

Request for Proposals (RfP) - Development of Communication Strategy and Materials for Workplace Nutrition in Bangladesh



08.08.2018

Overview

The Global Alliance for Improved Nutrition (GAIN) is seeking to engage suitable agency having knowledge and competency on developing innovative BCC strategy and designing various tools & materials for its workplace nutrition project titled 'SWAPNO' (Strengthening Workers' Access to Pertinent Nutrition Opportunities). Interested agency is requested to submit the full proposal as specified in this RFP.

1.1. Brief overview of GAIN's SWAPNO Project

GAIN, a non-profit organization, was launched at a UN Convention in 2002 to tackle human suffering caused by malnutrition. Its purpose is to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially those most vulnerable to malnutrition. GAIN is a global, Swiss-based foundation that mobilizes public-private partnerships and provides financial and technical supports to deliver nutritious foods. Working with partners, GAIN aims at making healthier food choices more affordable, more available, and more desirable. Continuation of this attempt in Bangladesh, GAIN has been rolling out a program in Ready-Made Garment (RMG) sector with a view to increase consumption of safe and nutritious foods for the female workers in collaboration with private sectors (RMG factories) for a sustained investment in nutrition. GAIN experienced that improved meal intervention is feasible in the sector that can be scaled up in addition to do an advocacy and effective communication at policy and factory levels. The project will build the case on a sustainable investment for businesses by providing technical supports to improve existing food provision (lunch or snacks) run by the factories, alongside communication activities for good nutrition. The expected outputs and the scaling up strategy includes increased and regular provision (by factories) and consumption (by RMG workers) of healthy and safe foods which contribute to healthier diets. The evidence generated will contribute to a collaborative advocacy effort, along with relevant partners, through a unified nutrition voice to influence existing policies and guidelines to include nutrition for the workers. It is expecting international buyers will be influenced to explore the strategy to increase more investment.

1.2. Objectives and methodology of developing this BCC strategy

In the stage of project preparatory activities, GAIN Bangladesh is currently looking to hire an agency to develop an evidence based and interactive communication strategy on the importance of healthy diets with safe and nutritious food for RMG workers. The communication strategy should aim to build awareness, appreciation and ownership for the intervention implemented (improved lunches and healthy snacks) among the various categories of audiences like all workers, all levels of management, owners of RMGs, public service authorities and policy makers. Moreover, the communication strategy should aim to inform RMG workers on healthy diets and other relevant nutrition topics as identified in the program development (e.g. dietary diversity, particular food groups, IFA supplementation, etc).

The agency is expected to conduct high-quality formative research on food choices of RMG workers to gain critical insights on various factors and drivers of food choices by RMG workers. Based on the inputs from the formative research and a review of national dietary guidelines, the agency will design a context specific

communication strategy and provide clear recommendations for structures, processes and systems for implementation.

The agency will propose an interactive methodology for developing the communication strategy and materials. The strategy should be developed based on the project objectives and the situation on the target groups. It should be possible for RMG factory management to implement the communication strategy at low costs). The strategy will identify relevant communication channels that allow factory management to implement the communication strategy using their existing structure (e.g. public announcement mechanism in RMGs).

The strategy will lay out the overarching objective for a long-term project and once approved, materials (to be decided but may include things like scripts, attractive brochure, flip chart, leaflet, poster, handbook, reminder apps, jingles, video clips for social media etc. for both worker and factory management) will be developed, keeping in mind they need to be acceptable to management as well. It is expected to collaborate with the relevant government representatives for the development and approval of communication materials. Moreover, it is expected to work together with the working groups established in the RMG factories (representing workers, caterers and management) to co-design the communication strategy in an iterative learning process. Where required, agency should have to take consent from the respective person before using his/her photograph & follow Bangladesh copyright Act. Based on the performance of the strategy and materials, the agency will review and update those where it is required.

1.3. Duration and deliverables

Duration of this assignment will be a total of 12 months including formative research, strategy development, materials development, distribution and activation and regular quality improvement. The work plan should be clearly indicating the expected activities by deliverables and timeline by month. The project implementing partners of SWAPNO will oversee the activation including of social media tools; and measure progress and performance accordingly. Main deliverables are i) Report of formative research; ii) Draft version of communication strategy; iii) Draft version of materials with Standard Operation Procedure (SOP) for initial approval of GAIN; iv) Approved version of communication strategy and materials tested in the field; v) Final version of communication strategy and comprehensive materials with a SOP ; vi) 3-minutes video clip to promote nutrition for workers in RMG sector that will be used in social media; and vii) Periodic progress report (monthly/quarterly); and viii) Final report on the use, uptake and lessons learned on the process and communication approach.

1.4. Proposal requirements

Extensive experience in formative research and insights research, developing communication strategy and designing communication tools/ materials related to food system and nutrition in the context of Bangladesh particularly targeting the RMG sector. The proposal should include:

1. Detailed profile/background of the agency including full names, expertise in the RMG sector, food system & nutrition, policy advocacy and other suitability for this project. A company profile including but not limited to summary of corporate structure and business areas, corporate experience, Experience in the development sector, example of some successful communication strategy already developed, location of offices, number and type of employees. Contact details of at least two references from a recent partner/client list is essential.
2. A proposal along with technical description, methodology, workplan against deliverables, project management etc. Qualifications of the key personnel will be involved for this assignment including resumes of the key team members and a description of the roles and responsibilities of each team members should be mentioned in the proposal.

3. A detailed budget proposal shall be quoted in BDT (Bangladeshi Taka). A comprehensive budget justification should be presented for each category of costs/expenses. All prices/rates quoted must be inclusive of all taxes/VAT as per rule of the Government of Bangladesh.

1.5. Proposal submission

Qualified agency is encouraged to submit technical and financial proposals together. The proposals shall be put into a covering letter with the subject line “SWAPNO-Consultancy to Develop Communication Strategy and Materials” and drop to GAIN Country Office, Flat- A2 & A3, House – NE(B) 2/1, Road- 71, North Gulshan-2, Dhaka, Bangladesh with a CD contains all softcopies. Please note that all proposals must be submitted in English. Only those are short-listed will receive an acknowledgment. Late proposals will not be accepted under any circumstances and proposals received after the due date and time will not be considered. The proposal shall be submitted on or before 30 August 2018, CoB 17:30 Dhaka time.

1.6. Management of proposal review process

1. Selection process: As part of the selection process, GAIN reserves the option to request clarifications regarding proposals that substantially qualify. Questions in the technical review are at GAIN's discretion and will only be directed to bidders who have submitted substantially responsive bids. GAIN will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern by GAIN. Final award is subject to other terms and conditions included in this solicitation, as well as successful final negotiation of all applicable terms and conditions related to the awarded contract.
2. Communication: All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RfP, the Project, the review panel, or any other party may be considered a conflict of interest; and could result in disqualification of the proposal. GAIN reserves the right to contact the contractor(s) to verify the information provided as part of the Proposal.
3. Right of rejection: GAIN reserves the right to reject any or all submissions or to cancel or withdraw this quotation 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.
4. 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.
5. 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.

1.7. General Terms & Conditions

GAIN along with an implementing partner will establish a partnership with the suitable selected agency through a grant agreement as per their organizational tools and procedure.

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.
2. Limitations about 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.

3. 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, and specifications developed by the applicant in relation to the activities shall vest exclusively and entirely with GAIN.
4. 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 documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.
5. GAIN follows zero-tolerance policy for any form of Bribery, Fraud, Corruption, Terrorism or Money Laundering. All entities undertake to comply with all applicable laws to ensure that it does not engage in any kind of criminal activity including but not limited to bribery, fraud, corruption, terrorism, money laundering and to maintain ethical business practices as well as not to commit any Prohibited Acts.
6. Indemnity/Release of Liability: All liabilities arising from or relating to the work associated with this project shall be the responsibility of respective organization and no liability of any nature shall be passed to GAIN.
7. Entitlement: Respective organization shall safeguard the interest of GAIN on its confidential information under the laws of the Government of Bangladesh. Organization will not use any documents or output from this project for any other projects without written approval from GAIN. This clause shall remain in full force and effect notwithstanding the expiry or termination of the partnership agreement.
8. Non-Transferability: Respective organization should not assign sub-contract, delegate or otherwise transfer or dispose of any of its rights or obligation under this agreement. However, the organization can buy or procure any service or goods to perform the project activities.