

GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

EXPRESSION OF INTEREST FOR CIVIL SOCIETY ORGANIZATIONS BASED IN KADUNA STATE

(PARTNERSHIP RELATIONSHIP)

COMMUNITY BASED DEMAND GENERATION INTERVENTIONS IN DESIGNATED LGA FOR THE ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND) PROJECT IN KADUNA STATE.

Issued by The Global Alliance for Improved Nutrition (GAIN)

(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 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. 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

This Request for Proposal (RFP) is issued and will be administered by the Global Alliance for Improved Nutrition (GAIN) in respect of the Enhancing Access to Safe and Nutritious Diets (ENSAND) project. The Enhancing Access to Safe and Nutritious Diets (ENSAND) project is a 5-year project that seeks to improve the dietary quality of Bottom of the Pyramid (BOP) households by increasing egg consumption amongst children. The focus is mainly on young children aged six months to nine years in the FCT, Kaduna, and Kebbi states.

The project's strategic approach targets out-of-school and in-school children. For in-school children, the project aims to leverage the Nigerian Social Investment Program (NSIP), specifically the Home-Grown School Feeding Program (HGSFP), targeting children from Bottom of the Pyramid (BOP) households attending government primary schools (classes 1-3). While for out-of-school children, the focus is on children aged 6-59 months, who are younger siblings of the in-school children. The project's intervention strategy cuts across three dominant and mutually reinforcing intervention pathways: Enabling Environment, Access, and Demand Creation, and each pathway is designed to achieve a set intermediate outcome geared towards the project impact as outlined below:

The Access Pathway aims to ultimately increase and sustain egg availability and consumption by school children/BoP households in FCT, Kaduna, and Kebbi states by at least 30% through interventions targeted at PAN and state-lead egg aggregators for the HGSFP. The anticipated key immediate/intermediate outcome includes improved procurement/distribution and coordination capacity, access to finance/ business services, and overall efficiency of egg aggregators.

The Enabling Environment pathway will focus on the broader institutional, governance, and political factors to support accessibility, availability, and increased consumer demand for the project's success. The core of this pathway will be to work with the government of Nigeria at various levels and other relevant actors to ensure buy-in, ownership, credibility, and sustenance of the key intervention mix.

The Demand Creation pathway will utilize commercial marketing techniques to increase access and consumption of eggs, including motivating parents/caregivers in BoP households to support and sustain egg consumption by children aged 6 months to 9 years old in Bottom of the Pyramid (BoP) households.

(3) Purpose, description and scope of work

The purpose of this Expression of Interest (EOI) is to identify viable civil society organizations to conduct demand generation activities in selected LGAs in Kaduna state. These local government areas include Kaduna South, Kaura and Sabon Gari LGAs. The goal is to increase the demand and consumption of eggs by in-school and out of school children aged 6 months to 9 years old on the school feeding programme and their siblings in designated Bottom of Pyramid households. The demand generation pathway of the ENSAND project is in 3 prongs. Prong 1 will focus on ATL/mass media through radio and Prong 2 will utilize Below The Line strategy with an emphasis on market activation/branding while Prong 3 will be rooted through community outlets led by civil society organizations. These three prong approaches will be mutual and complementary. The core activities of the prong 3/community outlet of the demand generation will include school and community-based interventions that centre on nutrition awareness and education with in-school and their out of school siblings in BoP households. The objective is to improve access and consumption of eggs in the school feeding programme and BoP households. Other elements of this approach will involve engagements with PTAs, parents/caregivers, teachers and religious/community leaders aimed at improving awareness and knowledge that will enhance the desire and motivation of parents to feed their children on eggs. Therefore, this EoI is limited to the prong 3 elements of the demand generation pathway.

The scope of work for this EoI will include the following;

- Participate in a comprehensive organizational assessment leading to a 3-5 days programme development workshop organize to finalize plans for the implementation of agreed interventions co-developed and intended to improve the demand and consumption of eggs by in-school and their out of school siblings.
- With guidance from the ENSAND team and based on the agreed intervention, develop

a detailed activity workplan and corresponding budget for implementation by the CSO in designated LGAs.

- Provided periodic progress reports (Finance and programmatic) of intervention.
- Participate in prescribed programme coordination and review meetings to appraise intervention strategy and address emerging issues aimed at improving access and demand for eggs by designated children.

(a) Expected outcome and deliverables:

The expected outcome of this activity will include the following;

- In school children advocates mobilized and support egg consumption in the school and at home with their out of school siblings.
- Increased the number of children aged 6 months to 9 years old consuming egg at least once per week in designated HGSFP and Bottom of the Pyramid households in designated LGAs in Kaduna state.
- Improved the desire of parents/caregivers to feed their children on eggs once a week in the households.

(1) Scoring

Elements of the proposal will be weighted equally based on:

- Clear articulation and understanding of the task.
- Strategic approach that assigns with the anticipated outcome.
- Demonstrable competencies and track record of previous experience that is similar to the current task.
- Technically sound team.

- Cost effectiveness/competitive status.

(5) Timelines

S/N	Activities	Timelines
1.	Deadline to submit questions if any	5th February 2024
2.	Proposal Submission	14th February 2024
3.	Organizational assessment	TBD
4.	Programme development and contracting	TBD

Qualifications

The civil society organization (CSO) of interest shall have physical evidence of operations in Kaduna state. Those already implementing programmes in the specified LGAs of focus will have an added advantage. The preferred CSO/CSOs should have major programming experience in the food system value chain with a particular focus on nutrition, children, and women. Such organizations should have significant interest/experience in community awareness/campaign activities, capacity building and Social Behaviour Change and Communication intervention. The organization must also have adequate personnel with the right level of skill sets to implement anticipated community bas demand generation interventions intended to motivate parent/caregivers to feed their children on eggs at least once a week. In addition, the preferred CBO/CSO should have a minimum of 5 years of working experience that spans the broad spectrum of project management (Design, reporting, financial management, M&E) required of a standard civil society organization. Moreover, such organizations must be legally registered to operate in Nigeria and with the CAC.

(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

Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: nquotation@gainhealth.org, copying datamewalen@gainhealth.org , digelle@gmail.com and ierhabor@gainhealth.org. Queries sent by 5 February, 2024, at 5:00pm EST will be responded to on 8 February, 2024. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

SUBMISSION

The original EOI should be submitted in electronic copy **on or before 14 February 2024** to email address; nquotation@gainhealth.org Please indicate EOI for Demand Generation Work as the subject matter for your submission.

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