

REQUEST FOR PROPOSALS

CONSULTANT- CONSUMER DATA COLLECTION

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	4
III. TERMS AND CONDITIONS OF THIS SOLICITATION	7
IV. OFFER OF SERVICES	9

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 United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses and civil societies, we aim to transform food systems so that they deliver more nutritious food for all people, especially the most vulnerable.

At GAIN, we believe that everyone in the world should have access to nutritious, safe, and affordable food. Today, one in three people - drawn from nearly every country on the planet - are unable to consume enough nutritious food. We work to develop and deliver solutions to this daily challenge.

Headquartered in Geneva, Switzerland, GAIN has offices in countries with high levels of malnutrition: Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania, and Uganda. To support work in those countries, we have representative offices in the Netherlands, the United Kingdom, and the United States.

2. BACKGROUND

The Nutritious Foods Financing Facility (N3F), comprising Fund and Technical Assistance Facility seeks to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially those most vulnerable to malnutrition.

N3F is an important extension of GAIN's programs, targeting small- to medium-sized enterprises throughout Sub-Saharan Africa (SSA) that scale up production and distribution of locally produced nutritious foods. Further, the N3F aims to have a demonstration effect showing that nutrition and nutritious foods are an investable and commercially viable investment theme. To achieve this, in addition to the financing and technical assistance components, N3F has a monitoring, evaluation, and impact measurement component that operates at both the business level and the end-consumer level. The goal is to understand how the financing and technical assistance provided to businesses have impacted the production, access, and consumption of nutritious foods. The N3F will, therefore, play an important part of GAIN's broader objective to influence other major finance actors to invest in nutrition.

The N3F is supporting a client SME based in Rwanda and founded in 2020. The SME is a logistics company that operates in provision of cold storage facilities and refrigerated trucks for local and regional transportation of fruits, vegetables, and meat products in Rwanda. The SME provides cold storage services to more than 6,000 smallholder farmers. Fresh produce is stored in cold rooms and then transported by trucks to designated locations, including traditional food markets, small vendors and hotels. The SME has 12 cold room facilities situated in the Northern, Eastern and Western part of Rwanda. They also have a fleet of 19 trucks that service the local and regional market. The SME does not interact directly with the end consumers of the fruits, vegetables, and meat they distribute, nor gather any indirect data in regards.

The purpose of this RFP is to engage services of a Service Provider to capture insights on the end consumers of the SME's products (i.e., the fruits, vegetables, and meat), since it is key for N3F to understand the final consumers to assess its impact.

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

3. SCOPE OF WORK AND DELIVERABLES

3.1. SCOPE OF WORK

The consultant, in coordination with GAIN staff and the SME, shall provide the following services:

- Work closely with GAIN to prepare a detailed workplan for the fieldwork, including deliverables and timeline
- Design data collection methodology for following the SME products through the supply chain (through resellers, retailers, etc.) to end consumers, and for identifying the consumers to interview.
- Design data collection tools based on existing tools provided by GAIN, ensuring they are adapted to local contexts
- Develop a sampling plan for identifying the retailers / areas to target and how to select a random sample of consumers of the SME's products
- Translate all questionnaires from English into local languages, as needed
- Provide expertise on the local language, culture, and customs, as it pertains to the study activities and objectives.
- Travel to study sites as needed to prepare for data collection activities.
- Liaise with the case study firm to obtain needed information on sampling (i.e., their points of sale locations or names or resellers)
- Liaise with local government and other stakeholders as needed to prepare for data collection activities.
- Prepare and submit the study protocol for ethical review to a relevant institutional review board (IRB) or research ethics committee; follow-up with the IRB to ensure review and approval, as needed.
- Programme the survey questionnaire into the consultant's chosen software (for answering via tablets, phones, or laptops)
- Pilot data collection tools and recommend improvements as needed
- Recruit experienced field data collection teams for the survey
- Train field data collection teams through an in-depth and interactive training, including coverage of research ethics.
- Collaborate with GAIN to ensure high-quality training and data collection
- Organize all logistics for field data collection, including team staff, supervision, transport, and necessary allowances; including local translators if required.
- Recruit study participants (i.e., consumers), in line with study inclusion criteria
- Implement data collection, with attention to both adherence to study protocols and resource efficiency.
- Undertake active and ongoing supervision of data collection
- Safely and confidentially collect, store, and back-up the collected data using appropriate hardware and software.
- Clean the survey data and provide a cleaned database with all responses, as well as an accompanying codebook explaining response coding, in either Microsoft Excel or Stata format.
- Enter any additional field notes and forms into Word documents
- Maintain communications with GAIN, GAIN consultants, local study site representatives, or other key stakeholders, in order to ensure smooth and timely field work operations; during and beyond site visits, maintain good relations with groups and individuals involved in the study directly or indirectly.

- Conduct Quality assurance and Quality Control (QA/QC) procedures on all collected data
- Analyse the collected data to provide a summary report on the consumers of the product (demographics, etc.) and the insights gained from the survey
- Provide all data and analysis files to GAIN
- Participate in regular project meetings with GAIN and partners and be available for ad-hoc communications as needed
- Produce interim and final deliverables according to the workplan, including providing detailed reports of all methods used for data collection as well as final cleaned and labelled data

In their proposal, the consultant should propose the sample size for the survey and the sampling approach, and budget accordingly. Data collection could either be done face-to-face or via phone interviews (after collecting the phone numbers of the consumers); the consultant should clearly specify their approach in their proposal.

3.2. DELIVERABLES

These deliverables should be submitted by the consultant during and at the end of the mission:

- Inception report outlining work plan and timeline after the kick off meeting
- Detailed methodology (protocol) document and tools (for GAIN review and feedback)
- Translated data collection tools and consent sheet, as needed
- Documentation of IRB approval
- A training plan and data collection plan
- Cleaned and anonymized survey data, with accompanying codebook and analysis files
- Draft and final report on consumers insights

The table below provides illustrative dates for the work.

Deliverables	Date (estimated)
Contract signing	15 Decembre 2024
Approved plans for fieldwork logistics and schedule for all work Approved data collection tools, consent sheet, and methodology Protocol reviewed and submitted to IRB	13 Janvier 2025
IRB approval received Study preparations, tool piloting, and data collector training completed	28 Fevrier 2025
Cleaned survey data and codebook	14 April 2025
Approved report covering both methods and results	4 May 2025

3.3. REQUIRED QUALIFICATIONS

The consultant organization must have significant (at least 10 years) of prior experience with:

- Organizing and managing rigorous field data collection in Rwanda on topics such as agriculture, social sciences, economics, market systems, or nutrition.
- Use of quantitative data collection methods, such as surveys.

- Access to appropriate data-collection software for surveys
- Track record of successful collaboration with NGOs and research organizations.
- Experience in rigorous data management, such as properly recording data and metadata in the field using appropriate technology, cleaning, storing and backing up, formatting, de-identifying, and safely transferring.
- Experience with preparing protocols for ethical clearance (IRB) in Rwanda
 - The consultant should note the IRB to be used, and their prior experience with it, in the proposal
- Experience recruiting field data collectors and have a network of experienced surveyors and qualitative interviewers on which to draw.
- Team leaders must possess excellent project management, planning, organizational, time management, and communication skills.
- Positive references from previous clients attesting to professionalism, reliability, and ability to deliver results, as well as a reputation for innovation, creativity, and responsiveness in addressing client needs and challenges.
- Realistic timeline for project implementation, with clear milestones and deliverables, and the ability to meet deadlines and deliver high-quality outputs within the specified timeframe, should be demonstrated.
- Fluency in English and Rwandan local languages.
- Authorization to work in Rwanda.

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.

0. CONTACT

Key programme and technical staff from GAIN will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to n3f@gainhealth.org with the subject line: **Question RFP DIC**. Responses will not be confidential except in cases where proprietary information is involved.

1. BUDGET

Applicants are required to provide GAIN with a detailed fee breakdown proposal including all expected costs and expenditures. The proposed budget amount should be fixed. The final budget will have to be approved by GAIN prior to starting the project.

2. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

Technical proposal (no more than 7 pages):

- Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including risk and mitigation strategy and timeline
- Description of previous relevant work
- Composition of team with names and brief biographies of all key staff (CVs may be included in an annex)
- References

Financial proposal:

- Budget
- Detailed budget justification
- Offer of services

3. SUBMISSION

Completed proposals should be submitted to n3f@gainhealth.org with the subject line: **RFP N3F TA4 DIC**.

- Proposals must be submitted on the official letterhead of the agent and must be signed by the applicant.
- In case of errors in calculating overall costs, the unit costs will govern.
- 1. 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 n3f@gainhealth.org.
- 2. 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.

4. DEADLINE

Completed proposals should be submitted to GAIN **before 5 pm Central European Time on November 10th, 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 (electronic signatures are accepted).

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. 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 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.

10. 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

0. 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.

1. 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.

2. 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.

3. 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:
 - 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:
 - Providing detailed technical documentation of the proposed strategy.
- Evidence of experience delivering solutions using the proposed tools.
- 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:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - 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.
- 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.

4. REVIEW PROCESS

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

5. 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 authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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)