



REQUEST FOR PROPOSALS

**SCOPING EXERCISE FOR THE CURRENT STATUS OF WORKFORCE NUTRITION AT NATIONAL, COUNTY LEVEL
(NAIROBI, NAKURU, AND NYANDARUA COUNTY GOVERNMENTS) & PRIVATE SECTORS, WITH A GENDER
LENS.**

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



I. PROJECT BACKGROUND AND SCOPE OF WORK

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.

CASCADE PROJECT

In partnership with CARE Kenya, GAIN is 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 5 million women of reproductive age and children under 5 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 will also build 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, CASCADE programme 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.

Malnutrition in all its forms, from undernutrition and overnutrition to micronutrient deficiencies, is a global public health burden. Globally, it is estimated that 2 in 3 women of reproductive age are affected by nutrient deficiencies¹. In Kenya, the burden of malnutrition is marked by high rates of child stunting (18%) and micronutrient deficiencies among women of reproductive age as well as an increasing prevalence of overweight among adult men and women (17% and 37% respectively). Drought and high food prices have worsened food and nutrition security across the country. There is a continued need to engage all actors and options to address the malnutrition burden the world faces, especially at workplaces. On average, people spend one-third of their adult lives at work, whether formal or informal; therefore, the workplace offers an important opportunity to increase access to and knowledge about healthy nutrition. Workforce nutrition is an opportunity to deliver proven benefits for employers, workers, and communities.

In recent years, Kenya has taken some critical steps to enable improved nutrition for the wider population by introducing the Kenya Nutrition Action Plan (2018-2022) which is currently under review to update it for 2023/27, towards identifying the role of employers in supporting workers' nutrition and improving maternity entitlements in national implementation frameworks and strategic plans. Further improved action in the policy arena would include explicitly mentioning the role of the employer and drafting, implementing, and ensuring accountability mechanisms against these policies are in place. Such action could help start or scale up existing workforce nutrition programmes and contribute to addressing the Sustainable Development Goals, including SDG 2 (zero hunger), SDG 3 (good health and wellbeing), SDG 5 (gender equality), and SDG 8 (decent work and economic growth).

PURPOSE OF WORKFORCE NUTRITION CONSULTANCY

The purpose of workforce nutrition is to promote the health, well-being, and productivity of workers through the implementation of nutrition-focused policies, programs, and interventions at the workplace. By enhancing access to healthy diets and supporting positive nutrition behaviors, workforce nutrition aims to reduce malnutrition, improve employee health outcomes, and foster a more resilient, efficient, and engaged workforce. This approach contributes to broader public health goals, aligns with national and county-level nutrition strategies, and strengthens public-private partnerships (PPPs) to create sustainable and inclusive nutrition solutions.

The purpose of this consultancy is therefore to conduct a comprehensive scoping exercise to assess the status of workforce nutrition at the national, county (Nairobi, Nakuru, and Nyandarua), and private sector levels. The consultancy aims to identify existing gaps, barriers, and opportunities for strengthening workforce nutrition policies, strategies, and interventions. It will generate evidence-based insights, develop policy tools, and facilitate stakeholder engagement to inform and support the adoption of effective workforce nutrition programs. The consultancy will also promote advocacy and public-private partnerships (PPPs) to advance workforce nutrition and enhance coordination between government entities, private sector actors, and other key stakeholders.

OBJECTIVES, SCOPE OF WORK AND DELIVERABLES

(i) Objectives

The consultancy aims to:

1. Assess the status, gaps, and implementation of workforce nutrition policies, strategies, and interventions at the national, county (Nairobi, Nakuru, and Nyandarua), and private sector levels, with agender lens. Identify key stakeholders, their roles, and levels of engagement, while drawing comparisons with counties where similar initiatives have been implemented.
2. Highlight challenges, barriers, and gaps affecting workforce nutrition implementation by focusing on opportunities for technical assistance, capacity building, and public-private partnerships (PPPs) to strengthen workforce nutrition.
3. Co-create a workforce nutrition toolkit (contain policy brief, context-specific messages, and a road map for implementing workforce nutrition interventions in the 3 counties) in collaboration with government stakeholders.
4. Develop a customized business case for the private sector, showcasing the cost-benefit of promoting healthy diets in the workplace for both the private sector and government.
5. Produce a comprehensive assessment report, a simplified version for broader dissemination of actionable recommendations to strengthen workforce nutrition policies, frameworks, and interventions and support advocacy efforts to influence policy development at the national, county, and private sector levels.

(ii) Scope of Work

The successful applicant shall provide the following services:

- Submit an inception report that demonstrates solid understanding and viable technical approach towards establishing the status of workforce nutrition in Nairobi, Nakuru and Nyandarua counties, focusing on private sector and county governments.
- Conduct inception and consultative meetings with stakeholders (government officials and PSPs) to establish or lay foundation on the groundwork and for buy-in and consensus.
- Conduct a desk review on relevant document and literatures.
- Jointly agree and develop methodology and target respondents – numbers
- Conduct interviews with the identified county departments and private sector to collect primary data and information – KIs and FGDs
- Policy analysis around workforce nutrition – national and county levels
- The Service Provider will perform data analysis and articulation of themes, learnings, best practices and recommendations for engagement strategies.
- The Service Provider will submit a final report consolidating findings, providing inter-county comparison and recommendations.
- The service provider will conduct validation meetings with the various stakeholders.
- The Service Provider will submit a PowerPoint slide deck summarizing the findings of workforce nutrition related policies, best practices and opportunities for change; and will participate in dissemination meetings of the findings of the study.

DELIVERABLES AND EXPECTED RESULTS

The consultancy will adopt a mixed-methods approach, combining desk reviews, stakeholder consultations, and participatory co-creation processes to assess the status of workforce nutrition at the national, county (Nairobi, Nakuru, and Nyandarua), and private sector levels. This will involve reviewing existing policies, strategies, budgets, and expenditure reports related to workforce nutrition. The consultant will conduct qualitative and quantitative data collection through key informant interviews (KIIs), focus group discussions (FGDs), and consultations with key stakeholders, including government representatives, private sector actors, and development partners.

In collaboration with the CASCADE team, the consultant will work to workforce nutrition toolkit, customized business case for the private sector (ensuring gender considerations are integrated), policy brief, and ultimately providing actionable recommendations to strengthen workforce nutrition policies and programs at the national, county, and private sector levels. Evidence-based analysis, including cost-benefit modelling, will be used to demonstrate the value of workforce nutrition for both government and the private sector. Specific objectives and expected results are as outlined below:

Deliverables	Expected Results
1. Inception Report	<ul style="list-style-type: none"> - Outlining the consultancy approach, work plan, timelines, and key deliverables. - Presenting the methodology, data collection tools, and stakeholder engagement plan. - Comprehensive list of key stakeholders at the national, county, and private sector levels.
2. Inception Meeting with stakeholders	<ul style="list-style-type: none"> - Establish a shared understanding and alignment among all stakeholders regarding the consultancy's objectives, methodology, and expected outcomes. Foster buy-in, ensuring their active engagement and collaboration throughout the consultancy process. - Set the stage for effective coordination, clarify roles and responsibilities, and secure a commitment to supporting the consultancy's activities, leading to a smooth and successful execution of the assessment and subsequent deliverables.
3. Conduct a desk review	<ul style="list-style-type: none"> - Analysing exiting policies, evidence on workforce nutrition across different counties in Kenya (National) and the implementation counties (Nakuru, Nairobi and Nyandarua) and develop a draft report. (Draw some level of global and regional commitments contributing to implementation of workforce nutrition)
4. Data Collection Tools	<ul style="list-style-type: none"> - Questionnaires, key informant interview (KII) guides, and focus group discussion (FGD) tools for data collection.
5. Workforce Nutrition Assessment Report and Popular/ Summarized Version of the Assessment Report	<ul style="list-style-type: none"> - Detailed analysis of workforce nutrition status, gaps, barriers, and opportunities at the national, county (Nairobi, Nakuru, and Nyandarua), and private sector levels. - Comparative analysis of workforce nutrition implementation in Nairobi, Nakuru, and Nyandarua counties and National level and possibly with other Counties that have established interventions.

		<ul style="list-style-type: none"> - Simplified, user-friendly summary of the main findings and recommendations, intended for wider dissemination to non-technical audiences.
6. Workforce Nutrition Toolkit		<ul style="list-style-type: none"> - A comprehensive toolkit co-created with stakeholders to support workforce nutrition implementation. - The toolkit will include: <ul style="list-style-type: none"> o Policy brief summarizing key findings and actionable policy recommendations. o Advocacy messages targeting government, private sector, and development partners. o Implementation roadmap with clear steps, milestones, and key actions for Nairobi, Nakuru, and Nyandarua counties.
7. Private Sector Business Case		<ul style="list-style-type: none"> - A customized proposition for the private sector, showcasing the cost-benefit of promoting healthy diets in the workplace. - Evidence-based guidance on how workforce nutrition can improve employee well-being, increase productivity, and reduce absenteeism.
8. Validation Session with Stakeholders		<ul style="list-style-type: none"> - Stakeholder endorsement and refinement of the consultancy's findings, recommendations, and deliverables - review and provision of feedback on the draft reports, toolkit, and business case. This feedback will ensure that the outputs are relevant, accurate, and aligned with local contexts and priorities. - Foster a sense of ownership and collaboration, securing stakeholders' commitment to the final recommendations and facilitating the smooth implementation of the workforce nutrition initiatives.
9. Final development Report and Submission		<ul style="list-style-type: none"> - Comprehensive summary of the consultancy process, methodology, findings, and outcomes – incorporating the Workforce Nutrition Toolkit and private sector business case - Detailed description of key achievements, lessons learned, and actionable recommendations.
10. Dissemination: Presentation of Key Findings and Recommendations		<ul style="list-style-type: none"> - PowerPoint presentation summarizing key insights and recommendations for stakeholders at the national, county, and private sector levels. - Delivery of a stakeholder validation meeting to present findings and co-create the final products.

The successful applicant shall provide a proposal considering the following:

A. Technical proposal

- Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including risk and mitigation strategy and timeline (maximum 10 pages). Proposal should demonstrate solid understanding of the ToR and viable methodological approach to achieve the task.
- Composition of team with names and brief biographies of all key staff (maximum 3 pages).
- Description of previous relevant work (maximum 2 pages) - Proof/ copies of past deliverables and at least three references preferably comprising clients.
- Team composition and accompanying CVs.
- Clear activity schedule and timelines.

B. Financial proposal

- Detailed Budget and justification (inclusive of all intended expenses).
- Offer of services.

NB: 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.

CONSULTANCY QUALIFICATIONS

The consultant should possess the following qualifications:

- **Educational Background:** A master's degree or higher in Public Health, Nutrition, Social Sciences, Policy Analysis, or a related field.
- **Experience:**
 - At least 5-7 years of experience in conducting policy assessments, particularly in nutrition, public health, or workforce health-related areas, social sciences or any other relevant field.
 - Proven experience in working with national and county governments, private sector stakeholders, and development partners in Kenya.
 - Demonstrated expertise in developing and implementing workforce nutrition policies and programs.
 - Familiarity with public-private partnerships (PPPs) and capacity building in the nutrition or health sector.
- **Technical Skills:**
 - Strong knowledge of the Kenyan health and nutrition policy landscape.
 - Expertise in conducting desk reviews, data analysis, and stakeholder consultations (e.g., KIs, FGDs).
 - Experience in developing actionable policy briefs, investment cases, and reports.
 - Ability to apply cost-benefit analysis and modeling techniques.
- **Communication:** Excellent written and oral communication skills in English and Swahili.
- **Gender Sensitivity:** Experience integrating gender considerations into public health or nutrition projects.



Timelines for the Consultancy:

The consultancy is expected to be completed within 2 months.

INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

CONTACT

Sheila Odhiambo is part of the project team (Project Manager-CASCADE) and she will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to sodhiambo@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

BUDGET

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

SUBMISSIONS

Complete proposals should be submitted in electronic copy to: procurementkenya@gainhealth.org. The subject line should indicate ***"SCOPING EXERCISE FOR THE CURRENT STATUS OF WORKFORCE NUTRITION"***.

DEADLINE

Completed proposals should be submitted by **31st March 2025 at 5:00 pm EAT**.

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.

REVISIONS

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

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

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 contact GAIN at procurementkenya@gainhealth.org prior to making their submission before the deadline specified in the timeline above.
- While CARE and GAIN 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 CARE and 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.

RIGHTS OF REJECTION

CARE and GAIN 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 CARE and GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

REFERENCES

CARE and GAIN 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.

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.

II. 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. 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 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:

- Providing detailed technical documentation of the proposed strategy.
- Evidence of experience delivering solutions using the proposed information technology platform.
(The consultant should have experience in workforce nutrition policies, programming, development of theories of change and a strong background in food and nutrition security in the development sector with a nexus to environment/climate change and gender)

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. CARE and GAIN and shall each 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 participants selected by CARE and GAIN.

6. 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 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 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.



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)