

# **ANALYSIS OF QUALITATIVE DATA ON FOOD CULTURE**

**Issued by  
The Global Alliance for Improved Nutrition (GAIN)**

**TABLE OF CONTENTS**

---

**REQUEST FOR PROPOSALS**

<b>I. PROJECT BACKGROUND AND SCOPE OF WORK</b>	<b>3</b>
<b>II. INSTRUCTIONS FOR RESPONDING</b>	<b>5</b>
<b>III. <del>TERMS AND CONDITIONS OF THIS SOLICITATION</del></b>	<b>7</b>
<b>IV. OFFER OF SERVICES</b>	<b>9</b>

---

## 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, 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.

The Food Culture Alliance (FCA), hosted by the Global Alliance for Improved Nutrition (GAIN), is a strategic alliance of organisations working together to champion food culture’s role in accelerating the transformation of society’s food consumption. The Food Culture Alliance envisions a society where the preferred choice is for nutritious and sustainable foods.

The Food Culture Alliance – Kenya brings together a diverse set of stakeholders to achieve a common purpose: to advocate for and deploy food culture strategies that resonate with Kenya’s multi-ethnic nation and varied ecological zones giving rise to diverse cuisines.

To support the planning of activities of the FCA – Kenya, GAIN conducted a series of focus group discussions (FGDs) to build on learnings from the Kenya Food Culture exploring aspirational consumption (food and non-food) and understanding how status-markers vary across audiences (rural, urban, male, female). Specifically, we aimed to build on learnings around aspirational food and non-food consumption and to explore perceptions of rural and urban lifestyles and if/how they relate to status (e.g. tradition and modernity dichotomy).

The FDGs involved eight in-person sessions with a total of 24 participants, all individuals aged 22 to 35, residing in rural Kakamega, Kakamega town, Nairobi, or Mombasa. The groups were divided into four female groups and four male groups, allowing for gender-specific discussions. Each group consisted of eight participants. A ninth FGD was conducted to explore the perceptions of power among male participants. In this group, participants discussed their views of what it means to be powerful, how power is represented in

society, and the evolving dynamics of power between men and women, and shared thoughts and beliefs on traditional versus modern lifestyles.

The FDGs revealed that participants highly value a modern heritage-based lifestyle, which offers a balance between the benefits of modernity and tradition. Participants linked the modern way of life to improved living standards, highlighting that access to energy and technology, such as household appliances, vehicles, and Wi-Fi, signifies affluence. Moreover, they emphasized that consumption in this context is relational - people feel the need to be seen by others.

Participants expressed that the modern lifestyle is perceived as convenient and of high quality. Health optimization has also become part of this modern aspiration, where exercise and organic, traditional foods are now considered luxuries. People who can afford these lifestyles are willing to pay high prices, and modern people are regarded as clever, open-minded, aware of global trends, and continuously seeking new experiences.

In contrast, the traditional lifestyle was described as simpler and more communal, but also as close-minded and resistant to change, primarily due to limited exposure to the outside world. Traditional living was characterized by practices such as cooking with firewood, using clay pots, and relying on bicycles or walking for transportation. Despite these clear distinctions, participants expressed a desire for a lifestyle that integrates the best of both worlds.

The purpose of this RFP is to engage services of a Service Provider to conduct in-depth re-analysis of the FGD transcripts. The objectives are to: i) identify and analyze the values, beliefs, and norms associated with aspirational lifestyles, and describe what that aspirational lifestyle looks like; ii) understand the role of food and health within the context of a aspirational lifestyle, and iii) analyze the ideas, feelings, artifacts, behaviors associated with the combination of traditional and modern worlds.

### 3. SCOPE OF WORK AND DELIVERABLES

The key tasks include:

- Reviewing key documents and reports related to the FCA – Kenya to familiarize with the alliance and its work.
- Developing an analysis plan.
- Collaborating with GAIN to refine the codebook, incorporating key codes and themes.
- Engaging in periodic discussions with the GAIN team to provide updates on coding progress and preliminary results.
- Preparing a PowerPoint presentation summarizing the research findings.
- Presenting research findings for the GAIN team.

#### 3.1. OBJECTIVES

3.2. The objective of this consultancy is to re-analyse FGD transcripts and prepare a deliverable that presents the key findings of the analysis.

#### 3.3. DELIVERABLES

The service shall be performed between 22 November 2024 and 3 March 2025.

Deliverables	Date Deliverable Due
Analysis plan	2 December 2024

<b>Deliverables</b>	<b>Date Deliverable Due</b>
Preliminary results (update 1)	11 December 2024
Preliminary results (update 2)	17 January 2025
Draft PowerPoint presentation with comprehensive set of results	24 January 2025
Final PowerPoint presentation	31 January 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 [rfp@gainhealth.org](mailto:rfp@gainhealth.org) with subject line 'FCA Kenya – research'. Responses will not be confidential except in cases where proprietary information is involved.

### **2. BUDGET**

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

### **3. FORMAT FOR PROPOSAL**

Interested applicants should prepare a brief proposal (maximum 5 pages) that includes:

- Description of research proposal with clear activities and process for conducting this service. This should include the type of research methods and justification for use.
- *Activities and timeline:* A timeline for undertaking and completing the main activities, including planning, implementation, and reporting, should be provided. A Gantt diagram is preferred.
- *Budget:* Provide a budget in USD (US Dollar), broken down by main cost categories and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the individual(s) who will be completing the work including their full names, their expertise and publications in relevant research.
- A completed 'Offer of Services' form (see end of RFP for template).

### **4. SUBMISSION AND DEADLINE**

Completed proposals should be submitted in electronic format to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by email **on 14<sup>th</sup> November 2024** with subject line 'FCA Kenya analysis – proposal'.

### **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.
- Incomplete proposals.
- Proposals that are not signed.

## **6. REVISIONS**

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

## **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 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 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:
  - o 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:
  - o Providing detailed technical documentation of the proposed strategy.
- Evidence of experience using the proposed platform (informational or operational)
- The approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - o 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.**

## **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 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)