

REQUEST FOR PROPOSALS

CONSULTANT – ANALYSIS OF QUALITATIVE AND QUANTITATIVE DATA FROM A CONSUMER STUDY

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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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 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, Tanzania, and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

Lower-income consumers represent a large market, estimated at 4 billion people worldwide. Many low-income consumers’ diets are lacking in food diversity and quality. There is a business opportunity for private companies to help improve this by providing safe, nutritious foods that meet customers’ needs at an affordable price – as long as they do so in ways that are profitable and financially sustainable for the company. The GAIN Business Model Research Project aims to identify promising ways that food companies can adopt their products and approaches to reach lower-income consumers with nutritious foods.

As part of this work, GAIN is undertaking a study among consumers in Kenya to understand their socioeconomic characteristics, their motivations for purchasing certain types of foods, and the role those foods play in their diets. The project includes two nested studies: a case study of a specific food company and a general population study.

The **case study** focuses on a Kenyan firm that sells a nutritious food through resellers in low-income neighborhoods of Nairobi. It includes:

- **Consumer survey:** This covered consumers of the case study firm’s products, identified at points of sale. It included questions about their general purchasing patterns, purchasing drivers, diets, food preferences, and sociodemographic information.
- **In-depth consumer interviews:** A subset of those surveyed were asked to participate in in-depth interviews examining their food purchase motivations in more detail, aiming to understand whether the approaches companies are using are, in fact, attracting consumers and responding to their needs.
- **Reseller in-depth interviews:** Product re-sellers were asked to participate in a short interview about their choice of the product in question, their selling practices, and their clientele.

The **general population study** includes two methods:

- **Survey:** This covered a random sample of the population of lower-income neighborhoods using questions similar to those in the case study company.

- **In-depth interviews:** A subset of those surveyed were also asked to participate in in-depth interviews that examined their food purchase motivations in more detail.

Both were carried out in low-income neighborhoods of Nairobi.

The data collection for the study was completed in summer 2024, resulting in 60 interview transcripts and a survey dataset with 800 observations and about 250 variables (including both case-study consumers and general population consumers).

GAIN now seeks an **individual consultant** to support data analysis for this study.

3. SCOPE OF WORK AND DELIVERABLES

The consultant, in coordination with GAIN staff, shall provide the following services.

For **quantitative data**:

- Clean and process all quantitative data to prepare it for analysis (the data is already labelled and basic quality checks have been carried out, so it is expected that minimal additional processing will be needed)
- Work with GAIN staff to prepare a data analysis plan for the quantitative data to answer the study's research questions
- Provide summary statistics for all quantitative data, including by subgroups
- As agreed with GAIN staff, conduct more advanced analyses of the quantitative data to answer the research questions
- Provide clearly documented and labelled Stata code files, cleaned and labelled dataset(s), and clear output logs and tables from the analysis
- Provide content on the analysis approach for use in reports and other publications

For **qualitative data**:

- Clean and process all interview transcripts to prepare it for analysis, including deidentifying data where needed
- Work with GAIN staff to prepare a data analysis plan for the qualitative data to answer the study's research questions
- Develop a coding approach for the qualitative data and update as needed throughout the analysis
- Code all transcripts using ATLAS.ti software
- As agreed with GAIN staff, conduct more advanced analyses of the qualitative data to answer the research questions
- Provide ATLAS.ti output containing all coded transcripts and any labelling, etc, applied
- Provide content on the analysis approach for use in reports and other publications

Throughout the work, the consultant must respect the confidentiality and security of the data and ensure data is stored properly and securely. They must also maintain clear communications with GAIN in order to ensure smooth and delivery of the work.

3.1. DELIVERABLES

The consultant shall provide the following:

- A finalized and agreed upon data analysis plan
- Complete cleaned and labelled Stata dataset
- Tables or log files with quantitative results
- Stata code to carry out analysis
- Coded transcripts in ATLAS.ti
- Documentation of all analysis methods

The table below provides illustrative dates for the work.

Deliverables	Date (estimated)
Contract signing	20 November 2024
Approved plans for data analysis	1 December 2024
Completion of quantitative data analysis	1 January 2025
Completion of qualitative data analysis	1 February 2025

3.2 EXPECTED EXPERTISE

It is expected to contract an individual, not a firm/organization. The consultant organization must have significant prior experience with:

- Quantitative data cleaning and analysis, using Stata software
- Qualitative data cleaning and analysis, particularly analysis of interview transcripts, using ATLAS.ti software
- Track record of successful contributions to research related to food, agriculture, and/or nutrition
- Expertise related to food, agriculture, nutrition, and/or consumer decision making

The consultant must be comfortable using and have access to Stata and ATLAS.ti software; GAIN will not be able to provide software licenses or training on the software use

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 rfp@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee proposal, including the number of days of work projected and the daily rate. The final fee will have to be approved by the organisation prior to starting the project.

3. SUBMISSION

Interested consultants should prepare:

(a) a one- to two-page proposal including the proposal approach to the work, relevant qualifications, and prior experience with undertaking qualitative and quantitative data analysis on related topics.

(b) a brief financial proposal giving the daily rate and the expected number of days needed for each portion of the work;

(c) brief (<4 pages) CV, highlighting recent relevant experience; and

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

These documents should be sent to GAIN (rfp@gainhealth.org) **by 10 November 2024**. Please use the subject line 'BMR Consumer Study Analysis' when responding.

4. DEADLINE

Completed proposals should be submitted to rfp@gainhealth.org **before 10 November 2024, 23:39 Central European Time**.

5. 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 or mail.
- Incomplete proposals.

6. 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.

7. COMPLETION

- 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.

8. 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.

9. REFERENCES

GAIN reserves the right, before awarding the consultancy, 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.

10. RELEASE OF INFORMATION

After awarding the consultancy and upon written request to GAIN, only the following information will 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 using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

- Understanding of the scope of work:
- Past experience undertaking similar work
- Rate

GAIN reserves the right to contact the individual 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 authorise 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 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 estimated fee:
- a. ___ Days
 - b. At _____ USD per day
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) Two-page expression of interest including reasons for interest in the task, qualifications, prior experience with undertaking systematic or scoping literature reviews, and estimated days and daily rate
 - (b) A brief (<3 pages) CV of highlighting recent relevant experience and publications
 - (c) This completed 'Offer of Services' form.

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.](#)

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Signature (applicant)