

REQUEST FOR PROPOSALS

LANDSCAPE ANALYSIS OF SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION (SBCC) IN THE CONTEXT OF NUTRITION-SENSITIVE SOCIAL PROTECTION IN BANGLADESH AND PAKISTAN

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. Headquartered in Geneva, Switzerland, GAIN has Programmes and projects being carried out in a variety of other countries, particularly in Africa and Asia. 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. Our programmes in Africa and Asia enable better diets via nutritional products, such as fortified staples foods, including cooking oil and flour, and condiments like salt and soy sauce. We also support improved maternal and infant health by promoting breastfeeding and specialised products for infants over six months and young children. In addition, we partner with local businesses to improve the quality of food along agricultural value chains. By building alliances that deliver impact at scale, we believe malnutrition can be eliminated within our lifetimes.

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.

2. BACKGROUND

Global indicators for malnutrition and food security have remained stubbornly high in the past decade. Currently, the world is facing three interlinked crises: the persistent and increasingly negative impacts of climate change, the legacy of two years of COVID disruptions, and a ramping up of conflicts around the world, most visibly in Ukraine. The environment-poverty nexus, and associated vulnerabilities at household- and community-level, has glaring implications for nutrition and health. For example, in Pakistan, waterborne diseases are widespread because 17 percent of the urban and 47 percent of the rural population does not have access to clean drinking water.

Social protection, or the provision of services and benefits to particularly vulnerable or marginalized communities through policies and programmes, is an essential component of making healthy diets accessible and desirable for people experiencing poverty and intersectional vulnerabilities. In Bangladesh and Pakistan, persistent challenges in reaching the most vulnerable populations with social protection reflect the need for universal, holistic social protection systems, supported by improved public-sector governance, that can support income-generation, access to basic services, and human capital development.

GAIN is currently implementing a project on enhancing the potential of social protection interventions to positively influence nutrition behaviours through social and behaviour change communication (SBCC). This project is taking place in Bangladesh and Pakistan—countries representing case studies with very different institutional arrangements and histories of social protection. A detailed synthesis of existing global and country-level evidence is needed in order to effectively design SBCC interventions that are contextually appropriate, aligned with policy priorities, and well-suited to elicit sustained and meaningful nutrition outcomes.

GAIN plans to recruit a consultant to conduct a landscape analysis that 1) describes the present and historical extent of SBCC application in nutrition-sensitive social protection programmes globally; and 2)

produces an objective assessment (including a ranking/prioritization based on certain criteria) of tractable entry-points for improving the nutrition impact of existing social protection programmes through SBCC in Bangladesh and Pakistan.

The consultant will closely work with GAIN staff to develop high-quality deliverables that will ultimately be used to inform intervention design, facilitate planning and stakeholder engagement, drive implementation research objectives, and contribute to the global corpus of evidence regarding best practices for enhancing the nutrition impact of social protection through SBCC. This project is an academic endeavour with the potential to lead to one or more peer-reviewed publications; thus, the consultant is expected to uphold high standards of academic integrity and academic rigor in the execution of this landscape assessment.

3. SCOPE OF WORK AND DELIVERABLES

3.1. OBJECTIVES & TASKS

The landscape assessment comprises two main objectives, as described above. For each objective, an overview of the expected tasks, methods, and deliverables is given in the following sections.

Objective 1: Describe the present and historical extent of SBCC application in social protection programmes globally, and the potential of these approaches to impact nutrition

Much evidence has accumulated regarding the value of SBCC in nutrition-sensitive social protection, and leveraging social protection systems as a driver of behaviour change is often cited as a recommendation. Despite this evidence, there has been relatively little synthesis of the theories, tools, and relative impacts of different approaches to SBCC in social protection systems. We aim to better understand how, when, and why SBCC can be applied in the context of nutrition-sensitive social protection across diverse contexts.

Tasks

- Conduct a systematic review of peer-reviewed and grey literature describing the range of approaches enabling policy environment characteristics, and intended/observed outcomes associated with embedding SBCC in social protection programmes in low- and middle-income countries (LMICs)
- Summarize the SBCC theories and conceptual frameworks applied in the included literature, including 1) the extent to which established frameworks are applied, 2) the rationale for applying certain frameworks, and 3) the relative utility of some frameworks over others
- Compile a database of publicly available/open-source tools, protocols, and policies related to embedding SBCC in social protection programmes

Methodological Guidance

- Review protocols should adhere to standard systematic review methodologies.
- Database should have an easily-navigable interface, ideally built around Microsoft Excel software. Additional interface functionalities (e.g., a dashboard, etc.) constitute an advantage but are not required.

Deliverables

- Systematic review protocol
- Systematic review report and references list
- Database plan/template
- Final database

Objective 2: Produce an objective assessment (including a ranking/prioritization based on certain criteria) of tractable entry-points for improving the nutrition impact of existing social protection programmes through SBCC in Bangladesh and Pakistan

The range of appropriate approaches for integrating SBCC into social protection mechanisms is inherently context-specific, given the unique social and policy contexts that influence the social protection landscape at

national and sub-national levels. Bangladesh and Pakistan have established social protection systems, but have varying approaches to nutrition and contextualized nutrition and social protection priorities. In this assessment, we aim to achieve a clearer, evidence-based understanding of how, when, and where (i.e. “entry-points”) SBCC concepts and actions could be leveraged to improve the nutrition impact of social protection systems for nutritionally vulnerable beneficiaries. For example, the objective assessment might indicate that, given a country’s specific social, political, and economic circumstances, an SBCC intervention at “X” node of the social protection system might yield “Y” and “Z” types/amounts of progress toward that country’s nutrition priorities.

Tasks

- Develop an objective assessment protocol/tool that can be used for evaluating country-level entry points
- Identify country-level (national and sub-national) social protection mechanisms with relevance for food and nutrition (including cash mechanism, so that SBCC can be designed how cash would be expensed for nutritious food by the SP receivers)
- Use the objective assessment protocol to screen social protection mechanisms
- Produce a report summarizing the results of the objective assessment, highlighting areas of particular strength and weakness for each social protection mechanism with respect to influencing positive nutrition behaviours
- Produce a final table/spreadsheet of assessed social protection mechanisms for each country and their relative performance metrics

Methodological Guidance

- Assessment criteria in the protocol should include themes such as cost-effectiveness of incorporating SBCC into social protection systems, political/policy priorities, coherence with accepted behaviour change models, potential traction with beneficiaries, extent of existing nutrition-sensitivity of social protection systems, etc.
- The assessment may optionally comprise primary data collection with stakeholders, including social protection beneficiaries. In that case, the consultant may be required to seek appropriate permissions from local ethics authorities/institutional review boards (IRB)
- The report should focus on *quantitative* assessment but be informed by qualitative perspectives.

Deliverables

- Final assessment protocol/tool
- Entry-point/opportunity assessment report
- Spreadsheet dataset of quantitative opportunity assessment results

3.2. DELIVERABLES

The service shall be performed between 1 May and 30 June 2023.

Deliverable	Deadline
<ul style="list-style-type: none"> • Inception Meeting 	May 1
Objective 1: SBCC in Nutrition-Sensitive Social Protection	
<ul style="list-style-type: none"> • Systematic review protocol and database plan/template 	May 10
<ul style="list-style-type: none"> • Systematic review draft report and draft database 	June 10
<ul style="list-style-type: none"> • Systematic review final report and final database 	June 20

Objective 2: Assessment of country entry-points for SBCC in nutrition-sensitive social protection	
• Entry-point assessment protocol/tool first draft	May 20
• Final entry-point assessment protocol/tool	June 1
• Draft entry-point assessment report and results spreadsheet template	June 20
• Final entry-point assessment report	June 30
• Final entry-point assessment results spreadsheet/database	June 30

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 with subject line 'SBCC and Social Protection in Bangladesh & Pakistan - Inquiry'. 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, justification for use, and sampling.
- *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 (Personnel, travel, operational, direct, and indirect costs) 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 individuals 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 by email **on 20 April 2023** with subject line 'SBCC and Social Protection in Bangladesh & Pakistan – 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 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.
 - o 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:
 - 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:
 - 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:
3. Click or tap here to enter text.
4. Click or tap here to enter text.
5. Click or tap here to enter text.
6. Click or tap here to enter text.
7. 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.
8. 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)