content, linking to related resources, case studies, and initiatives, with filtering options to find relevant topics.

### **3. What's New**

"What's New" serves as a news hub, featuring the latest updates, blog posts, announcements, and case studies related to Nutrition Connects' work. It provides clear time-stamped content, filtering options, and social media integration for users to stay informed on current activities and initiatives.

### **4. IFSS (Innovative Food Systems Solutions)**

In addition to the link to the IFSS website, the section should showcase cutting-edge solutions aimed at transforming food systems. It features interactive elements such as videos, infographics, and case studies, and provides a filterable catalog of tools and innovations, highlighting collaboration with external partners.

### **5. Resource Center**

The "Resource Center" is a comprehensive repository of research, publications, and technical resources on food systems and nutrition. With advanced search and filtering options, it allows users to easily find and download relevant documents, categorized by topic, type, and publication date.

### **6. Events and Webinars**

This section provides information on upcoming and past events, including webinars and workshops. It features a calendar view for upcoming events, detailed descriptions, registration links, and an archive of past event recordings and resources, with options for filtering by event type or focus area.

### **7. Campaigns**

The "Campaigns" section highlights ongoing advocacy efforts focused on food systems transformation. It features campaign objectives, key messages, interactive elements such as social media integration, donation options, and visual storytelling through photos, videos, and infographics.

### **8. Get Involved**

"Get Involved" encourages users to engage with Nutrition Connect by offering opportunities for partnership, volunteering, and donations. It includes clear calls to

action, contact forms, and sign-up options for newsletters or specific initiatives, facilitating collaboration and support for the platform’s work.

**The IFSS website aims to be revamped such that the content in the below mentioned tabs is transposed into the Nutrition Connect website :**

1. Solutions page content : Learn about innovative solutions around the world
2. Find funding : Connecting innovation to investment
3. Moving to Action page content : Moving innovative solutions towards action to transform food systems
4. Youth engagement : Actively supporting youth engagement in food system transformation
5. Events and Innovation Challenges : Find innovation challenges, events and opportunities
6. Explore connections : To co-create food systems change for more equitable human & planetary health
7. About Us : Portal Collaboration

### CHARACTERISTICS OF THE SERVICE PROVIDER

The ideal service provider will:

- Have experience with Drupal 9 development.
- Demonstrate experience in redesigning websites for non-profits or public organizations.
- Be able to provide both design and technical development services, including ongoing technical support.
- Understand SEO best practices and W3C accessibility guidelines.
- Be familiar with Agile development methodologies.

### TIMELINE

Action	Date due
Agency selected and notified	3 March 2025
New design and web structure in place for the “Resources” section	31 March 2025
Full website developed as per revamp plan	27 June 2025
Technical support as part of the redesign project completion phase	July – August 2025
Maintenance and continuous improvements	June 2025 – June 2026

## 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.

### CONTACT

Please direct all inquiries and other communications to the contact below with the subject line in your e-mail as :

Subject Line -- “**Website Redesign - Proposal for Nutrition Connect**”. **Send your Email to - [rfp@gainhealth.org](mailto:rfp@gainhealth.org)** ; with a copy to [nutritionconnect@gainhealth.org](mailto:nutritionconnect@gainhealth.org)

Responses will not be confidential except in cases where proprietary information is involved.

### FORMAT OF PROPOSAL

Interested consultant agencies (Only agencies to apply please) should submit a brief proposal, comprising of the following:

#### A. Technical proposal:

- Detailed note on your understanding of your role for this project, explaining your suitability for the role, and how the requirements mentioned under the current Scope of Work will be met. (max 5 pages)
- Details of the agency’s previous relevant work experience in leading in other similar assignments, including specifics of clients for which such work was undertaken, the timeframes when such works were executed, along with hyperlinks each of such work completed. (Max 10 pages)

#### B. Financial Proposal:

- Updated, complete banking details of the agency.
- Suggested format for budgeting is (you may use own format for budget proposal as well if needed): Rates of key staff, Number of days of work, and Percentage of participation in the total level of effort;
- Indicate any indirect costs (agency costs, agency fees, administrative costs, etc.);
- Indicate any other anticipated direct expenses (travel, sub-contracted resources, supplies etc.)
- The fees shall be quoted as a fixed sum inclusive of all applicable direct / indirect costs, taxes, institutional overheads. etc.
- In case of errors in calculating overall costs, the unit costs will govern

#### C. Annex :

- Detailed profiles (CVs) of team members, including relevant qualifications and the number of years in the business. (Maximum 5 pages)

- The fees shall be quoted as a fixed sum inclusive of all applicable direct / indirect costs, taxes, institutional overheads. etc.

## 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).

## DEADLINE

Completed proposals should be submitted by **5.30 pm CET on 24<sup>th</sup> February 2025 (Monday)**, to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) with a copy to [nutritionconnect@gainhealth.org](mailto:nutritionconnect@gainhealth.org)

The proposals should be submitted via email with necessary subject line that MUST be included -- **"Website Redesign - Proposal for Nutrition Connect"**

## UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

## 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 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.

## **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.

### III. 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 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. GAIN shall have one main contact person clearly identified in the proposal.
- 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 authorize 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 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 authorized 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 authorized representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

- 2.1 (TO BE COMPLETED)
- 2.2
- 2.3
- 2.4

3. I (We) agree that the Offer of Services I 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 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.**

Dated this day of \_\_\_\_\_ 2024,  
in

\_\_\_\_\_  
Signature  
(Applicant) Title

\_\_\_\_\_  
Signature  
(Applicant) Title