

REQUEST FOR PROPOSALS:

PROMOTION AND ROLE OUT ONLINE ADOLESCENT NUTRI-LEADERS COMPETITION

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. 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. GAIN's mission is to advance nutrition outcomes by improving the consumption of **nutritious and safe food for all people**, especially the most vulnerable to malnutrition (children, adolescents, and women). Working with governments, businesses, and civil societies, we aim to transform food systems so that they deliver more nutritious foods for all people, especially the most vulnerable. GAIN has a proven record of facilitating practical solutions that increase the nutritional value and safety of foods in ways that work for consumers, businesses, and governments. For more details, please visit: www.gainhealth.org

2. BACKGROUND

The purpose of this RFP is to find out an agency/firm to launch and promote a nationwide online competition for identifying adolescent leaders to work as ambassadors of nutrition in Bangladesh.

2.1. ADOLESCENT FOOD AND NUTRITION IN BANGLADESH

Adolescence (ages 10 to 19) is a crucial life stage for growing vibrant and healthy young people, while laying down lifelong eating habits. It could represent the last chance to reverse stunting. Adolescents are also the parents of the future; their nutritional status shapes the health of the next generation. Adolescents experience multiple burdens of malnutrition such as underweight, micronutrient deficiencies, overweight and obesity.

Food consuming behaviour of Adolescents revealed that they eat very few fruits, vegetables, and other micronutrient-rich foods, and too many products full of salt, sugar, and solid fats. These diets fail to position them for long, healthy, and productive adult lives. One of the main reasons that adolescents tend to eat badly is that in their daily routine, they are exposed to large amounts of both traditional and social media replete with unhealthy food marketing.

To contribute to combat this situation, GAIN has been implementing an adolescent nutrition programme titled 'Nourishing Dreams' by involving adolescents at every stage, incorporating their perspectives and guidance. The project works with adolescent boys and girls to better understand their food consumption behaviours. By listening to adolescents, GAIN is able to develop and implement programmes led by young people which better suit their needs and desires. It also gives us and our partners the opportunity to interact with this key population group and shape future choices towards more nutritious and safe foods.

The project implements a social campaign 'Bhalo Khabo Bhalo Thakbo' which is designed to empower the adolescents in expressing their dreams and also to understand the importance of nutritious and safe food to improve eating behaviors that will prepare for a better future. This campaign ignited over 1 million adolescents to take pledge for nutritious and safe food consumption. As part of post pledge activities, adolescents are getting nutrition related information and encouragement to do positive nutrition practices at family, school and community levels through this social campaign. To reinforce this effort and create a stronger base for adolescents to take charge GAIN wants to introduce an online competition in collaboration and association with government bodies to seek out for young leaders (**adolescent nutrition champions**) who could work as spokes-person and ambassadors for positive changes in the food environment for the adolescents and young people. This will not only activate their agency but also give them a sense of their power both collectively and at individual level.

3. OBJECTIVE

Under the Bhalo Khabo Bhalo Thakbo campaign, the main objective for the RFP is to develop an enjoyable online based nutrition competition for adolescents (age 10-19 years) that will judge their nutrition knowledge, nutrition negotiation and presentation/advocacy power in creative ways to the government. It will be expected

that by the end of the competition 10 finalist and top 5 champions will be identified we will not only believe and support the campaign movement but also actively play a strong role in spreading the word.

4. SCOPE OF WORK AND DELIVERABLES

4.1. SCOPE OF WORK

1. Generate strategic direction and modality for the national level online competition defining each levels along with the modalities for judgement and shortlisting
2. Identify a compelling thematic area and communication route for promoting the competition to get at least 10,000 registration at initial phase,
3. Develop communication materials and ensure effective placement in media for those communication in above the line (ATL – TV, Radio, Press), below the line (BTL – activation, school or online school club) channels for the pre-competition, during competition and post-competition communication activities.
4. Promote the top finalists and champions so that they can be positive influencers for the food environment and inspire relevant stakeholders like manufacturers, food providers and government.
5. Project coordination with GAIN (HQ & GAIN Bangladesh) and partners during the tenure of the competition and completion with structured work stream management and approval process.

4.2. DELIVERABLES AND TIMELINE

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the following table:

DELIVERABLE	DEADLINE
Proposal submission capturing the scope of work	11 April 2021
Final response regarding selection of Service Providing	16 April 2021
Contracting process and work plan finalized	22 April 2021
Registration call to action for the competition	15 May 2021
Competition	31 May 2021
Post Competition Promotion with finalists	15 June 2021

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

Key programme and technical staff from GAIN are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to GAIN.Bangladesh@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed budget in US Dollars, 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 GAIN prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal outlining the steps of developing the product.
- Financial proposal outlining budget accompanied by a budget narrative.
- List of relevant experience & expertise previous work reference/links
- Profiles/CVs of the key staff working on the project

4. SUBMISSION

Complete proposals should be submitted in electronic copy to: GAIN.Bangladesh@gainhealth.org

5. DEADLINE

Completed proposals should be submitted by **5:00 pm Bangladesh Time on 11 April 2021**.

6. 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.

7. REVISIONS

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

8. 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.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed 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 GAIN.Bangladesh@gainhealth.org prior to making their submission before the deadline specified in the timeline above.
- 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 its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. 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.

11. 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.

12. 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 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.

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 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. 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) 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 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.