

GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

REQUEST FOR PROPOSALS CONSULTANCY SERVICES TO DELIVER A MULTI-STAKEHOLDER HUMAN CENTERED DESIGN (HCD) SESSIONS ON NUTRITION SENSITIVE SOCIAL PROTECTION POLICY FOR THE ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND) PROJECT

ISSUED BY THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)

The Global Alliance for Improved Nutrition (GAIN) is a Swiss based foundation launched at the UN in 2022 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.

Through our social protection programme, GAIN seeks to explore and elevate the potential for human-centered design (HCD) approaches to enhance the nutrition impact of social protection systems. Access constraints faced by the most vulnerable beneficiaries and misalignment of offerings with nutritional and dietary needs limit the extent to which social protection can result in nutrition impact. Together with partners GAIN is developing a set of resources (or toolkit) for applying HCD to nutrition-sensitive social protection systems, including guidance for contextualizing the toolkit to varying policy environments, socio cultural contexts, and nutrition aims.

The purpose of this RFP is to engage services of two consultants (individual or company) one in Ethiopia and one in Nigeria to:

- Test and give feedback on initial tools and methods
- Customize the set of resource (or toolkit) using the provided guidelines.
- Use the resource to deliver a multi stakeholder human centered designs session(s) on nutrition-sensitive social protection policy.
- In Nigeria, the exercise will focus on the National Home-Grown School Feeding Program (NHGSFP)

The consultants will work with GAIN and partners to pilot and adapt the generic resources

to the country and case-study context based on the guidelines provided to deliver an HCD workshop yielding user feedback on social protection systems and of the workshop process itself.

Kindly visit the link below for the full terms of reference: **[To Deliver a Multi-Stakeholder Human Centred Design Sessions on Nutrition Sensitive Social Protection Policy for ENSAND](#)**

The RFP should be submitted in electronic copy on or before **27th September 2023** to email **nquotation@gainhealth.org**; Please indicate ‘HCD for Social Protection Work” as the subjects matter for your submission.

Please direct all inquiries and other communications to the GAIN email address nquotation@gainhealth.org copying datamewalen@gainhealth.org digelle@gmail.com and awenndt@gainhealth.org

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 (ENDSAND) 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 primary purpose of this RFP is to engage the services of a below the line (ATL) media agency to provide commercial marketing services aimed at increasing the demand of egg as a nutritious food for consumption by children aged 6 months to 9 years old in Kaduna state. To achieve this objective, the preferred media agency will provide the following services

- Develop a BTL market activation strategy and plan to motivate parents/caregivers to increase egg consumption by children by ensuring they eat at least one egg per week.
- Buying and placement of Point of Purchase (POP) activation in line with the agreed BTL plan.
- Monitoring the BTL plan to provide input into the programme evaluation process to achieve the projects objective.

Kindly visit the link below for the full terms of reference: **To Deliver a Multi-Stakeholder Human Centred Design Sessions on Nutrition Sensitive Social Protection Policy for ENSAND**

The original proposals should be submitted in electronic copy on or before 13 September 2023 to email address: **nquotation@gainhealth.org** please indicates BTL Demand Creation Work as the subject matter for your submission.

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 September 5th, 2023 at 5:00pm EST will be responded to on September 8th, 2023. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.