



REQUEST FOR PROPOSALS

EVALUATION OF PROJECT COMPONENT FOR IMPROVING ACCESS AND DEMAND FOR EGGS IN THE PROVINCE OF NAMPULA, MOZAMBIQUE

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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PROJECT BACKGROUND

1. 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.

2. Background

In its effort to combat chronic malnutrition, the Government of Mozambique has set out ambitious targets to reduce malnutrition under its multi-sectoral plan (PAMRDC1 2011 – 2020). The plan aims *“to accelerate the reduction of chronic malnutrition in children under five years of age from 44% in 2008 to 30% in 2015 and 20% in 2020, contributing to the reduction of infant morbid- mortality and assuring the development of a healthy and active society.”*

As part of these efforts and in recognition of the private sector role in tackling malnutrition, the *Catalysing Private Sector Participation in Scaling Up Nutrition in Mozambique* (CPSP) project aims to promote and support private sector engagement and investments on appropriate nutrition interventions in Mozambique, scale-up of adequate solutions and provide a contribution to evidence-based models and interventions for effective nutrition implemented by the private sector.

¹ Multisectoral Action Plan for the Reduction of Chronic Undernutrition/Plano de Acção Multisectorial para a Redução da Desnutrição Crónica (PAMRDC) creates space for a more active private sector in production, processing and service provision in nutrition.

CPSP has three main workstreams: 1) Scaling Up Nutrition (SUN) Business networks (SBN) to increase private sector commitments and resources for nutrition; 2) Workplace Nutrition (WPN) to sensitize government, private sector and employees to nutrition in the workplace; and 3) Scaling Up Marketplace for Nutritious Foods (SMNF) which aims to engage the private sector identifying, developing and scaling-up nutrition related products and services. As part of the SMNF portfolio, specific activities will be implemented to improve access and demand for eggs.

The importance of eggs in human health and specifically to improve growth in children is widely recognized. While beans are the most important source of protein for low-income populations in Mozambique, eggs are an important additional source of essential amino acids. A study commissioned by GAIN in 2018 estimates an average annual consumption of only 10 eggs per capita, and most of them are imported from neighboring countries. The low consumption of eggs is primarily due to high costs and limited availability in markets. For low and middle-income households, eggs remain relatively expensive at 8 to 10 MZN per egg.

As a response to the identified barriers, the **marketplace** component the SMNF workstream will provide technical assistance and grants on a competitive nature to small and medium enterprises (SMEs) producing eggs. By improving production, storage, transport and marketing of eggs in a sustainable and profitable way, it is expected that the production, quality, distribution, provision of eggs will improve, and costs will decrease. This, in turn, will lead to improved and increased access (availability) of eggs in Nampula markets.²

The **demand generation** component of SMNF aims to identify opportunities to improve demand for eggs by understanding the drivers of food choice of households including perceptions, attitudes and behaviours. It will likely include mass media, SMS and point-of-sale marketing activities to increase egg desirability and ultimately, demand. This component will be designed by GAIN and partners during the first semester of 2019. The target group is likely to be low-and middle-income populations living in urban and peri-urban areas in the province of Nampula.³

OBJECTIVES THE STUDY

The purpose of this evaluation is to measure how SMNF, which aims to increase access and demand of eggs, has modified perceived acceptance and egg consumption patterns. The aim is to evaluate the impact of demand generation activities on egg purchasing and consumption behavior with and without egg supply chain interventions to increase availability, and to elucidate the pathways through which this impact is achieved. Results of the evaluation will improve our understanding of how a demand generation approach which changes the desirability of a food, particularly an unpackaged food, can be applied to improve the consumption of a nutrient-dense food and ultimately, improve quality of diets in a setting like the northern provinces of Mozambique.

Specifically, the research questions for this work are as follows:

Primary research questions:

- i. Does provision of support to egg producers increase the availability of eggs?

² Another province may be included once the SMEs selection process is completed.

³ Same as above.

- ii. Does a demand generation campaign increase consumers', and particularly those from low-income households, willingness to acquire, purchase and consume eggs?
- iii. In the context of a demand generation campaign, does improving market-level availability of eggs have an added impact on consumer purchase and consumption of eggs?

Secondary research questions:

- (i) What factors have facilitated/ constrained market-level impact and potential for scale-up?
- (ii) What factors limit the availability and desirability of eggs?
- (iii) How did consumers perceive and respond to messages (e.g. motivational, instructional) of the demand generation approach for eggs?
- (iv) How did components of the demand generation approach (e.g. mass media, point-of-sale marketing) influence (or not) consumers' knowledge, attitudes and food choice for their household?

Expected *primary* outcomes to be measured include:

- Availability of eggs in market
- Desirability to purchase eggs
- Willingness-to-pay for eggs
- Egg purchase
- Egg consumption

Expected *secondary* outcomes to be measured include:

- Determinants of food choice (e.g. cost, convenience, perceived nutrition/health benefits)
- Attitude about egg consumption (e.g. perception of nutrition value, perception of eggs as a core food for children)
- Knowledge about key campaign messages

SCOPE OF WORK

Under this Scope of Work, GAIN is seeking a research partner to co-design with GAIN and then independently conduct an impact evaluation, using both qualitative and quantitative methods. The bidder will develop and implement a research framework that permits the assessment of impact of a marketplace and demand generation approach aimed at changing the desirability, purchase and consumption of eggs, and the intermediate outcomes and processes that may lead to (or limit) that impact.

TIMELINE

The proposed work will take place over the course of 2 years. Below is an estimated timeline of activities.

DEADLINES

RFP Launch:	28.03.2019
Proposal Deadline:	29.04.2019
Award of Contract:	6.05.2019 (estimated date)
Signing of Contract:	15.05.2019 (estimated date)
Baseline data collection:	15.07.2019 (estimated date)
Endline data collection:	01.10.2020 (estimated date)

EXPERT REQUIREMENTS

Expertise required in:

- Qualitative and quantitative research methodologies, including impact evaluation methodologies and econometric modelling methods
- Market research
- Consumer-based market research
- Ethnographic methods of qualitative interviewing
- IRB protocols and field research in Mozambique
- Staff with proficiency in Portuguese and/or relevant local languages
- Willingness and demonstration of capacity to use Nesstar software system (<http://www.nesstar.com/>) for data organization, management and visualization

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

A Review Panel of the organisation will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries on the RFP to rfp@gainhealth.org by 12 April. Responses to all received questions will be posted publicly. Responses will not be confidential except in cases where proprietary information is involved.

2. Budget

Applicants are required to provide an illustrative budget in US Dollars, in a separate document. The final budget will be elaborated as the scope of the marketplace and demand generation interventions are 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 should be presented for each category of costs includes: 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.

3. Proposals

The proposal should include:

- A proposal outlining research objectives and evaluation approaches. The proposal should include explanation of how the suggested design determines attribution.
- 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. **The applicant team must include a partner based in Mozambique, including letters of commitment.**

- A narrative that does not exceed 4 pages of single spaced in text inclusive of references, tables, and figures.

4. Submission

An electronic copy containing the documents along with all the required information including the fee proposal should be sent to the email address: rfp@gainhealth.org

The e-mail subject line should include the name of the organization submitting the proposal and “Mozambique SMNF Evaluation” in the subject line.

5. Deadline

Completed proposals should be submitted to GAIN by email **before 11:59 p.m. Central European Time on 29 April 2019.**

6. 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.

7. Revisions

Proposals may be revised by electronic mail 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 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 the responsible person at GAIN under section V point 1., 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.

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.

I. 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 reserves 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:

Elements of the proposal will be weighted equally based on:

- Clear articulation and understanding of the task
- Demonstrated ability of team
- Competency and track record to conduct proposed research

The full proposal evaluation criteria and weights presented below. All proposals and budget will be evaluated separately.

- Technical quality of proposal 50%
 - Clear articulation of methods to meet stated research objectives
 - Develop evaluation framework to assess
 - Strength of methodology to attribute observed impacts to program activities
- Competencies and roles 30%
 - Experience working in relevant topical areas
 - Organisational capacity to conduct research outlined in RFP
 - Organisational capacity to conduct additional methodology
 - Demonstrated ability to produce work in a timely fashion
 - Experience working in Mozambique
- Budget 20%

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.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. 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:

- 2.1 [to be completed]
- 2.2 [to be completed]
- 2.3 [to be completed]
- 2.4 [to be completed]

3. 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.

4. 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 [add month and year] in [add location]

_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)