



## Request for Proposals

"Development of Project Brochures for Rangpur and Dinajpur: Showcasing Outcomes and Activities of NICE project"

*An innovative Swiss consortium composed of Swiss TPH, ETH Zurich (Sustainable Agroecosystems Group and World Food System Centre), Sight and Life, and Sustainable Agriculture Foundation, has come together to make nutritious, and agroecologically produced foods available for vulnerable secondary city populations in Africa and Asia. Sustainable Agriculture Foundation Bangladesh carries the responsibility for selecting a consultant for this assignment in Dinajpur district of NICE project. This Request for Proposal details this particular undertaking.*

Date of Issue: 24<sup>th</sup> March, 2025

Closing Date: **13<sup>th</sup> April 2025, 11:59 PM**

Please direct questions and submissions to: [saf.bangladesh@susagfoundation.org](mailto:saf.bangladesh@susagfoundation.org)

## Who we are:

The **Sustainable Agriculture Foundation (SAF)**, formerly known as the Syngenta Foundation for Sustainable Agriculture (SFSA), boasts a remarkable 40-year legacy as a Swiss-based not-for-profit organization. Our unwavering commitment centers around a compelling vision: “a world in which smallholders, communities, and nature thrive together.” We deliver demand-led innovations in agriculture, ensuring sustainable market access. Since 2011, our Bangladesh office has spearheaded groundbreaking projects across agriculture, climate change, risk mitigation, carbon offset, nutrition, and rural economic development. These initiatives have positively impacted over a million smallholder farmers through strategic collaborations with local, regional, and international partners.

In July 2024, SFSA Bangladesh underwent a transformative rebranding, emerging as the ‘Sustainable Agriculture Foundation Bangladesh (SAF Bangladesh).’ As a legacy organization of the Syngenta Foundation for Sustainable Agriculture, we remain steadfast in our mission “scaling up collective action on markets and innovations so that farming can better serve smallholder families, rural communities, and nature”. Our ongoing and upcoming projects continue to enhance smallholder farming and agrifood systems in Bangladesh. [SAF Bangladesh implements the project ‘Nutrition in City Ecosystems \(NICE\)’ in Bangladesh since 2021.](#)

## Context of the Nutrition in City Ecosystems (NICE) project:

Food systems are essential to feed the world. However, current food systems also largely contribute to pollution and soil devastation while hunger and malnutrition persist. Also, people who earn their livelihoods in food systems are amongst the most exploited and vulnerable (ILO & OECD, 2019). Furthermore, most food systems lack the ability to adapt to shocks and stresses, become sustainable and reinforce longstanding power imbalances and inequities, including – but not limited to those of - gender, ethnicity, wealth, and land ownership.

It is in this context that a multi-country and multi-stakeholder project entitled “The Nutrition in City Ecosystems (NICE)” was developed and funded by the Swiss Agency for Development and Cooperation (SDC) to contribute to healthy nutrition through sustainable food production and more diverse and healthy dietary choices in urban food systems. The project is implemented in specific secondary cities (a secondary city is defined as a settlement with fewer than 500,000 inhabitants and that faces challenges related to their relative lack of resources) in Kenya, Rwanda and Bangladesh. The project is working in a participatory way with urban governments and local leaders (mayors, counselors, entrepreneurs, and leaders of agriculture and food sectors etc.) on relevant policies, sustainable food system concepts, and to change behavior with regards to the demand for food.

The Nutrition in City Ecosystems (NICE) project began its first phase of project activities on 1<sup>st</sup> August 2021. The NICE project focus on 6-9 food value chains (VC) per city in Bangladesh. To select the value chains the project focus on, a group of experts with key stakeholders will meet and agree on the value chains according to guidelines of International Fund for Agricultural Development (IFAD). The working group included the following key stakeholders: city officials, women and youth group, farmers representative, agroecological, value chain and nutrition experts.

To achieve its goals, the NICE project works towards four outcomes:

- The first workstream promotes good governance of food systems through the strengthening of multisectoral platforms at city level.
- The second workstream relates to increasing the availability and production of nutritious, local, and agroecologically produced foods. Social business models like the farmers hub are being introduced according to an analysis of the selected value chains.
- The third workstream focuses on the demand side, involving youth leaders, and the health and education sectors to increase the consumption of nutritious, local and agroecologically produced foods.
- The fourth workstream facilitates peer learning between the cities, across the workstreams, and countries. There will also be a scale up strategy that the 2 front-runner cities in each country start to share their learning with the national level and up to 4 other cities in their country, allowing NICE to contribute to learning about nutrition in secondary cities.

We are seeking a qualified firm, individual, or team to design and develop two brochures for our project, focusing on **Rangpur** and **Dinajpur**. These brochures will comprehensively cover all project outcomes and activities, effectively communicating key information to the target audience. The selected service provider must ensure high-quality content development, professional design, and accurate representation of the project's impact. The brochures should be visually engaging, well-structured, and aligned with our branding guidelines. Interested parties are requested to submit their proposals, demonstrating their expertise in content creation, design, and, if necessary, translation services.

## Objectives of the assignment

### Broad objective:

- Identify and visualize a Brochure of 6 pages (one for Dinajpur & one for Rangpur) covering NICE project's all outcomes and activities in the last 4 years. (Both Bengali & English)

### Specific objectives:

- The first step is to identify all the activities under 4 outcomes in Dinajpur & Rangpur.
- In a second step, developing the brochure's content covering all the activities from Dinajpur and Rangpur.
- In the third step, make the complete design with contents for both brochures.
- A specific focus should be given to the role of the women and youth in each value chain.

## Approach and methods

This consultancy will be carried out by a small mixed-gender team that has demonstrated knowledge on content development, communication, and design.

### Information Collection:

- Documents – Necessary Documents on NICE project will be shared.
- All the team members of NICE Team will be there for interview or discussion meeting to collect information regarding the Brochures.

**Field Visit-** The selected firm, individual, or team will be required to conduct one field visit to Rangpur and Dinajpur to gather firsthand insights, collect relevant data, and ensure accurate representation of project outcomes and activities in the brochures. This visit will be essential for capturing authentic

visuals, beneficiary testimonials, and contextual information to enhance the effectiveness and credibility of the final materials.

### Deliverables:

All files of Two complete Brochures (Dinajpur & Rangpur) with the final design approved by NICE project. (Both Bengali and English) both in printable and editable format.

### Timing and Duration of the Assignment

The activity is expected to be completed within 30 working days after the commencement of work.

### Resources:

The following resources will be required to conduct the activity:

1. **Copywriter** – Must be skilled in creating clear, engaging, and persuasive content tailored to the target audience.
2. **Designer** – Should have expertise in layout design, branding, and visual storytelling to create an appealing and professional brochure.
3. **Translator** – Must be proficient in accurately translating content while maintaining its original tone and intent for the target audience.

### Required components

Required components for proposal submission (see also evaluation criteria for additional guidance) are:

- a) Sample of previous relevant work.
- b) Composition of team with names and brief (maximum 3 page) bio of all key staffs
- c) Detailed proposal (maximum 5 pages)
- d) A detailed budget will be prepared, outlining the estimated costs for conducting the activity, including personnel, data acquisition, travel expenses, and other relevant costs.
- e) Risk and mitigation strategy
- f) Timeline

### Submission

Completed proposals should be submitted to [saf.bangladesh@susagfoundation.org](mailto:saf.bangladesh@susagfoundation.org) by 11:59 PM Bangladesh standard time on **13<sup>th</sup> April 2025**

### 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:

1. **Experience and Expertise (25%)**

- Demonstrated experience in designing and developing brochures, especially in the development or migration sectors.
  - Proven track record of working on similar projects, preferably with NGOs, INGOs, or government agencies.
2. **Technical Proposal and Approach (20%)**
    - Clear methodology for content collection, design, and finalization.
    - Understanding of project objectives and ability to translate them into engaging brochures.
    - Innovative and effective design approach.
  3. **Quality of Previous Work (15%)**
    - Portfolio showcasing high-quality design, content writing, and translation work.
    - Samples of previous brochures or similar communication materials.
  4. **Team Composition and Qualifications (15%)**
    - Qualifications and expertise of key team members, including copywriters, designers, and translators.
    - Experience in field research and content gathering.
  5. **Field Visit Plan and Execution (10%)**
    - A well-structured plan for conducting the field visit to **Rangpur and Dinajpur** for accurate data collection.
    - Strategy for incorporating field insights into the brochure content.
  6. **Budget and Cost-effectiveness (10%)**
    - Competitive and reasonable pricing aligned with the proposed scope of work.
    - Cost breakdown ensuring efficient use of resources without compromising quality.
  7. **Timeline and Deliverability (5%)**
    - Feasibility of the proposed timeline.
    - Commitment to meeting deadlines without compromising quality.

This structured evaluation will ensure the selection of a qualified and capable service provider who can deliver high-quality brochures that effectively communicate project outcomes and activities.

## Questions and Answers

Interested Consulting firms/Consultants will be able to ask questions up to 8 April 2025 (1 week after publishing the RfP).

## Right to Amend:

SAF Bangladesh reserves the right to amend or supplement this Request for Proposal by providing notice of amendments to all who have received the proposal document. Respondents may request to be notified of any amendments.

## Rejection of Proposals:

SAF Bangladesh also reserves the right to negotiate with the successful respondent changes in their proposal prior to, and/or as part of awarding a contract.

This Request for proposals neither expresses nor implies any obligation on the part of SAF Bangladesh to enter a contract with a vendor submitting a proposal.

NICE reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the proposal.