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# STORYTELLING SUPPORT FOR THE NUTRITIOUS FOODS FINANCING FACILITY (N3F)

Issued by: The Global Alliance for Improved Nutrition (GAIN)

Project: Nutritious Foods Financing Facility (N3F)

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses, and civil 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.

### ABOUT N3F

Small- and Medium-Enterprises (SMEs) are the backbone of many food systems and are essential for ensuring access to nutritious, safe foods, especially for lower-income consumers. However, they face significant barriers to growth, largely because they lack reliable access to finance and their leaders may have limited managerial or technical skills.

According to the IFC (International Finance Corporation), the estimated global gap in SME funding is \$5.2 trillion. Without sufficient access to financial services, SMEs are unable to expand operations and market reach, enhance the nutritional value of their products, improve on their food safety standards or start working more sustainably. To reach the nutrition targets of SDG 2 on 'Zero Hunger' and ensure that all people can afford a healthy diverse diet, innovative methods of resource mobilization that focus on nutrition and SMEs are needed. The Nutritious Foods Financing Facility – N3F – is an innovative blended finance approach that aims to overcome the SMEs' constraints by providing financial support and building technical capacity within SMEs that produce foods available to lower-income consumers in Sub-Saharan Africa (SSA).

The Nutritious Foods Financing Facility (N3F) programme has three main components:

- **The N3F fund:** an impact-first fund with consumer nutrition at its core and a blended finance structure, which will provide debt financing to SMEs providing safe and nutritious foods to local consumers in sub-Saharan Africa. Managed by Incofin investment management (Incofin), with GAIN providing nutrition expertise.
- **Technical Assistance:** provision of technical assistance (TA) to the fund's investee SMEs focusing on 1) general business management practices, to support SMEs to becoming more efficient and financially sustainable, such as business planning and strategy development; and 2) impact enhancement and food safety, such as product formulation, labelling and supply chain strengthening, to ensure, improve and oversee SMEs' nutrition impact, as well as gender equality and environment. Through this technical assistance, the n3f aims to help SMEs reach their potential and become more effective and efficient, thereby increasing their ability to serve domestic markets. Managed by gain.
- **Monitoring, assessment, and learning:** this component will focus on convening and influencing stakeholders, knowledge dissemination and the development and validation of metrics for targeting nutrition-sensitive investments. Managed by GAIN.

- The technical assistance and monitoring, assessment and learning component are managed by GAIN and grant-funded separately from the N3F fund.

## **ASSIGNMENT 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.

At the start of the year, N3F successfully secured \$11.5 million in funding from a consortium comprising the United States Agency for International Development (USAID), the Swiss Agency for Development and Cooperation (SDC), GAIN, Incofin, and private foundations, with a capital structure featuring various share classes reflecting differing risk-return expectations. With an open-ended structure, N3F is ambitiously aiming to raise \$60.0 million within a three-year timeframe. The fundraising efforts are bolstered by dedicated teams from GAIN and Incofin, who not only allocate substantial hours to fundraising but also engage in pipeline development, provide technical assistance support, facilitate reporting, and undertake various other fund management tasks to ensure the success of N3F's mission.

The purpose of this RfP is to engage the services of a communication fundraising consultant to assist GAIN and Incofin in fine-tuning the N3F pitch deck and storytelling in preparation to a successful fundraising scale-up. This application is open to any location.

## **SCOPE OF WORK AND DELIVERABLES**

### **1.1 OBJECTIVES**

The successful applicant shall provide the following services:

- Review the existing communication materials and scope of **N3F**.
- Fine-tune N3F's communication materials (mostly PowerPoint documents): rethinking N3F's storytelling to reach potential investors.
- In collaboration with GAIN and Incofin's teams, design a communication strategy leveraging key terms and messages for N3F to successfully communicate with potential investors, according to the relevant impact thematic areas beyond nutrition (i.e. gender, climate, etc.).

### **1.2 DELIVERABLES**

Development of enhanced PowerPoint documents that effectively convey N3F's story to potential investors (including N3F pitch deck as well as teaser materials, etc.)

**Timeline of deliverables: THE ENGAGEMENT IS EXPECTED TO COMMENCE BY JUNE 2024 AND IS ANTICIPATED TO BE COMPLETED BY JULY 2024.**

## **COMPETENCIES**

The consultant shall be an individual consultant or institution with the following expertise:

- Proven experience in conducting similar consultancy assignments.
- Availability – candidates who are available immediately will be prioritised due to internal needs.
- Demonstrated experience in storytelling, fundraising, development, or related roles, preferably in the impact sector.

- Excellent written and verbal communication skills, with the ability to craft compelling proposals, outreach materials, and presentations.
- Ability to manage multiple priorities and deadlines effectively.
- Fluency in English.

## EXPECTATIONS FROM APPLICANTS

The successful applicant will:

- Work closely with the N3F team and in-country team throughout the duration of the work. A lead contact will be designated for regular communication and monitoring of deliverables.
- Meet with representatives from GAIN and Incofin shortly after the contract is awarded, following which a work plan will be developed detailing the objectives, deliverables, timelines, and budget for each of the parts outlined in the Scope of Work.
- Meet with GAIN and Incofin regularly during the Project as well as at the request of GAIN and Incofin.
- Submit deliverables according to the work plan's agreed-upon schedule.
- Technical applications should not be longer than 15 pages, including cover page. All supporting documents should be included in the annexes.

## 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.

### CONTACT

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

Nutritious Food Financing Facility  
Global Alliance for Improved Nutrition  
Nairobi, Kenya  
[n3f@gainhealth.org](mailto:n3f@gainhealth.org)

### BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

### FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- **Technical Proposal** in pdf (word or ppt format as preferred) of maximum 10 pages excluding Appendixes. The proposal shall include:
  - Relevant background of the consultant (i.e. similar prior engagements, collaborations with relevant actors, experience in advising on de-risking mechanisms for investment, etc.)
  - Proposed team with relevant expertise and role
  - Detailed approach

- Expected workplan and timeline to meet deliverables
- References
  
- **Financial Proposal:**
  - Budget
  - Detailed budget justification
  - Offer of services (see template attached under IV)

### **SUBMISSION**

- Proposals must be submitted on the official letterhead of the agent and must be signed by the applicant.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact GAIN through the email [rbove@gainhealth.org](mailto:rbove@gainhealth.org) and copy [nalanou@gainhealth.org](mailto:nalanou@gainhealth.org)
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN; Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms their understanding of the RFP conditions; failing to comply may result in the disqualification of their submission.

### **DEADLINE**

Completed proposals should be submitted to the N3F team, by email at [n3f@gainhealth.org](mailto:n3f@gainhealth.org) by **5:00 pm CET on 29<sup>th</sup> May 2024**.

### **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.

### **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.

### **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.

## **REFERENCES**

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

## **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**

### **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.

### **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.

### **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.

### **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 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 agent shall have the relevant qualifications and overall experience required to successfully implement the project.
- 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.**

## **REVIEW PROCESS**

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

## **LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **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.

## **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.

## **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.

## **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.

## **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

- a. Offer submitted by:
- b. \_\_\_\_\_
- c.
- d. \_\_\_\_\_
- e.
- f. \_\_\_\_\_
- g.
- h. (Print or type business, corporate name and address)
- i. 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:
- j. Click or tap here to enter text.
- k. Click or tap here to enter text.
- l. Click or tap here to enter text.
- m. Click or tap here to enter text.
- n. 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.
- o. I (We) herewith submit the following:
  - (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
  - (b) A duly completed offer of services, subject to the terms herein.

Offers which do not contain the above-mentioned documentation or deviate from the prescribed costing format may be considered incomplete and non-responsive.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

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