



**Request for Proposals
Women's Nutrition Project**

Extend the Submission Due Date

Posted Date:	July 8, 2022
Title:	Campaign Support to Accelerate progress on Girls' and Women's Nutrition
Anticipated Period of Performance:	August 1, 2022 - December 31, 2022
Proposals Due:	July 29, 2022

I. INTRODUCTION & BACKGROUND

FHI Solutions, a subsidiary of FHI 360, is an international nonprofit with a longstanding and proven track record improving global nutrition through innovative, evidence-based and scalable approaches. We collaborate with a wide array of best-in-class global actors, ensuring people around the world have the nutrition they need to lead healthy, happy and productive lives.

FHI Solutions is seeking a **Creative Agency** to provide Campaign Support to accelerate progress on girls' and women's nutrition. The Women's Nutrition Project draws upon the expertise of three centers of excellence at FHI Solutions through the Alive & Thrive, Intake, and 1,000 Days Initiatives.

Today, malnutrition is the single largest cause of death among women¹. More than one billion women experience at least one form of malnutrition and women suffer from at least 60% of the world's malnutrition². Malnutrition for girls and women is an issue of equity, as well as poverty, since girls and women are twice as likely to suffer from malnutrition than men and boys³.

Girls and women have an innate right to good nutrition. At the same time, poor nutrition for girls and women continues to undermine the human, social, and economic development of almost every country in the world.

In support of our Action Agenda on girls' and women's nutrition, FHI Solutions is requesting branding and communications expertise to build a bold, organic coalition across health, gender equity and climate sectors, driven by an accessible brand and call to action. The overall objective is to drive measurable action from the donor community, governments in low and middle-income countries, and other stakeholders towards system-wide investments that improve girls and women's nutrition.

While it is crucial to focus on a comprehensive multi-sectoral approach to nutrition, given that no country is on target to meet the World Health Assembly targets, special emphasis must be placed on girls' and women's nutrition to galvanize political attention, develop gender responsive policies, and make well-targeted investments.

The prevalence of anemia in girls and women of reproductive age has remained largely unchanged for

decades. Anemia is multi-causal, requiring action across sectors including gender equality, food, and health systems and climate. Yet the evidence and actions to address anemia have been generated and advanced in silos. At the same time, suboptimal nutrition for women during pregnancy is correlated with low birth weight, which is, in turn, a major predictor of perinatal mortality and morbidity as well as a risk multiplier for noncommunicable diseases (NCDs) later in life. Similarly, new energy and advocacy are needed to defend the primacy of exclusive breastfeeding as a child's first food and essential building block for life-long immunity and resilience.

While girls and women's nutrition demand a multi-sectoral response, it is often not given the attention it deserves, in part, due to confusion about the scope of its definition, which interventions to prioritize, how to cost them and how to best integrate them into broader health, food, social protection and other systems.

In the past, policy cohesion and leadership within policy communities has been a critical success factor for accelerating attention and driving resources towards issues, such as family planning and HIV AIDS. Urgent attention from the donor community and domestic governments in low- and middle-income countries (LMICs) is needed to rapidly scale preventive interventions, not only for interventions to make progress on anemia, low birth weight, and improve breastfeeding but to also direct funding towards investments that address structural drivers of poor nutrition.

Now more than ever, we need to combine efforts and strategically multiply our impact to build a systematic action agenda for women's and girls' nutrition that adds value to movements already fast happening in the gender equity and climate space.

Doing so requires a re-energized, visible, vocal, and coordinated multi-stakeholder communications effort to drive stronger political will, address gaps in policies, programs, and services, as well as the development of innovative and effective delivery platforms. In context of a challenging funding climate where efforts are focused on climate change, COVID-19 recovery, and on mitigating the impacts of the Ukraine crisis, we need communications that stand out.

By engaging with allies and influencers who specialize in the gender equity, climate change, and the food systems nexus, and by appealing to global health and nutrition communities, we request agency support to build a cohesive narrative, brand and tailor communications that truly resonate and spark change.

The Agency will report to the Women's Nutrition Project Director. Success in this role requires a deep passion for and commitment to the mission as well as an entrepreneurial, can-do mindset.

II. TARGET AUDIENCE:

Primary Global level (donor audiences):

- USAID
- French Development Agency
- Global Affairs, Canada
- Japan International Cooperation Agency
- World Bank
- African Development Bank
- Asian Development Bank
- Islamic Development Bank
- Global Fund for Women
- Philanthropies

Primary at country level:

- Government of India
- Government of Ethiopia

- Government of Nigeria
- ASEAN region

Secondary audiences: Health, climate, and gender equity advocates (both international NGOs and country-level civil society networks)

III. SCOPE OF WORK AND TASK DESCRIPTION

1. A unique and implementable campaign name
 - Leverages the insights from formative research and is rooted in the behaviours of our target audience
 - Can be used by health, climate and gender and has relevance, longevity, and flexibility
 - Responds to brand values
2. An engaging yet simple website
 - Built to engage across sectors, beyond the nutrition community.
 - Helps deliver FHI Solutions’ project communications strategy
 - Is inclusive and has broad appeal across our target group
 - Translated into French and Spanish (include budget line item separately).
3. White label assets for broad base use
 - Adaptable white label social media toolkit, including designed collateral, such as infographics, straplines, videos, calls to action, GIFs.
 - Translated into French, and Spanish (include budget line item separately)
4. Narrative support and key messages tailored to audience
 - Provide support on a clear pact or call to action.
 - Provide support to FHI Solutions on messaging and compelling calls to action.
 - May include the development of tailored messages, calls to action, and elevator pitches.

**Deliverables should be aligned with the Communications Strategy provided by FHI Solutions. FHI Solutions will provide a clear set of coalition values, an articulation of the problem statement and a style guide on tone of voice. We will also provide analysis from stakeholder and formative research to exemplify the problem statement. If you plan to carry out additional formative research, please specify the process and timelines for this in your application.

IV. Anticipated Timeline

The selected Agency will begin working with the Woman’s Nutrition Project on August 1 through December 31,2022.

V. ANTICIPATED CONTRACTUAL MECHANISM

It is anticipated that a fixed price agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. A payment schedule with deliverables linked to fixed payments will be negotiated and included in the contract. Payments will be contingent on timely submission of deliverables and invoices, and approval of deliverables. The total budget for this should include a mix of agency services and some dedicated funding for digital advertising to amplify the effort.

VI. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, LConstien@fhi360.org and cc: Meaza Getachew, mgetachew@fhisolutions.org no later than **July 29, 2022 at 5 p.m. EDT**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **July 25, 2022 at 5 p.m. EDT**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference “Creative Agency Campaign Support” in the subject line.

VII. SUBMISSION REQUIREMENTS

The proposal that supports the agencies creative pitch should include the following:

- Introduction to the agency (2-page resume, credentials, case studies, etc.), including background information and relevant experience.
- A proposal detailing the agency’s approach to achieving the scope of work as outlined above, illustrating a full understanding of the project objectives and the role of creative support. This should include a description of deliverables with timelines
- A detailed line-item budget, in US Dollars, in the provided format showing anticipated costs of the proposed scope of work. A brief narrative explanation and justification for each line item must be included in a separate section entitled “budget notes.” Include data to support actual costs and/or methodologies to support cost estimates. All projected costs must be in accordance with the organization’s standard practices and policies.

To the extent that indirect costs are applicable, they are subject to the following limits:

- 0% for government agencies and other private foundations
- up to 10% for U.S. universities and U.S. community colleges
- up to 15% for non-government organizations (NGOs), Multilateral Organizations, Non-U.S. Universities and For-profit organizations.

If the organization has lower indirect rates, the lower rates should be used.

- At least two references from clients that similar work was performed for, or examples of that work

VIII. SCORING CRITERIA

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. Technical Proposal to accomplish above scope of work and recommended deliverables with respective timelines: 40 points
- B. Cost Proposal: 40 points
- C. References/examples of relevant campaign work: 20 points

IX. MISCELLANEOUS

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email received at any time before award.

FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
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