



REQUEST FOR PROPOSALS

**Outcome Harvesting for Policy Influence and Food System Strengthening in Nutrition
Programming towards Promoting Healthier Diets and Resilience to Price and
Climate Shocks, with a Gender Lens in Naiorbi, Nakuru, and Nyandarua
Counties**

Issued by

**The Global Alliance for Improved Nutrition (GAIN) and
CARE International**

Closing Date: 31st March 2025



I. PROJECT BACKGROUND AND SCOPE OF WORK

GAIN AND CARE

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation established in 2002 at the UN to combat malnutrition by transforming food systems to ensure access to nutritious food for all. GAIN collaborates with governments, businesses, and civil society, employing tailored approaches to address food insecurity, particularly for vulnerable populations. With a mission to reach one billion people, GAIN supports various initiatives, including food fortification and agricultural improvements, while leveraging partnerships to provide technical and financial assistance. Their efforts have impacted an estimated 667 million people globally, focusing on sustainable solutions that enhance nutrition across diverse contexts.

CARE International is a global NGO operating in 100 countries, dedicated to alleviating poverty and promoting equality through local solutions. In Kenya since 1968, CARE's programs encompass disaster response, food security, climate change adaptation, and women's empowerment. The organization emphasizes community-driven initiatives that address health, education, and economic opportunities for marginalized groups. By fostering local partnerships and implementing comprehensive strategies, CARE aims to improve the well-being of individuals and communities, particularly focusing on women and children as key agents of change in overcoming challenges related to poverty and inequality.

CASCADE PROJECT

CARE Kenya and GAIN are implementing **CAtalyzing Strengthened policy aCtion for heAlthy Diets and resilieNCe (CASCADE)** project, whose goal is to improve food security and contribute to the reduction of malnutrition of at least five million women of reproductive age and children under fifteen years in Benin, Nigeria, Uganda, Kenya, Ethiopia and Mozambique. The programme has two strategic objectives: it aims to increase access to and consumption of healthy diets, as well as increasing the resilience of households to economic and climate change-related shocks across the six countries, with a focus on women of reproductive age and children.

CASCADE aims to galvanize government, business, and communities around 5 domains: The CASCADE project began implementation in Kenya in June 2022 with an aim to improve food security and contribute to the reduction of malnutrition of women of reproductive age and children under fifteen years. The project has two strategic objectives which are: (1) Increased access to and consumption of healthy diets and (2) Increased Household Resilience to economic & climate-related shocks. The project is implemented through 5 domains including: (i) Policy change and accountability to advocate for the improved implementation of nutrition-related policies, Strengthen the capacities of nutrition-related policy makers and delivery systems, and Create opportunities for dialogue to improve the quality, efficiency and accountability of policies and services, (ii) Re-engineering markets and mobilizing private sector to engaging private service providers to offer accessible and affordable products and services that promote healthy diets and resilience to shocks and stresses – also promote public-private partnerships (PPPs) in agriculture, (iii) Transforming cultural norms and practices by shifting harmful social and gender norms that impact nutrition practices, strengthen the advocacy capacities of women's CBOs, CSOs and women's collectives, and Strengthen the capacities of nutrition-related service providers and systems (iv) Empowered women – taking a Gender Transformative Approach through increasing women's access to and control over resources, Strengthening the knowledge and skills of women small-scale producers, and increasing households' knowledge, attitudes and practices in nutrition and WASH and (v) Strengthened coordination through data systemization and policy learning by collecting, using & disseminating data for more impact, and connect relevant nutrition-related programmes, networks and actors.

In Kenya, CASCADE project focuses on **Nakuru, Nyandarua and Nairobi counties with cross cutting**



effect at national levels. Aligning with GAIN's A1 program (Vegetable for All project) areas at national levels and in the targeted Counties, CASCADE also builds on successful projects in Nyandarua by CARE which have successfully implemented Farmers' Field and Business Schools (FFBSs) that integrated gender-transformative interventions. Apart from sustaining the gains made, the CASCADE project targets to galvanize government commitments towards policy change and accountability and respond to GAIN's goal towards strengthening food systems in Kenya and supporting stakeholders' actions at county and national levels.

1. BACKGROUND

Kenya faces the triple burden of malnutrition: undernutrition, micronutrient deficiencies, and overweight/obesity. Nationally, 18 percent of children under five years are stunted, 10 percent are underweight, and 3 percent are overweight or obese. Additionally, 42 percent of women experience iron deficiency anemia during pregnancy (KDHS, 2022). The economic cost of malnutrition is substantial, with the country estimated to have lost Ksh. 373.9 billion, equivalent to 6.9 percent of the Gross Domestic Product (GDP), due to malnutrition-related health, education, and productivity impacts (Cost of Hunger Africa, 2019).

These statistics highlight that malnutrition is a complex, multifaceted challenge that requires innovative, evidence-based strategies and strong political commitment. Addressing malnutrition effectively is critical to Kenya's progress in achieving global targets, including the Sustainable Development Goals (SDGs) and the World Health Assembly (WHA) targets.

This consultancy will focus on **Domain 1,2,3,4,5**, which emphasizes D1, Government bodies' nutrition-related policy actions are better coordinated and more effectively implemented; D2- Private service providers enhance the effective implementation of nutrition-related policy actions; D3, Community structures facilitate more responsive & equitable nutrition-relevant services; D4 Women demonstrate agency to make decisions about healthy diets in the households and D5, strengthened coordination and linkages among food system actors and processes.. By improving the collection and analysis of outcome data, the project fosters accountability and ensures that stakeholders, including policymakers and donors, have access to valuable insights into the effectiveness, efficiency, scalability, and impact of CASCADE interventions.

Through this Request for Proposal (RFP), the CASCADE project seeks a qualified service provider to conduct **Outcome Harvesting** to capture intermediate and immediate project outcomes and assess their contribution to the project's overall impact. The selected service provider will be engaged for a period of **three (3) months, from April to June 2025**.

2. PURPOSE OF THE CONSULTANCY

The purpose of this consultancy is to conduct Outcome Harvesting systematically identify, document, and analyze the changes influenced by the CASCADE project in policy influence and food system strengthening across Nairobi, Nakuru, and Nyandarua counties. The consultancy aims to assess how CASCADE interventions have contributed to improving access to healthier diets, enhancing resilience to price and climate shocks, and promoting gender-responsive nutrition programming.

By applying the Outcome Harvesting methodology, the consultant will capture intermediate and immediate project outcomes, evaluate their significance, and provide evidence-based insights to



inform project learning, adaptation, and decision-making. The findings will support policy advocacy, private sector engagement, and data-driven improvements in food systems to ensure sustainable nutrition outcomes.

This process will enhance accountability and impact measurement, ensuring that stakeholders—including policymakers, donors, and implementing partners—can effectively track progress, scale up successful interventions, and refine strategies to maximize CASCADE’s contribution to Kenya’s nutrition and food security goals.

This is being achieved through five intermediate outcomes namely: Community structures are drivers of change that positively support improved implementation of nutrition-related policies and practices; Empowered women have increased knowledge, skills and resources to produce, acquire, prepare and consume healthy diets and Strengthened coordination and linkages among food system actors and processes

Therefore, through this RFP, GAIN seeks to engage a qualified service provider for a period of three months (April 2025 – June 2025) to execute evidence based outcome harvesting of Domain 1, 2, 3 4,5 which looks at: D1, Government bodies’ nutrition-related policy actions are better coordinated and more effectively implemented; D2- Private service providers enhance the effective implementation of nutrition-related policy actions: D3, Community structures facilitate more responsive & equitable nutrition-relevant services;D4 Women demonstrate agency to make decisions about healthy diets in the households; D5, strengthened coordination and linkages among food system actors and processes. All these domains will be assessed in terms of showcasing their outcome contributions and linkages to healthier diets and their resilience to price and climate change-related shocks. These intermediate outcomes are derived from immediate outcomes which are to be achieved from the activity results. These immediate outcomes under review include.

Government Awareness and Capacity:

- County governments demonstrate a clear understanding of CNAP (County Nutrition Action Plan), ASTGS (Agricultural Sector Transformation and Growth Strategy), and WEE (Women's Economic Empowerment) strategies through assessments or surveys.
- Functional county multisectoral committees actively coordinate and implement nutrition-related policies, measured by meeting frequency, joint activities, and collaborative reports.
- Increased allocation of county resources to nutrition-related activities, evidenced by budget analysis and expenditure tracking.
- Implementation of county-level climate-related shock response plans that integrate nutrition-sensitive interventions, as demonstrated by documented plans and implementation reports.
- Increased effectiveness of social protection measures and their impact on consumption of healthier diets and resilience.
- Measurable increase in enrollment of beneficiaries in enhanced single registry and e-voucher systems, particularly among farmers, tracked through registry data.

Private Sector Engagement:

- Increased compliance rates among private sector actors with food and nutrition-related policies and standards, assessed through audits and certifications (private sector labs and



food safety experts which support the government in regulating food production standards), compliance in SBN, School meals, millers)

- Documented collaborations and partnerships between private sector providers and government actors to enhance involvement in nutrition strategies.
- Functional SUN Business Network in delivering services and input to reach the last mile /farmers in terms of fortified foods, distribution through school feeding, THEN this will lead to increased access to nutrients
- Private service providers support the implementation of agricultural/nutrition policy by increasing small-holder farmers' access to productive assets (Finance, cash transfers, agriculture insurance, subsidized inputs)
- **Stakeholder Awareness and Data Utilization:**
 - Percentage increase in key stakeholders' self-reported awareness and understanding of available data and knowledge products
 - key stakeholders reporting increased awareness and application of project achievements in nutrition programs in their respective activities, assessed through surveys and feedback mechanisms
 - Accessing the data for impact through SUN networks (CSA, SBN), government multisectoral bodies and technical committees

2.1. OBJECTIVES

The Outcome Harvesting consultancy for the CASCADE project will focus on identifying, analyzing, and documenting the impact of the project's interventions in policy influence and food system strengthening across Nairobi, Nakuru, and Nyandarua counties. The specific objectives of this assignment are:

1. Assess CASCADE's impact on policy changes, commitments, and actions at national and county levels, focusing on improvements in implementation, accountability, and stakeholder engagement.
2. Analyze improvements in food safety, market access, supply chains, and affordability of nutritious foods, while identifying barriers and opportunities to enhance resilience to price fluctuations and climate shocks.
3. Assess how CASCADE has promoted gender equality in access to nutrition resources and services, including shifts in social norms, women's empowerment, and integrating gender into policy and interventions.
4. Document progress made towards performance of immediate and intermediate outcomes as indicated in the result framework and synthesize impact, lessons learned, and recommendations for future improvements.
5. Assess the quality and use of outcome data to track progress, strengthen reporting and learning, and provide recommendations for improving data collection and application in decision-making.



METHODOLOGY AND DELIVERABLES

METHODOLOGY

The consultant will use a mixed methodology that shall incorporate qualitative and quantitative approaches as well as the desk review of the project’s existing information such as the reports on each of the outputs highlighted in the results framework. The service provider will need to attend relevant workshops organized by the project team, including the PSP, community-based organizations, and policy-related workshops. These workshops will bring together MSPs to share important information and help plan field activities. By engaging stakeholders in discussions about what has changed, outcome harvesting shall capture both intended and unintended outcomes, providing a comprehensive understanding of how interventions have contributed to these changes. This participatory approach shall contribute to the credibility of findings and promote` accountability among stakeholders. Lastly, the provider will collaborate with project staff in meetings to build consensus at different stages of the assignment.

Analysis of outcome harvesting shall emphasize understanding contributions rather than attributing outcomes solely to specific interventions, allowing for a richer analysis of the factors influencing change. This shall require training of the enumerators to internalize this retrospective approach.

It is envisaged that outcome harvesting shall provide valuable insights that can enhance program design and implementation in future initiatives as well as real-time decision-making and strategy adjustments based on insights gathered throughout the project's lifecycle.

The specific objectives and expected results of this engagement are outlined below:

Possible Approaches for the outcome harvesting	Expected Results
<ul style="list-style-type: none"> • Desk Review: Review project-related reports, results frameworks, and outputs/outcomes documented by GAIN to identify potential contributions and outcomes from various actors. 	Inception report indicating (methodology, workplan)
<ul style="list-style-type: none"> • Design the Harvest: Identify key users and their intended uses for the harvest, then develop data collection tools and decide on the necessary information to be gathered. 	Stakeholder list of primary users of the harvest, along with their intended uses for the data or results. Data collection plan, Data collection tools and stakeholder analysis template
<ul style="list-style-type: none"> • Participate in CASCADE Meetings: Attend at least 3 weekly meetings for the CASCADE project to gain insights and conduct interviews with relevant stakeholders. 	Stakeholder Interviews Summary



<ul style="list-style-type: none">• Field activities in the three counties of implementation to support engagement with Informants and beneficiaries to help gather detailed narratives and see examples of how the intervention has impacted their lives as well as ensuring reported changes are genuine and attributable to the intervention	Stakeholders interview summary.
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Deliverables and timelines

- Assignment starts April 3rd April 2025.
- An inception report capturing the proposed methodology, workplan with clear timelines, and final report outline for the outcome harvesting, 7th April 2025.
- Developed data collection tools. 10th April 2025
- Data collection 14th-28th April 2025.
- Draft outcome harvest report 15th May 2025.
- Dissemination of the outcome harvest reports 17th May 2025
- Outcome harvest reporting with an annex of Updated result framework with achievements. 22nd May 2025



The applicant shall provide the following:

- A proposal that demonstrates a solid understanding and viable technical approach
- Detailed demonstration of an understanding of the RFP
- Proposed methodology to achieve the task (subject to further consensus building)
- A clear activity schedule and timelines
- Proof/copies of past deliverables and at least three references preferably comprising clients
- Team composition and accompanying CVs
- Detailed budget (including travel and accommodation expenses when facilitating workshops)

Payment will only be made against agreed milestones and deliverables detailed in the contract signed by both parties and on vetting of the report on its quality and its measure to have met the terms and conditions of the consultancy.

Minimum Qualifications

- Master's degree in project management, Monitoring and evaluation, international development, public policy, public health, Economics.
- More than 10 years of exceptional experience in the field of development communication, media relations, and public relations with a focus on nutrition.
- Strong professional experience in documentation of donor funded projects. Experience in documenting Dutch funded projects is a plus.
- Passion for creative storytelling and new ideas with practical and documented examples
- Previous experience working in IOs, INGOs, or UN (Preferred)
- Previous experience working in the media
- Experience in advocacy communication is an added advantage.
- Knowledge of the local, regional, and international methods used in media storytelling analysis.



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

In case of any clarifications on this solicitation, please direct all inquiries to procurementkenya@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

Applicants are required to provide GAIN with a detailed budget in Kenya Shillings, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of this assignment. A brief narrative justification for line items should be included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN prior to starting the assignment.

2. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:
 - i. Description of previous relevant work (maximum 1 page). Please provide samples as annexes or accessible links.
 - ii. Composition of team with names and brief biographies of all key staff (maximum 3 pages).



- iii. Detailed proposal explaining how the assignment will be handled, including risk and mitigation strategy and timeline (maximum 10 pages).
- iv. References (at least three)

- Financial proposal:

- i. Budget
- ii. Detailed budget justification
- iii. Offer of services

3. SUBMISSION

Complete proposals should be submitted in electronic copy to: procurementkenya@gainhealth.org. The subject line should indicate **“Outcome Harvesting for Policy Influence and Food System Strengthening in Nutrition Programming towards Promoting Healthier Diets and Resilience to Price and Climate Shocks, with a Gender Lens Cascade Project”**.

DEADLINE

Completed proposals should be submitted by **5:00 pm EAT on or before 22nd March 2025**.

4. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

5. REVISIONS

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

6. ACCEPTANCE

GAIN and CARE will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

7. COMPLETION

- Proposals must be submitted on the official letterhead of the lead organization or firm and must be signed principal or authorizing 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 get in touch with Monitoring Manager- jkennyi@gainhealth.org prior to making their submission before the deadline specified in the timeline above.



- While GAIN and CARE have 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 guaranteed to be accurate by GAIN and CARE. 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.

8. RIGHTS OF REJECTION

GAIN and CARE reserve 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 and CARE 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 and CARE reserve 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

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject 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. If 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 which are largely on outcome harvesting of the intermediate and immediate outcomes.
- The creative and methodological approaches required to implement each of the parts of this RFP.
- 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 proposed approach:

- Evidence of cost-effective approaches to undertaking the assignment within the proposed budget
- The proposal shall identify possible challenges and include creative approaches to addressing them

Management and personnel plan:

- The team members working on this assignment 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 contractors(s) 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 because 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 the award, the successful applicant will be expected to enter 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 authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.



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. [to be completed]
 - b. [to be completed]
 - c. [to be completed]
 - d. [to be completed]
- 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) 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 (add month and year] in [add location].

[add title] Signature (applicant)

[add title] Signature (applicant)