

REQUEST FOR PROPOSALS (RFPs)

DEVELOPMENT OF A LARGE-SCALE FOOD FORTIFICATION CASE STUDY IN LATIN AMERICA

I. BACKGROUND

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.

2. ABOUT LARGE-SCALE FOOD FORTIFICATION

Large-Scale Food Fortification (LSFF) is a cost-effective and proven method to combat micronutrient malnutrition by adding one or more essential nutrients to widely and regularly consumed foods during processing. Since 2002, GAIN has supported the roll-out of LSFF in approximately 40 low and middle-income countries. GAIN’s support includes the rollout or expansion of LSFF programmes where there is a need for an additional food vehicle, technical assistance to improve compliance with existing national fortification standards and mandates, and monitoring and measurement of programmes. GAIN-supported LSFF programmes reach over a billion people annually. GAIN supports mandatory fortification of commonly consumed foods and condiments, including salt, edible oils, wheat flour, maize flour, and rice. GAIN supports governments in creating effective fortification policies and provides technical assistance to support industry’s ability to fortify. The consumption of fortified staples and condiments can play a major role in the prevention of micronutrient deficiencies across entire populations - particularly in women of reproductive age and adolescent girls - thus helping to ensure adequate nutrition during the critical periods of preconception and the 1,000-day development window for babies and young children. GAIN and partners continue to drive new investments in fortification through advocacy and generating evidence on the actual and potential contribution of fortification in the context of national nutrition strategies.

3. ASSIGNMENT BACKGROUND

Although deficiencies of essential micronutrients are prevalent nearly everywhere, the uptake of large-scale food fortification is not uniform across all countries and regions. More attention and investment are needed to expand the reach of LSFF and to increase political will and investment to strengthen existing programs so that they are more effective in combatting micronutrient deficiencies worldwide.

In November 2024, Brazil cemented its position as a global leader in the fight against malnutrition with the launch of the Global Alliance Against Hunger and Poverty (GAAHP). In 2025, Brazil will host the COP30 climate conference, where the intersection of climate change, hunger, and malnutrition is expected to be a key focus. The implementation and rollout of the GAAHP and the upcoming COP30 present valuable opportunities to highlight large-scale food fortification as a proven, cost-effective, and climate-neutral solution for addressing micronutrient deficiencies on a broad scale. Case studies from Brazil and other countries in the region will be instrumental in showcasing both the success and unmet global potential of food fortification and raising its profile within the context of the GAAHP and the COP30 summit.

GAIN seeks to engage the services of a consultant to develop a short paper (10 – 15 pages) featuring case studies of the successful use of large-scale food fortification in Latin America. The case studies will be used by LSFF advocates to promote food fortification programming in the context of the GAAHP and to promote food fortification as a climate adaptation strategy that can help to address the impact of atmospheric carbon and climate-related weather events on malnutrition.

II. OBJECTIVES

The assignment will achieve the following objectives:

a. Overall Objective

The overall objective of this assignment is to develop stories featuring the successful use of large-scale food fortification to reduce malnutrition in Latin America. These case studies will be used in advocacy for the promotion of large-scale food fortification via the GAAHP and inclusion of food fortification as a recommended adaptation strategy in the context of the 30th UNFCCC COP, scheduled to take place in Brazil in November 2025.

III. SCOPE OF WORK

This paper will focus on case studies drawn from experiences with food fortification in Brazil, Costa Rica, Peru, and possibly other countries if strong examples present during preliminary research. The focus should be on impact, cost effectiveness and best practices.

IV. EXPECTED DELIVERABLES

- a. Preliminary outline laying out overall messages and the main beats of the case study examples.
- b. A well written case study on LSFF success in Latin America with references (10 – 15 pages printed),
- c. Key messages for use in high-level advocacy and global communications work, and
- d. Key messages and visuals for social media use (designed in collaboration with GAIN's communications team).

V. 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.
- 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.
- Knowledge of large-scale food fortification in the Latin American context, including the political economy of food fortification, key challenges to the success of food fortification programs, common concerns about food fortification, and how these concerns can be addressed. Understanding of the advocacy landscape around food systems, nutrition, and public health in Latin America is a plus.
- 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 address 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.

VI. EXPECTATIONS FROM APPLICANTS

The successful applicant (s) will:

- Work closely with representatives from the technical partners (GAIN and member organizations of the Global Fortification Technical Advisory Group/GF TAG). A lead contact will be designated for regular communication and monitoring of deliverables.

- Meet with representatives from the technical partners shortly after the contract is awarded. Following this, a work plan will be developed detailing the deliverables and timelines as outlined in the Scope of Work.
- Submit deliverables and reports according to the agreed-upon schedule of the work plan.
- The technical application should be no longer than 10 pages, including the cover page. All supporting documents should be included in the annexes.

VII. TIMELINES

The assignment must not exceed a **maximum of 2 months** from the day the contract is awarded.

The proposal submissions must be received via email by GAIN on or before 11:59 pm EST on **Monday 6 January 2025.**

VIII. UNACCEPTABLE PROPOSALS

The following proposals may not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Incomplete proposals.

Proposals that are not signed.

IX. REVISIONS

Proposals may be revised by electronic mail, provided such revision(s) are received before the deadline.

X. INSTRUCTIONS FOR RESPONDING

a. Contact details for submitting the technical and financial proposals:

Submission of the technical proposal and the financial proposal should be made in a single email with the specifications below:

Submission type	Address	Subject
Soft Copy submitted by email	futurefortified@gainhealth.org cc: lomollo@gainhealth.org	Response to RFP: Development of a Large-Scale Food Fortification case study in Latin America

Completed Proposals will comprise a technical proposal and a financial proposal. Both proposals should be submitted by email.

The proposal should include the contents below and not exceed 10 pages, excluding appendixes and CVs of consultant(s).

1. Cover page: Summary with basic information such as names, addresses, and contact information for the institution.
2. Capacity Statement: A brief capacity statement as to why the consultant(s) or institution (if a consultancy company is applying) is well-positioned to conduct this activity. This capacity statement should refer to the areas of expertise and qualifications of the candidate(s). The capacity statement should mention relevant work conducted.
3. Design and methodology: Outline the proposed activities (and outcomes), in line with the guidelines outlined above, and the specific methods to be used. This section should form the bulk of the proposal. GAIN is open to all suggestions. The technical proposal must clearly identify if and where the activity requirements may be difficult to fully satisfy and provide alternative suggestions that can achieve the above-listed requirements.
4. Work Plan: Proposed work plan broken down by weeks, which should include detailed activities and timeline. If more than one person is assigned to this consultancy, it should also include the time allocation of key personnel.
5. Budget: financial proposal broken down by phases and clearly separating the fees of the consultancy and other administrative costs related to each Objective.

In the appendix, the consultant should provide a track record of delivering similar assignments, preferably writing samples, and provide references (contact information) of clients for whom similar work has been executed.

GAIN will not necessarily accept the lowest bidder, or any proposals submitted except when the requirements are fully met.

b. Proposal Completion

- Proposals must be submitted on the official letterhead of the consultant and must be signed by the applicant.
- 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. If clarification is necessary, applicants are advised to contact GAIN through the email futurefortified@gainhealth.org and copy cc: lomollo@gainhealth.org.
- While GAIN has used considerable efforts to ensure an accurate representation in this 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 their understanding of the RFP conditions; failing to comply may result in the disqualification of their submission.

c. Right 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.

d. References

GAIN reserves the right, before awarding of the contract, 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.

e. Release of Information

After awarding the contract and upon written request to GAIN, only the following information will be released:

- Name of the successful bidder; and
- The applicant's own individual ranking.

XI. TERMS AND CONDITIONS OF THIS SOLICITATION

a. 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 applicant's proposal, as well as the option of accepting partial components of a proposal if appropriate.

b. 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 strictly confidential.

c. Right to Final Negotiations on the Proposal

GAIN reserves the right to negotiate 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.

The payment will be structured based on the delivery of the milestones stated in section VI (line a).

Deliverable	Payment rate %
Deliverable 1: Provide a revised Work Plan and methodology to conduct the assignment	20%

Deliverable 2: Detailed outline laying out case studies and key data points and messages	20%
Deliverable 2: Submission of a draft Case Study	20%
Deliverable 3: Submission and acceptance of the final copy of the Case Study	40%

To trigger the disbursement, the Deliverables shall be approved in writing (including by email) from GAIN.

d. Evaluation Criteria (EW- Evaluation Weight)

Proposals will be reviewed by a special Review Committee. The table below indicates a list of the significant criteria against which proposals will be assessed.

Item	Description	Evaluation Weight (%)
1	Scope of Work	15%
	Understanding of the objectives of the assignment	
	Realistic timeline of outputs	
	Detailed workplan, including frame and responsibilities	
2	Methodological Approach	25%
	Narrative description of the approach to the tasks, showing a clear understanding and methodology	
	Familiarity with country and context expressed through the design of methodology	
3	Team & Company Qualifications:	20%
	Experience in similar assignments-Company & team	
4	Organization and Management	15%
	Organization of the field team	
5	Financial proposal	15%
	Price	
	Clear breakdown supporting methodology and team organization	
6	Documents Provided & Track Record	10%
	Track record (GAIN experience working with the Company)	
	Docs provided as per bellow table	
TOTAL		

Documents to be provided with proposal	
1	Offer of Services
2	Is proposal signed
3	Is proposal submitted on official letter head
4	Are fees quoted as a fixed sum inclusive of taxes
5	Does the proposal map functions to team members
6	Insurance
7	list of references provided

The above table will combine weighting with a “point” scoring system, as follows:

5 points	Fully meets
4 points	Meets, with minor gaps

3 points	Meets with moderate gaps
2 points	Partially meets, significant gaps
1 point	Does not meet

e. Mandatory Requirements

In addition to the evaluation criteria outlined above, the applicant's proposal should also respond to the following mandatory requirements:

- Fees: The fees shall be quoted as a fixed sum inclusive of all applicable taxes and/or institutional overhead. The fees must be quoted in United States Dollar (USD).
- Experience: Current curriculum vitae/resumes for key team members.
- Capacity of the consultant to provide the required services: Team members with relevant experience must be available for each identified position. The proposal should map function(s) to the team member(s).
- References: A list of references that can be contacted to discuss the team members' relevant related experience or for the firm.

GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided in the Proposal.

f. Review Process

The review process will involve a review panel with participants selected by GAIN.

g. Limitations regarding third parties

GAIN does not represent, warrant, or act as an 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.

h. Final Acceptance

The acceptance of a Proposal does not imply agreement of its terms and conditions. GAIN reserves the right to negotiate the final terms and conditions, including the costs and the scope of work, when negotiating the final contract to be agreed upon between GAIN and the applicant.

i. Validity Period

The Offer of Services will remain valid for a period of 30 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a services contract subject to GAIN's terms and conditions.

Please note that should you not hear from GAIN within 1 month after the application deadline, please consider your application unsuccessful at this time.

j. 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, and specifications developed by the applicant shall vest exclusively and entirely with GAIN.

Subject to the terms of the contract to be concluded between GAIN and the applicant, the applicant is required to adhere to and comply with the following:

- GAIN's Design Application or Branding guidelines.
- Although the service provider can put their logo in the document produced, GAIN's logo should be the one standing out as the owner of the intellectual property.

k. 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 documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.