

## REQUEST FOR PROPOSALS

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# SYSTEMS CHANGE EVALUATION OF THE YOUTH VOICES PROJECT

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 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

Young people took a leading role in the UN Food Systems Summit in 2021 reflecting a commitment for the UNFSS to be ‘the most youth inclusive UN event’. The summit provided clear mechanisms for youth engagement and bore the youth-led [ACT4FOOD movement](#). Youth priorities for food systems transformation were set out in a consultation of 100,000 young people, creating 10 global Actions for Change.

Since the summit, member states have focused on implementing their national food systems pathways and a broad ecosystem of actors are working to elevate discourse about the importance of food systems in national and global fora.

GAIN’s [Nourishing Food Pathways](#) is an ambitious programme that seeks to accelerate progress towards The Sustainable Development Goals (particularly SDG2) by supporting inclusive and coherent food systems transformation in ten countries. This programme builds on work conducted during the UN Food Systems Summit, aiming to support and strengthen the design and delivery of national food systems transformation pathways.

The **Youth Voices project** is one work package within Nourishing Food Pathways that aims to achieve this and is designed to build on and widen the key role youth played in the UNFSS with the conviction that young people can play a valuable and lasting role in food system transformation. Food is an ideal domain for engagement with young people and direct participation can help young people develop a sense of their own contribution to food systems and their responsibility to act.

The Youth Voices project adopts a balanced approach combining a clear pathway to impact with flexibility and dynamism. Youth Voices is informed by a Positive Youth Development (PYD) framework focusing on the constructs youth need to develop as they enter into adulthood: 1) Agency and Abilities, by giving young people knowledge about food and the agency/ability to make better food choices and developing young people’s skills to be able to participate in food systems fora; 2) Connectedness, by building a community of young people working towards collective goals, facilitating peer to peer mentorship and working with other

organisations; 3) Engagement and Participation by using a Meaningful Youth Participation approach (MYP) to co-create with young people and engage them in food systems fora, and 4) Supportive Environments, by building more supportive environments (schools and government) and working in a way that better support young people.

Through this project, GAIN seeks to understand how young people experience national food systems pathways and strategic global fora and explore how these processes better engage them. It aims to ensure that 1) the priorities of young people are better reflected in food systems decision making, 2) government, policy makers take young people's views and recommendations on food systems seriously and act upon them, when appropriate.

In the countries of Bangladesh, Pakistan and Tanzania, the Youth Voices project will systemically engage young people in their national food systems' transformation. Linking local and global efforts, GAIN will continue to support ACT4FOOD. The project aims to build a youth led communities and build the capacity of young people to be powerful advocates and who come together to take collective action. Two key project components are: 1) Building youth leadership in food systems to bring young people together and capacitate them to engage in and influence food systems processes and 2) Collective action campaigns to amplify youth efforts to contribute to or influence pathway processes.

Annex 1 presents the key expected outputs and outcomes of the project's components.

## **2.1 BUILDING YOUTH LEADERSHIP IN FOOD SYSTEMS**

**Target age group:** 18–25-year-olds

**Location:** Global (ACT4FOOD), Bangladesh, Pakistan, or Tanzania.

### **What problem is the component trying to address?**

As a result of the UNFSS, countries have articulated their food systems pathways describing the route to achieving their food systems vision. These pathways do not necessarily prioritise or include young people with no/ formal and simple mechanisms for youth participations. When young people want to be involved in food systems spaces, they may not know how to use their skills and knowledge in more formal decision making spaces.

A review of ACT4FOOD found a tension between the strength of youth led initiatives giving freedom for youth leaders to organise activities and a desire for more structure to make better use of skills and create more focused and targeted campaigns.

### **What are we trying to do?**

From the UNFSS, young people have shown the right kind of leadership qualities to move the food systems agenda forward and inspire more people and organizations to come on board. If we want to see any changes in our food systems, we must support this burgeoning youth movement by giving young leaders the skills and platform they need to maximize their contributions. Investing in youth leadership development will shape individual skills as well as positioning food systems transformation as a collective responsibility.

Youth have requested great investment in skills development (ACT4FOOD, Bangladesh and Tanzania consultations) and a global landscape analysis identified capacity building as a key component of youth projects to train and develop youth leaders to better engage with decision makers and understand the processes and structures of the global and national food systems spaces and how to influence or contribute towards them.

There are three building blocks that underpin the youth leadership initiative:

- **Community:** Support a movement and connecting youth leaders to support each other.
- **Capacity building:** Training and developing youth leaders to become powerful advocates for a better food system.
- **Collective action:** Supporting youth leaders to work together to contribute to or influence national food systems pathways, or global influencing spaces.

## 2.2. COLLECTIVE ACTION CAMPAIGNS

**Target age group:** Youth leaders aged 18–25-year-olds will define target groups.

**Location:** Global (ACT4FOOD), Bangladesh, Pakistan, or Tanzania.

### What problem is the component trying to address?

Policy change rarely happens overnight and is often linked to broader change in the political environment. Effective advocacy requires long-term as well as short-term thinking and mobilising broad coalitions of public and political support towards a common goal. Young people have clearly articulated their national priorities through consultations<sup>3</sup> or by voting for Actions4Change but have struggled to convert this into action to contribute to national food systems pathways and global spaces. This component addresses some key issues that arose out of the landscape analysis:

- Youth leaders have different priorities and interests and tend to pursue individual activities rather than work towards a common goal.
- Lack of clear goals and targeted activities makes it difficult to measure the impact that youth efforts are having on food systems change.
- Youth demands, e.g. Actions4Change, are very broad and can be seen as conceptual.
- The ACT4FOOD pledge has more than 400,000 signatures but hasn't been used to mobilise young people or garner action towards food systems change. Beyond the pledge there have been very few moments for the Act4Food community to work together to achieve something.

### What are we trying to do?

Collective action refers to action taken together by a group of people whose goal is to enhance their condition and achieve a common objective. As part of the leadership programme communities of young people will identify and develop collective action campaigns to contribute to or influence 1) national food systems pathways, 2) global influencing spaces. The goal is to define moments, a clear goal and course of action to raise a collective youth voice towards focused issues and push their priorities at global, national, and local levels.

Using skills and knowledge developed through the capacity building component, youth leaders will decide the focus of the collective action campaigns with guidance from GAIN and partners. Depending on the context, some campaigns will have a clear influencing goal and approach to influencing decision makers, whereas others will focus on mobilizing youth around national food systems priorities and acting towards them.

## 3. SCOPE OF WORK AND DELIVERABLES

As part of the Youth Voices project, each country will contextualize and implement its own youth leadership programme and lead their own collective action campaigns. The nature and extent to which GAIN can involve young people in food policy processes and community action will vary on the cultural context and political system.

Considering the limitation of traditional approaches for evaluating initiatives like the Youth Voices programme, we seek to engage a research partner to co-design with GAIN and young people and independently conduct a system changes evaluation of the programme. GAIN aims to use the Youth Development Framework across the entire project cycle, and we are particularly interested in including young people in the whole evaluation cycle. GAIN is therefore open to other cost-effective evaluation designs and approaches if a justification can be made by the applicants.

GAIN is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to conduct a systems change evaluation to help Youth Voices assess its contribution in supporting young people in collectively playing a meaningful role in shaping food systems action through effective engagement with decision makers. We encourage the submission of proposals that involve young people in the research cycle.

The successful applicant shall present an evaluation proposal that outlines the purpose of the evaluation, proposed inquiry framework, methods, including data collection timeline, moments for reflection and feedback, and outcomes to be measured vis-à-vis the evaluation, which must include the main results mentioned in the background.

### **3.1. OBJECTIVES**

To conduct a systems change evaluation of the Youth Voices project at the global level and in two selected countries.

### **3.2. DELIVERABLES**

The proposed work will take place over the course of 3 years. Below is an estimated timeline of program activities, including evaluation activities. Proposals should propose the sequencing of all related activities.

- Research protocol (February 2024)
- Baseline evaluation report (June 2024),
- Implementation of Youth Voices activities (on-going– June 2026); data collection by service provider, brief reports with findings and learnings
- Final evaluation report (April 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.

### **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.

- [rfp@gainhealth.org](mailto:rfp@gainhealth.org) subject 'Systems Change Evaluation Youth Voices – query'

### **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

The proposal needs to be formatted as follows:

- A proposal outlining research objectives, the evaluation approach, and justification for that approach. The research narrative should not exceed 5 pages of single spaced in text inclusive of references, tables, and figures.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise and publications in relevant research. The applicant team must include partners based in Bangladesh, Pakistan and Tanzania. The profiles do not count towards the 5 page narrative.
- A completed 'Offer of Services' form (see end of RFP for template).

### 4. DEADLINE

Completed proposals should be submitted by email at [rfp@gainhealth.org](mailto:rfp@gainhealth.org) subject 'Systems Change Evaluation Youth Voices – proposal' on **8 January 2024**

### 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:

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- 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 evaluation approach, including methods and inquiry framework.
  - o Evidence of experience delivering evaluations using that approach.
- 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 approaches to addressing them.
- Management and personnel plan:
  - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - o 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)

## Logic Model

