

REQUEST FOR PROPOSALS

**CONSULTANCY TO UPDATE AN EXISTING TRAINING
MANUAL ON THE MARKETING OF NUTRITIOUS
FOODS.**

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT THE ORGANIZATION

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 society, we aim to transform food systems so that they deliver more nutritious foods 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.

GAIN's mission is to improve access to and consumption of healthier diets for all, especially the most vulnerable, by improving the availability, affordability, desirability, and sustainability of nutritious and safe foods, as well as reducing the consumption of unhealthy and unsafe foods. GAIN's 2023-2027 strategy will scale up the impact of its work by designing programmes to amplify impact through government policies, markets, partnerships with business and civil society, and via knowledge sharing.

2. PROJECT 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. Through the Nutrition Impact at Scale (NIS) Project, GAIN partners with Enterprise Support Organisations (ESOs) to scale the impact of its work to increase access to safe and nutritious foods, especially for low-income consumers. Funded by The Ministry of Foreign Affairs of the Netherlands over five years (January 2022 – December 2026), the project leverages the extensive experience GAIN has developed over the years of providing quality technical assistance, networking, knowledge sharing, building capacity of partners, and the provision of various tools and resources to MSMEs to attach a 'nutrition lens' to the work of ESOs Nigeria, Benin, Uganda, Ethiopia, Mozambique, and Kenya. At the end of the project, NIS will have partnered with ESOs to support thousands of agrifood MSMEs producing sustainably safe and nutritious foods that are accessible, affordable, and desirable by populations "The partnership".

MSMEs that produce and sell nutritious foods face challenges in effectively positioning their products in the market. Limited marketing budgets, lack of consumer awareness, and misconceptions about the affordability and accessibility of healthy foods hinder their competitive edge. Additionally, regulatory restrictions on health claims and labelling can make it difficult for businesses to communicate the benefits of nutritious foods effectively. The majority prioritize marketing strategies that promote convenience, taste, and affordability over nutritional value, leading to an imbalance in consumer perception and purchasing behaviour.

GAIN is issuing this RFP to engage a Service Provider to update an existing comprehensive manual on the marketing of nutritious foods.

3. OBJECTIVES

This project aims to update the existing training manual on the Marketing of Nutritious Foods to reflect the evolving landscape of agrifood MSMEs and their marketing challenges. The specific objectives are:

- Update content on segmentation, targeting, differentiation, and positioning to ensure agri-food MSMEs can effectively communicate their value proposition in competitive markets.
- Improve guidance on customer analysis, value proposition design, and behavioural marketing strategies to help MSMEs build brand loyalty and drive demand for nutritious foods.
- Integrate modern digital marketing techniques, including social media, AI-driven consumer insights, and e-commerce strategies, into the manual.
- Expand content on pricing, competitive analysis, distribution strategies, and financing options to equip MSMEs with practical, scalable solutions.
- Updated guidelines on permissible health claims, food labelling, and compliance with national and international regulatory standards.
- Equip MSMEs with practical sales and marketing strategies, including optimizing sales channels, enhancing consumer engagement, leveraging partnerships, implementing promotions, and using storytelling to highlight the benefits of nutritious foods.
- The training curriculum should include various business models identified by GAIN as channels used by businesses to reach low-income consumers.
- Add another layer of social marketing to the marketing of nutritious foods.

4. SCOPE OF WORK

The selected consultant will be responsible for conducting comprehensive research, developing, and delivering an updated, user-friendly Business Growth and Market Strategies manual.

4.1 EXPECTED DELIVERABLES

The consultant will provide the following deliverables:

- A comprehensive and user-friendly manual.
- An engaging PowerPoint presentation with clear visual aids, designed to effectively convey the manual's content.
- A comprehensive guide for trainers, providing instructions, tips, activities, and solutions to facilitate effective delivery of the manual's content.
- An assessment form with key questions to evaluate participant knowledge and measure the effectiveness of the training.

4.2 TIMELINES

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the table below:

Deliverables	Deadlines
Deadline to submit questions	30 March 2025
Proposal submission deadline	04 April 2025

Communicate evaluation results	14 April 2025
Interviews with the top 3 applicants	17 April 2025
Final response regarding the selection of Service Provider	21 April 2025
Contracting process finalized	02 May 2025
Submission of the Inception Report	05 May 2025
Submission of the Draft Manual	30 May 2025
Submission of Final Manual	20 June 2025

5. QUALIFICATIONS

The service provider must meet the following criteria:

- Demonstrated expertise in developing manuals or guidelines, with a focus on the agribusiness sector.
- Strong understanding of agrifood MSME and ESO landscapes, including challenges related to capital, market access, and quality control.
- Demonstrated experience working with international Non-Governmental Organizations.
- Proven expertise in marketing, business scaling, and climate adaptation within food systems.
- Strong technical writing skills for creating practical, accessible manuals and guides.
- Strong report-writing, presentation, and analytical skills.
- Proficiency in English.

II. INSTRUCTIONS FOR RESPONDING

1. CONTACT

The key programme and technical staff from GAIN are part of the organisation's selection team and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to NIS@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed budget in the local currency of the applicant's registered country, as well as the equivalent in US dollars. The budget should clearly outline fees, and any other direct costs associated with delivering the scope of work. Each line item should include a brief narrative justification explaining the necessity and relevance of the costs. The budget must include all taxes/VAT and indirect costs. The final budget amount will need to be approved by GAIN before the training and implementation phase begins.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- a. **Technical Proposal:** Detailed methodology, work plan, team qualifications, and previous relevant experience (maximum 5 pages).
 - i. References
- b. **Financial Proposal:** Detailed budget with justification for each line item (maximum 2 pages).

i. Offer of services

4. SUBMISSION

The Original proposals should be submitted in an electronic copy on or before **04 April 2025** and addressed to nis@gainhealth.org and rfp@gainhealth.org in copy. The subject line should read "**Proposal For Marketing of Nutritious Foods Manual.**" Requests for additional information can be directed to the same e-mail addresses.

5. DEADLINE

Completed proposals should be submitted to GAIN before 5:00 pm CET on **04 April 2025**.

6. 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.

7. REVISIONS

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

8. 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.

9. COMPLETION

- Proposals must be submitted on the official letterhead of the lead organization or firm and must be signed by a principal or authorized signatory of the lead firm or organization.
- 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 the person responsible at GAIN under section II. point 1., prior to making their submission.
- While GAIN has made 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 guaranteed 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.

10. 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.

11. REFERENCES

GAIN reserves the right, before awarding the contract, to request the applicant to submit such evidence of qualifications as it may be necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

12. RELEASE OF INFORMATION

After awarding the contract 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:

- The 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 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:

- The 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 the proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- The proposal should 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 a minimum of 3 participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO 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.

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 an 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

Offer submitted by:

(Print or type business, corporate name and address)

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. [to be completed]
- b. [to be completed]
- c. [to be completed]
- d. [to be completed]

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.

I (We) herewith submit the following:

- (a) A proposal to undertake the work in accordance with GAIN's specified requirements.
- (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 [add month and year] in [add location].

[add title] Signature (applicant)

[add title] Signature (applicant)