



## **REQUEST FOR PROPOSALS**

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### **PROVISION OF TECHNICAL WRITING, IMPACT DOCUMENTATION AND MEDIA MANAGEMENT SERVICES FOR THE CASCADE PROJECT**

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

**Closing Date: 31 January 2025**



## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. GAIN AND CARE

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.

CARE is an international NGO with local staff and community partners in 100 countries. We create local solutions to poverty and inequality, and we seek dignity for everyone every day and during times of crisis. These solutions have a broad range, from disaster response to food and nutrition to education and work for women and girls to healthy mothers and children. CARE International in Kenya (CIK) has been working in Kenya since 1968, and its core programming areas include community adaptation to climate change and disaster risk reduction; humanitarian assistance and emergency response; agriculture & market systems for food and nutrition security; Water, Sanitation & Hygiene (WASH); health, equity & rights; and women’s economic empowerment.

### 2. CASCADE PROJECT

CARE Kenya and GAIN are implementing **CAtalyzing Strengthened policy aCtion for heAlthy Diets and resilienceE (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. It aims to galvanize government, business, and communities around 5 domains: **1) Improved policy implementation; 2) Engaged private service providers; 3) Strengthened community structures; 4) Empowered women; 5) Strengthened coordination.**

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 galvanise 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.

### 3. BACKGROUND

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

Looking at the above statistics, it is evident that malnutrition is a complex problem with multiple causes. Addressing it therefore requires innovative strategies, as well as political commitment. This will boost Kenya's chances of achieving global targets such as the Sustainable Development Goals (SDGs) or the World Health Assembly (WHA) targets.

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) To increase access to and consumption of healthy diets among household members, particularly women of reproductive age and children, and (2) To increase resilience to economic- and climate change-related shocks and stresses of household members.** Domain five of the project focuses on promoting synergies between nutrition actors through data sharing, learning, strengthened coordination, and linkages with GAIN's AI program. This involves documentation through media, technical writing, videography, photography, and storytelling, to convey the project's purpose, progress, and impact. By highlighting human experiences and the project's impact on individuals or communities, storytelling builds emotional connections and engagement with stakeholders, donors, and the public. Additionally, overall documentation will enhance the project's visibility and foster accountability as it will allow the various stakeholders involved, including donors and policymakers, to understand the project's progress, challenges, and resources required. Each documentation approach serves a distinct function and reaches different audiences, creating a holistic representation of the project.

Therefore, through this RFP, the CASCADE project seeks a qualified service provider to deliver technical writing, impact documentation, and media management services to enhance project visibility, document project impact, and manage strategic communication efforts of the CASCADE project. The service provider will be engaged over a period of six (6) months, from January 2025 – June 2025.

### 4. PURPOSE OF THE CONSULTANCY

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) To increase access to and consumption of healthy diets among household members, particularly women of reproductive age and children,**



**and (2) To increase resilience to economic- and climate change-related shocks and stresses of household members.** Domain five of the project focuses on promoting synergies between nutrition actors through data sharing, learning, strengthened coordination, and linkages with GAIN's AI program. This involves documentation through media, technical writing, videography, photography, and storytelling, to convey the project's purpose, progress, and impact.

Therefore, through this RFP, GAIN seeks to engage a qualified service provider for a period of six months (December 2024 – May 2025) to deliver technical writing, impact documentation, and media management services to enhance project visibility, document project impact, and manage strategic communication efforts of the CASCADE project.

#### 4.1. OBJECTIVES

The specific objectives of the consultancy are to:

1. Review the reports of the project's **three** formative studies conducted by GAIN and generate **popular versions**.
2. Participate in **six** key project workshops for one week per month to gather project insights and interview different categories of stakeholders
3. Use information gathered to develop the following knowledge products:
  - a. **One** project brief showcasing achievements across Domains 1,2, and 5 of the project
  - b. **Four** opinion pieces based on topical write ups, and pitch them for publication on leading media houses in Kenya
  - c. Provide **monthly** reports with insights on the performance of media pieces on both traditional and digital media e.g. reach
  - d. **One** thematic learning brief
  - e. **Five** technical papers on the following topics:
    - Implementation of nutrition-related policies for improved nutrition
    - Supporting PSPs to increase access to safe and nutritious foods
    - The nexus between social protection and nutrition
    - Supporting nutrition improvement through food fortification compliance and surveillance
    - Systematising data for improved decision making and policy implementation
  - f. **Five** success stories/human interest stories focusing on: the progress in the implementation of nutrition-related policies, PSPs and their role in increasing access to and consumption of safe and nutritious foods at house, social protection initiatives supported by the project, media's role in improving nutrition outcomes, systematised data collection for improved decision making and learning (Food Systems Dashboard)
  - g. **One** long video (documentary) on the project's progress across the domains
  - h. **Four** short videos on the project's progress
  - i. **30** high-resolution action photos



## 5. METHODOLOGY AND DELIVERABLES

### 5.1. METHODOLOGY

The consultant will use a mixed methodology based on an agreed framework and will rely on a desk review of the project’s existing information such as the formative studies’ reports, the media toolkit, and other research reports, presentations, and county and national government documents. Additionally, the service provider will be expected to attend the relevant workshops organised by the project team to gather relevant information, and plan for field activities based on the agreed number of days, to document the project’s progress. Lastly, the provider will collaborate with project staff in meetings to build consensus at different stages of the assignment.

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

<b>Possible Approaches for the documentation</b>	<b>Expected Results</b>
<ul style="list-style-type: none"> <li>Review the reports of the project’s three formative studies conducted by GAIN</li> </ul>	<b>Three</b> popular versions of the formative studies’ reports
<ul style="list-style-type: none"> <li>Desk review of the other project research reports</li> </ul>	<b>One</b> thematic learning brief
<ul style="list-style-type: none"> <li>Participate in six CASCADE project’s for at least one week each to gather insights on the project and interview the relevant stakeholders</li> </ul>	<b>Five</b> technical papers on the following topics: <ul style="list-style-type: none"> <li>Implementation of nutrition-related policies for improved nutrition</li> <li>Supporting PSPs to increase access to safe and nutritious foods</li> <li>The nexus between social protection and nutrition</li> <li>Supporting nutrition improvement through food fortification compliance and surveillance</li> <li>Systematising data for improved decision making and policy implementation</li> </ul>
<ul style="list-style-type: none"> <li>Field activities in the three counties of implementation</li> </ul>	<b>Five success stories/human interest stories</b> focusing on: the progress in the implementation of nutrition-related policies, PSPs and their role in increasing access to and consumption of safe and nutritious foods at house, social protection initiatives supported by the project, media’s role in improving nutrition outcomes, systematised data collection for improved decision making and learning (Food Systems Dashboard)



	<ul style="list-style-type: none"> <li>○ <b>One</b> long video on the project's progress across the domains</li> <li>○ <b>Four</b> short videos on the project's progress</li> <li>○ <b>30</b> high-resolution action photos</li> <li>○ <b>One</b> project brief showcasing achievements across the five project domains</li> </ul>
<ul style="list-style-type: none"> <li>● Media monitoring</li> </ul>	<p>Monthly reports providing insights such as reach and mentions on the opinion pieces and other project pieces shared in the mainstream media, other digital publications and the CASCADE project implementation during the contract period</p>

**The applicant shall provide the following:**

- A proposal that demonstrates 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**

- An advanced degree in communication, journalism, public relations, or international relations
- More than 10 years and more 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.



## Deliverables and timelines

- Assignment starts 20<sup>th</sup> February 2025
- An inception report capturing the proposed methodology, workplan with clear timelines, and final report outline for the documentation
- **One** project brief showcasing achievements across the five project domains
- **Four** opinion pieces based on the topic write ups, and place them on leading media houses in Kenya
- **Monthly reports** with insights on the performance of the opinion pieces and project implementation
- **One** thematic learning brief
- **Five** technical papers as per the topics identified
- **Five** success stories/human interest stories as per the topics identified
- **One** long video on the project's progress across the domains
- **Four** short videos on the project's progress
- **Thirty** high-resolution action photos with signed consent
- **Post documentation report** providing insights such as challenges, lessons learned and recommendations for improved project implementation

## 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](mailto: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](mailto:procurementkenya@gainhealth.org). The subject line should indicate **“Provision of technical writing, impact documentation and media management services to the CASCADE Project”**.

#### **DEADLINE**

Completed proposals should be submitted by **5:00 pm EAT on or before Friday 31 January 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 official letterhead of the lead organisation or firm and must be signed 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. If clarification is necessary, applicants are advised





to get in touch with the contact person listed above 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 warranted 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 reserve 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:
  - 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 technical writing, impact documentation and media management.
- 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:
  - 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
- 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 contractor(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 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 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.



**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) 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 [add month and year] in [add location].  
\_\_\_\_\_ [add title]

Signature (applicant)

\_\_\_\_\_ [add title]

Signature (applicant)