

REQUEST FOR PROPOSALS (RFP)

COMMUNICATION AGENCY FOR DESIGNING AND PRODUCING AUDIO VISUALS, PROMOTIONAL MATERIALS, AND SOCIAL MEDIA CONTENT DEVELOPMENT

SUN BUSINESS NETWORK (SBN) - BANGLADESH

Issued by
Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

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. For more inquiries, please visit: <https://www.gainhealth.org/>.

2. PROJECT BACKGROUND & OBJECTIVES :

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that support SUN countries (along with UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through mobilizing business to invest and innovate in responsible and sustainable actions and operations. To do this, SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at national, regional and global level to support SUN Country plans. We believe that when consumers demand improved nutrition, business will act, and national economies will grow. Currently, the SBN is supporting over 30 SUN Countries, of which 18 of have an established national SBN.

The SUN Business Network (SBN) Bangladesh will build the capacity of 150 SMEs working in the food systems of Bangladesh. SBN is also building a coordinated approach to address the nutritional needs of female garment workers and their children in the ready-made garments (RMG) sector in Bangladesh. The SBN Bangladesh will identify opportunities to increase the availability and affordability of safe and nutritious foods for RMG workers through supporting new business cases for nutritious foods with Small and Medium Enterprises (SMEs) based around RMG production sites and will:

- Identify opportunities for capacity building of the Food SMEs across Bangladesh to increase access to safe, affordable and nutritious food.
- Closely coordinate with the BFSA, SME Foundation, BSTI and other stakeholders to assess the knowledge gap of SMEs on food safety management and business development.
- Arrange capacity building training sessions for food SMEs in urban and rural areas of Bangladesh including in Dhaka, Chittagong, Jessore, Sylhet, Narshingdi, and Kishoreganj.
- Support the validation process of the nutrition-sensitive business training curriculum. Capacity building lessons learned will be disseminated amongst SUN Networks and the SUN MSP – and throughout the SUN Movement, in order to advance global efforts to improve workforce nutrition policies.

3. SCOPE OF WORK

As part of the promotion of nutritious foods and awareness building of consumers, SBN intends to reach different target groups with emotionally captivating content on raising awareness on healthier diets, sustainable agriculture and alternative use of indigenous food through Audio Visuals to publish on digital media. In addition, short AV presentations on 4 business ideas/ ongoing businesses of SBN members will be produced.

SBN plans to generate ideas, design, and produce promotional items for relevant stakeholders with SBN branding. Finally, the agency will develop a pitchbook to provide a summary of the pitches by champion SBN members and a detailed visual business case studies highlighting the sustainable business model, nutrition sensitive value proposition, gender, and business human rights.

3.1 DELIVERABLES AND TIMELINE

The timeline for completion of all aspects of the Scope of Work and submission of deliverables on promotion of nutritious foods and building customer awareness is by end of October 2021.

Promotion of Nutritious Foods and Awareness Building of Consumers	
Summary of Tasks	<p>The Communication agency will carry out the following responsibilities:</p> <ul style="list-style-type: none"> - Pitching the ideas and methodology of producing short audio visuals/ stories on <ol style="list-style-type: none"> 1. Benefits of healthy diets on Adolescents - for digital platforms (mostly YouTube, Facebook) 2. Alternative use of traditional nutritious food (e.g. pulps from Orange Fleshed Sweet Potato can be used as alternative of flour for bakery items, roasted Pumpkin seeds as snacks, etc.) - digital platforms (mostly YouTube, Facebook) 3. Regenerative Agriculture (Govt project/s in Rangpur) 4. Four business cases in Barguna, Jhenidah, Barguna, and Narayanganj (for pitch competition presentation). - Design and development of pitchbook to provide a summary of the pitches by champion SBN members and a detailed visual business case study. - Design and development of 6 pages programme brief. - Provide design ideas of notebook, folder, promotional materials, and propose packaging for key stakeholders, and produce the items. - Develop awareness and promotional contents from the facts/ ideas provided by SBN.

Specific Deliverables	<ul style="list-style-type: none">- A total of 7 AVs of 2-3 minutes.- Designed and produced pitchbook.- Proposed promotional materials' design and produced materials.- Proposed nutrition sensitive awareness and promotional static content. <p>Note: The deliverable materials/documents should be in editable format.</p>
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3.2 TIMETABLE

The agency will be required to propose ideas, incorporate feedback, finalize the strategy, tools, and materials within 28 days of contract signing and produce the materials in 45 days upon approval of ideas/designs.

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 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 to be incurred in the delivery of the Scope of Work. 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. This is a competitive process; the winning bid will be selected on the basis of technical experience, budget and quality of proposal.

The payments will be made based on the milestones. And all payment of the activities will follow Bangladesh government VAT and TAX rules and regulations.

3. COMPETENCIES

Competencies	Experience and Qualifications:
	<ol style="list-style-type: none"> 1. At least 5 years of business experience in media/communication print and digital media circulation, with proven track record of developing, designing, and producing creative contents for mass-campaigns and social messaging. 2. Demonstrated previous experience in production and editing of AVs and especially on impact or success stories. 3. Experience in designing and producing promotional items. 4. Working experience with I/NGOs in nutrition/ public health is essential. 5. Ability to work under pressure. 6. Ability to respond to feedback in a timely and professional manner. 7. Should possess excellent communication skills, both in English and Bangla. 8. Must be attentive to details.

4. FORMAT FOR PROPOSAL

<p>Proposal Format</p>	<p>The proposal must include the following items:</p> <p>Technical proposal:</p> <p>The Technical Proposal should include detailed modality of possible activities under a mini campaign including potential outreach and creative samples of the following:</p> <ul style="list-style-type: none"> • Cover letter of the technical proposal • Tentative key messages to be disseminated to fulfil communication objectives; • Sample design of proposed materials and giveaways including audio visuals (weblinks); • Previous samples of creative materials (in line with Nutrition/ Public Health Communication); • Description of agency capabilities and related experience in designing project/campaigns, which communicate and promote awareness on nutrition/ public health; • Proposed Staff; <ul style="list-style-type: none"> - Staff members who will be assigned to this account; percentage of their time, which will be devoted to this account. - Description of key staff experience relevant to proposed ideas. • Creative ideas and sample of communication materials/giveaways for the planned and possible communication activities; • Strategic thinking and technical approach - Description of agency's approach for each material in line with the theme of the assignment • Proposed activity timetable. Unless otherwise agreed the duration of this assignment is two months; • References- please include names, contact numbers and the main type of services that your agency provides/provided current/former clients; • Curriculum vitae of team members <p>Financial proposal: A tentative consolidated budget of proposed campaign idea/ ideas including the agency's generic rate card. As the quantity of produced materials may vary, the budget should reflect a production cost of considerable and adjustable number of proposed materials, and should include the following:</p> <ul style="list-style-type: none"> • Cover letter; • Fees and its structure; • Financial schedule; • Communication agency time and fee including number of days and fee for each member of the team. This decomposition should be an integral part of the proposal; • The budget should be as detailed as possible including costing for all activities;
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| | <ul style="list-style-type: none">• Other elements that the agency considers relevant. |
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5. SUBMISSION

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

6. DEADLINE

15th March 2021 Bangladesh Time 11.59 PM.

7. 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.

8. REVISIONS

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

9. 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.

10. 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.

11. 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.

12. 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.

13. RELEASE OF INFORMATION

After awarding the proposal and upon written request to GAIN, only the following information will be released:

- 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 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 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.