

REQUEST FOR PROPOSALS

FACILITATION OF A PARTICIPATORY PROCESS TO DESIGN A NUTRITION FOCUSED SOCIAL & BEHAVIOUR CHANGE COMMUNICATION (SBCC) DELIVERY SYSTEM INTERVENTION FOR NUTRITION-SENSITIVE SOCIAL PROTECTION IN BANGLADESH

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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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 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.

GAIN's work to improve the consumption of safe and nutritious food is based on three interlinked strategic objectives:

1. to improve the demand for safe, nutritious foods,
2. to increase the availability of nutritious foods and enhance the nutritional value of foods, and
3. to strengthen the enabling environment to improve the consumption of safe, nutritious foods

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.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

BACKGROUND

The Social Protection programme at GAIN works across several countries to promote and safeguard accessibility of nutrition-sensitive social protection benefits among the most vulnerable members of the population. The programme takes a distinctly community-oriented and human-centered approach to social protection, placing primary emphasis on leveraging social protection to improve nutrition—especially among women and girls—through empowerment, resilience, and human capital development.

In Bangladesh, GAIN's social protection work focuses on enhancing the coherence, quality, and sustainability of nutrition SBCC in social protection programmes targeting the most vulnerable households, particularly women and girls. There has been abundant evidence on SBCC in social protection in Bangladesh, and numerous projects implemented at varying scales—but the nutrition impact and sustainability of these initiatives remains unclear. Capitalising on this body of evidence, GAIN aims to support the Government of Bangladesh to make strategic, systemic improvements to how nutrition SBCC is designed and delivered through social protection systems.

The project will be implemented in close cooperation with the Cabinet Division of the Government of Bangladesh. Throughout the intervention design process, input from the Cabinet Division and other key actors will be consulted to refine the geography, scale, and components of the SBCC intervention.

A PARTICIPATORY APPROACH TO INTERVENTION DESIGN

We believe that input from a range of stakeholders, including national and local governments, frontline social protection officers, and community members/beneficiaries is essential to identify the gaps and opportunities for enhancing delivery of nutrition SBCC in the social protection system. Thus, GAIN envisages that the process of designing and implementing the interventions will be rooted in a participatory consultative process, driven by GAIN and the Cabinet Division, that intentionally involves a range of key actors every stage. We

envision that these essential stakeholders will be *co-creators* and *co-owners* of the final intervention, and that the diverse interests of these multilateral stakeholders will be solidly reflected in the final design.

GAIN has completed a systematic review of global evidence on the nutrition impacts of SBCC in social protection programmes, which may be useful as an input in the co-design process.

Likewise, **GAIN's Human-Centered Design Toolkit for Nutrition-Sensitive Social Protection** will be a useful resource to support planning and implementation of the design process.

IMPORTANT: In this activity, we consider “participatory” approaches to be *only* those that involve meaningful co-creation/co-design activities at the local level. Extractive methods like household surveys, focus group discussions, and key-informant interviews, would not be considered “participatory” on their own, because these interactions are often one-directional and not design-oriented (though these methods may be used in combination with other methods). We will strongly prefer approaches that give key stakeholders (including national and local social protection administrators as well as community members) more liberty to shape the flow of the process and co-create the interventions directly.

WHAT TYPE OF INTERVENTION(S) WILL BE DEVELOPED?

Our primary interest is improving the *delivery systems* for nutrition SBCC in one or several existing social protection programmes. Accordingly, the central focus of the intervention design process will *not necessarily* be to develop new SBCC content or campaigns. There are many SBCC campaigns and materials already existing in the local context, which may be useful source material.

Rather, our primary aim in the design process is to identify *how SBCC can be more effectively delivered* to vulnerable beneficiaries. Some considerations that may be useful as guiding parameters for the intervention design process include:

- 1. Accessibility and context-appropriateness of nutrition focussed SBCC.** Are beneficiaries able to meaningfully engage with SBCC initiatives, and is the content relevant to their lives/consistent with their needs?
- 2. Targeting and reach of nutrition focussed SBCC.** Does SBCC reach the right beneficiaries, e.g., those who are particularly nutritionally vulnerable? Are there innovations that can help to enhance the coverage and intensity of SBCC in these populations?
- 3. Sustainability and Cost-Effectiveness of nutrition focussed SBCC.** For nutrition SBCC to be effective, it needs to be available consistently and broadly. Are systems in place to ensure that nutrition SBCC is feasible, sustainable, and prioritised by programme administrators?

SCOPE OF WORK AND DELIVERABLES

1.1. OVERVIEW

GAIN seeks a consultant or firm who will, with the support of GAIN, design and facilitate a participatory SBCC delivery system intervention design process.

GAIN expects that the successful applicant will have significant experience and expertise in orchestrating participatory design processes in the local (Bangladesh) context. We anticipate that the selected team will be able to promptly and rigorously document diverse participants' inputs throughout the design process, taking care to ensure that all relevant perspectives are considered at key decision moments. The selected firm will be tasked with producing a report describing the final, evidence-supported interventions that would subsequently be implemented by GAIN, with support from the Cabinet Division of the Government of Bangladesh.

1.2. SPECIFIC OBJECTIVES

The specific objectives of this activity include

- **OBJECTIVE 1:** Develop a participatory process to co-design a nutrition focussed SBCC *delivery system* intervention.
- **OBJECTIVE 2:** Implement the community-based, participatory co-design process with key stakeholders, including national and local governments, frontline social protection officers, local leaders, and community members/beneficiaries.
- **OBJECTIVE 3:** Develop the final, evidence-based intervention design and implementation strategy based on learnings from the co-design process.

| OBJECTIVE | PARAMETERS |
|--------------------|---|
| OBJECTIVE 1 | <p>The process should be rooted in robust participatory research approaches and should leverage human-centred design (HCD) principles where relevant. Emboldening key stakeholders as equal partners in and co-owners of the process is essential.</p> <p>GAIN's Human-Centered Design Toolkit for Nutrition-Sensitive Social Protection may be used to plan the co-design process.</p> <p>Ideally, the final design of the process should be the product of a consultative effort that incorporates various sources of data (including GAIN's recent systematic review on nutrition SBCC), input from key stakeholders including the Cabinet Division, and relevant GAIN staff.</p> |
| OBJECTIVE 2 | <p>The process, once designed, should be implemented comprehensively over a period of no more than 3 months.</p> <p>The process will likely comprise a series of consultative workshops with the policy makers, and all relevant stakeholders, in which participants will collectively explore and test options, and ultimately agree on the intervention concept and implementation strategy.</p> <p>The process should be rigorously documented from start to finish, and should seek to achieve a set of specific participatory research objectives that should be established <i>a priori</i> and approved by GAIN.</p> |

NOTE: The consultant must include all anticipated costs of implementing the process (including travel, accommodations, venues/refreshments, etc.) in the financial proposal.

OBJECTIVE 3

Following the implementation of the participatory intervention design process, the consultant will synthesize all findings to develop the final intervention design and implementation strategy in line with the priorities of the Government of Bangladesh. The intervention should be thoroughly rooted in, and clearly substantiated by, the results of the design process. The potential efficacy of the proposed intervention must also be backed by various sources of valid evidence, including past studies/trials, survey data, practical experience in local or other contexts, etc.

The final deliverable articulating the design of the bundled interventions should identify an implementation strategy (including required set-up actions and resource needs); a risk assessment and potential mitigation steps; and a longer-term sustainability assessment identifying the key considerations for maximising the sustainability of the intervention and its impacts beyond the project's timeframe.

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1.3. DELIVERABLES

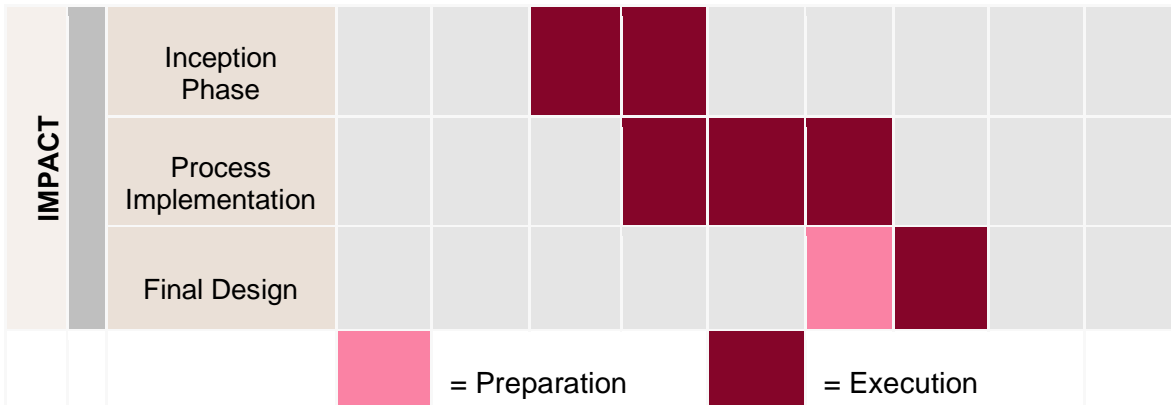
Table 5: Scope of Work: Activities and deliverables

| Activities | Deliverables |
|--|---|
| Workplan and Process Design | Approved inception report describing in detail the intervention design process and implementation plan, including scope, locations, and timelines. |
| Implementation of Participatory Intervention Design Process | Satisfactory completion of participatory intervention design activities in accordance with the agreed workplan, and approved implementation report summarising key results from each component of the design process. |
| Final Intervention (Bundle) Design | Approved report describing in detail the recommended evidence-based nutrition focussed SBCC delivery system intervention, including an implementation plan, risk assessment and mitigation steps, and a sustainability assessment. All the reports will need to be validated by the government and key stakeholders (to be identified by GAIN) working in Nutrition Sensitive Social Protection prior to GAIN's approval. |

TENTATIVE PROJECT TIMELINE

The following table details the anticipated project timelines. It is expected that the selected applicants ensure deliverables are submitted in a timely manner at the end of each phase of the project.

| | 2024 | | | | | | | | |
|------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| ACTIVITIES | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| | | | | | | | | | |



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

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: rfp@gainhealth.org. Queries sent by May 9th 2024 at 5:00pm Central European Time will be responded to by May 16th 2024.

BUDGET

Applicants are required to provide an illustrative budget in US Dollars with detail budget breakdown in Bangladesh Taka and clarifying the exchange rates to USD, in a separate document. The final budget will be elaborated as the scope of the assessment is clarified and as part of the contracting process. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs including: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. **All prices/rates quoted must be inclusive of all taxes/VAT as required.**

FORMAT FOR PROPOSAL

The proposal needs to be formatted and attached as two separate documents:

1. **Technical proposal** outlining research objectives and methodological approaches; detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise and publications in relevant research; and, past experience (previous research conducted over the last five years which are relevant for this evaluation) and references.
2. **Financial proposal** outlining budget accompanied by a budget narrative (as above).

SUBMISSION

Proposals should be in English and submitted in electronic copy to the following e-mail address: rfp@gainhealth.org. Please include **SOCIAL PROTECTION INTERVENTION DESIGN – BANGLADESH** in the subject line. As mentioned, the research partner can apply for either the quantitative, qualitative, or process monitoring components, or all components combined. Please make it clear in the application which components are included in the proposal.

DEADLINE

Completed proposals should be submitted electronically to GAIN **before 5:00 pm Central European Time on May 23rd 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.

REVISIONS

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

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.

COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed electronically by a 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. In the event that clarification is necessary, applicants are advised to contact GAIN at rfp@gainhealth.org prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not 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 its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

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.

SUMMARY OF DEADLINES

1. Queries to be submitted by: May 9th 2024
2. Response will be disseminated by: May 16th 2024
3. Proposal submission deadline: May 23rd 2024
4. Response from GAIN on acceptance or rejection of proposal by: June 6th 2024
5. Award of contract: June 16th 2024

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:

- Technical quality of proposal **50%**
 - Overall understanding of RFP and stated objectives
 - Technical documentation and approach
 - Detail and feasibility of project timeline
- Team profiles and experience **30%**
 - Team members' qualifications and experience
 - Documentation and relevance of related past engagements
 - Clear articulation of the division of roles and responsibilities amongst team members
- Budget **20%**
 - Total budget affordability
 - Value for money

AS PART OF THE SELECTION PROCESS, GAIN RESERVES THE OPTION TO REQUEST CLARIFICATIONS REGARDING BIDS THAT SUBSTANTIALLY QUALIFY.

EXPERTISE REQUIRED

- Demonstrable expertise in community-based and participatory methods in Bangladesh
- Firm understanding of, and familiarity with, intervention design considerations and processes (especially in the nutrition/social protection domain).

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 authorise 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. ANNEXES

V. OFFER OF SERVICES

- Offer submitted by:

(Print or type business, corporate name and address)

- I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
- I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
- I (We) herewith submit the following:
 - (a) A Proposal to undertake the work, in accordance with GAIN's 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)
