**Request for Proposals**

**1,000 Days Initiative**

**Extend the Submission Due Date**

**Posted Date:**  August 9, 2021

**Anticipated Period of Performance:** August 2021 – September 2021

**Title:**  N4G Stakeholder Communications Toolkit

**Proposals Due:** August 24, 2021

1. **INTRODUCTION**

The first 1,000 days are a time of tremendous potential and enormous vulnerability. How well or how poorly mothers and children are nourished and cared for during this time has a profound impact on a child’s ability to grow, learn and thrive.

An Initiative of FHI Solutions, we are leading the work in the U.S. and around the world to ensure women and children have the healthiest first 1,000 days. Our mission is to make the well-being of women and children in the first 1,000 days a policy and funding priority.

We are passionate about turning evidence into action and we use our deep understanding of the science and the issues to help shape policies that improve the lives of moms and babies in the U.S. and throughout the world. In Washington D.C. and in global capitals the world over, we make the case to policymakers, leaders and those who influence them that brighter futures begin with ensuring mothers and children everywhere have a thriving first 1,000 days. We create a sense of urgency for policymakers to act during a child’s first 1,000 days because we know that failure to do so can have lasting, irreversible consequences for children, their families and society.

1. **BACKGROUND**

The [2021 Nutrition for Growth (N4G) Summit](https://nutritionforgrowth.org/events/) is a global effort to transform the way the world tackles malnutrition by uniting knowledge, resources, and commitments from countries, donors, non-governmental organizations (NGOs), businesses, and beyond. As hosts of this year’s Summit, the Government of Japan has called on stakeholders to announce SMART financial, policy, programmatic, or impact commitments that are data-driven and cover one or more of the core areas identified by the Government of Japan:

* Health: Integrating nutrition into Universal Health Coverage (UHC).
* Food: Building food systems that promote safe, sustainable and healthy diets that support people and planetary health.
* Resilience: Effectively addressing malnutrition in fragile and conflict-affected contexts, supporting resiliency.

Since April 2021, a multi-stakeholder constituency group (Taskforce) has convened to identify priority areas of action and activities that support joint commitment mobilization and/or momentum building towards the N4G Summit. The Taskforce identified an urgent gap: the lack of turnkey materials and messaging for leaders from different sectors to raise visibility and engage their networks and advocacy targets in our collective efforts. Through the August-December period, the Taskforce will work together in earnest to prepare and deploy a joint, high-level communications plan that details a timeline of key milestones/dates, social media content and guidance, and unbranded communication materials and a high-level nutrition narrative that constituency members can adapt and amplify through their respective N4G communications and advocacy

1. **SCOPE OF WORK AND TASK DESCRIPTION**

The Consultant will synthesize existing communications and advocacy resources (Annex A) into a high-level communications toolkit to inspire multi-stakeholder action from September-December. In coordination with 1,000 Days’ Global Policy & Advocacy Manager, the consultant will work to:

* Develop a communications toolkit that includes a high-level nutrition narrative to inspire forward-looking commitments toward the N4G Summit across and builds on the updated versions of the [Vision and Roadmap](https://nutritionforgrowth.org/wp-content/uploads/2021/04/Vision_Roadmap_4.6.2021.pdf), [Key Messages](https://nutritionforgrowth.org/wp-content/uploads/2021/04/KeyMessages_4.6.21.pdf), and [Commitment-making guide](https://nutritionforgrowth.org/wp-content/uploads/2021/04/CommitmentGuide_4.27.21.pdf)
* The Toolkit should include a timeline of key milestones/dates (informed by the Taskforce’s milestone moments below) and key messages (to be used in social media, newsletters, on websites, etc.) that constituency members can adapt and amplify across their networks via their respective N4G communications and advocacy.
* Integrate a World Food Day launch concept to engage all audiences around the narrative, key messages and resources (e.g. via a social media campaign or virtual event). Content to be developed may include a media advisory, press release, opinion editorial or other materials to be determined.

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| Dates | Events & processes |
| **Ongoing until end of year** | IDA 20 Replenishment |
| **14-30 September** | UNGA 76th Session + UN Food Systems Summit |
| **September** | Nutrition Accountability Framework launch |
| **Ongoing****5-6 Sept.** | G7 /G20G20 Health Ministers Meeting |
| **12-18 October** | WB Annual Meetings – possible MoF Ministerial  |
| **October** | IDA Deputies Meeting |
| **October 16** | World Food Day |
| **29-30 Oct** | G20 Joint Finance and Health Minister’s Meeting. |
| **COP26, 31 Oct to 12 November, Glasgow** | COP26 is on the GoJ Roadmap and is a priority across the constituencies  |
| **November, tbc** | GNR report launch  |
| **7-8 December** | N4G Summit (virtual + Tokyo, JP) |

**TASK DESCRIPTION**

* Review, catalogue (e.g. via Trello) and (when appropriate) maximize existing resources to make the work feel integrated with other products and to capitalize on pre-approved work.
* Stakeholder engagement with Taskforce communications sub-group to build materials with the end-users in mind and in close coordination with 1,000 Days’ staff.
* Develop messaging guide and connected resources.
* Develop World Food Day marketing concept.
* Additional planning and reporting, as needed
1. **Anticipated Deliverables, Tasks and Timeline**

The consultant reports to the Global Policy and Advocacy Manager at the 1,000 Days Initiative. She coordinates their activities with other members of the 1,000 Days team. The assignment is to start as soon as possible and be completed by October 31, 2021.

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| By August 20 | Contract awarded |
| By September 1 | Material catalogue completed; first outline of the communications toolkit submitted |
| By September 30 | Stakeholder engagement ongoing; materials drafted and in revisions; World Food Day concepts developed |
| By October 8 | All material developed, finalized and distributed to stakeholders. |
| By October 31 | Final reviews, wrap-up material, evaluation of World Food Day engagement completed and materials turned over. |

**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: Nell Menefee-Libey, Advocacy and Outreach Associate, Nmenefee-libey@fhi360.org, no later than **August 24, 2021 at 5 p.m. ET.** 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 **August 20, 2021 at 5 p.m. ET**. Answers will be shared with all organizations that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference “N4G Stakeholder Communications Toolkit” in the subject line.

**SUBMISSION REQUIREMENTS**

To be considered, bidders must provide via email:

1. An updated CV for each proposed person
2. An expression of interest letter or cover letter
3. A draft proposal outlining your proposed methodology to developing the communications toolkit as outlined above, a timeline, and remuneration requirements (cost proposal–see below). Annex A provides an overview existing resources the toolkit will lift from.
4. An example of past work to develop a similar communication toolkit.
5. At least two references from clients that similar work was performed for, or examples of that work.
6. Email address where confirmation of submission can be sent.
7. A cost proposal (see below).

**Cost Proposal:** The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables. The total budget for this project is capped at $30,000.

**For an individual consultant:**

Please provide a budget that reflects costs (including unit cost and number of units) for the activity, and a short budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. The cost proposal should include a proposed daily rate. Indirect costs are not permitted in individual consultant cost proposals.

**For an organization:**

Please provide a budget that reflects costs (including unit cost and number of units) for the activity, and a short budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. To the extent that indirect costs are applicable, they are subject to the following limits:

* 0% for government agencies, other private foundations and for-profit organizations
* up to 10% for U.S. universities and other academic institutions
* up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

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

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed. **All quotes must be in US Dollars.** The cost proposal for this project with a detailed budget should not exceed **USD 30,000**. Cost effectiveness is considered critical. Please find attached the budget format for reference.

**SCORING CRITERIA**

Proposals will be scored by an evaluation committee as follows:

1. Expression of interest, proposal and CV(s) (#s 1-3 above): 40 points
2. Cost Proposal (#7 above): 40 points
3. References/examples of work (#s 4-5 above): 20 points

**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
* FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation

**ALAnnex A: Stakeholder advocacy & communications resources**

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| Resources / issues  | What exists  | Collaboration opportunities  |
| **Key / overall messages** | [N4G Key messages](https://nutritionforgrowth.org/wp-content/uploads/2021/04/KeyMessages_4.6.21.pdf) Joint Statement with UNFSS (draft) |  |
| **Advocacy Toolkits** | [1,000 Days, ICAN Nutrition for Growth Year of Action Advocacy Toolkit](https://spark.adobe.com/page/HPKWsuW0D5dSl/)[SUN CSN Advocacy Toolkit: Implementation of the SDGs at the National level.](https://scalingupnutrition.org/news/new-sdg-toolkit-and-scorecard-equips-civil-society-with-tools-needed-to-advocate-for-better-nutrition-policy/) N4G Advocacy toolkit [SDG2 Hub Good Food for All Trello Board](https://trello.com/invite/b/WYRIO5jo/976a49e96b14d9ca24d1bec21faa0c2c/good-food-for-all)GNR NAF Toolkit [ST4N Investor Briefs](https://www.standingtogetherfornutrition.org/resources) | There is power in reinforcing the same song sheet.Advocacy toolkits to be used in cascade effect by partners. See above. |
| **Statements** | [G7 Carbis Bay Communique](https://www.g7uk.org/wp-content/uploads/2021/06/Summary-of-Carbis-Bay-G7-Summit-Communique-PDF-248KB-2-Pages.pdf)[G20 Matera Declaration](https://www.g20.org/wp-content/uploads/2021/06/Matera-Declaration.pdf) | See above. |
| **The challenge: Malnutrition & COVID-19** | [Global Nutrition Report 2020](https://globalnutritionreport.org/reports/2020-global-nutrition-report/) [STfN Lancet Commentary](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2820%2931647-0/fulltext)[Join the Call to Action](https://www.standingtogetherfornutrition.org/take-action)[1,000 Days COVID-19 and malnutrition video](https://thousanddays.org/resource/covid19_and_malnutrition_video/) [1,000 Days 2 pager](https://thousanddays.org/wp-content/uploads/Malnutrition-COVID_2Pages.pdf)[State of Food Security and Nutrition in the World 2021](http://www.fao.org/publications/sofi/2021/en/)GNR country profiles | Greater uptake & dissemination of ST4N scenario modelling – All to speak to pessimistic models. |
| **The investment case: the benefits & jeopardies** | An [Investment Framework](https://www.worldbank.org/en/topic/nutrition/publication/an-investment-framework-for-nutrition-reaching-the-global-targets-for-stunting-anemia-breastfeeding-wasting) for Nutrition[The 2021 Lancet Series](https://www.thelancet.com/series/maternal-child-undernutrition-progress) on Maternal and child Health 2021[The Third Copenhagen Consensus: Hunger and Malnutrition Assessment](https://www.copenhagenconsensus.com/publication/third-copenhagen-consensus-hunger-and-malnutrition-assessment-hoddinott-rosegrant-torero)[Chatham House: The Business case for Investment in Nutrition](https://www.chathamhouse.org/2020/07/business-case-investment-nutrition) and upcoming follow up research: Estimating the Cost of Stunting to Businesses in LMICs from the Power of Nutrition.[RESULTS: Malnutrition is Sexist: The determinants of malnutrition for women and girls](https://www.results.org.uk/publications/malnutrition-sexist-determinants-nutrition-women-and-girls)[R4D’s Tracking aid for the WHA nutrition targets: Progress towards the global nutrition goals between 2015 to 2019.](https://r4d.org/resources/tracking-aid-wha-nutrition-targets-global-spending-roadmap-better-data/) | Synergize on messaging on the cost of inaction -particularly in light of ODA cuts.  |
| **Solutions: Success stories** | [Success stories on N4G website](https://nutritionforgrowth.org/success-stories/) [IFPRI, Stories of Change](https://www.ifpri.org/project/stories-change-nutrition) [Exemplars](https://www.exemplars.health/) (and academic article in clinical nutrition covering Exemplars)See SUN Country Case Studies | Share success stories |
| **The opportunities: The Year of Action & N4G Summit** | [N4G 2021 Vision & Roadmap](https://nutritionforgrowth.org/wp-content/uploads/2021/04/Vision_Roadmap_4.6.2021.pdf) [SUN YoA webpage](https://scalingupnutrition.org/progress-impact/nutrition-year-of-action/) [SUN Vision for Nutrition Year of Action](https://scalingupnutrition.org/wp-content/uploads/2021/04/SUN-A-vision-statement_ENG_web.pdf)  | Constituencies highlight the multiple opportunities presented by the YoA for making commitments  |
| **Commitment formulation** | [N4G 2021 Commitment Guide](https://nutritionforgrowth.org/wp-content/uploads/2021/04/CommitmentGuide_4.27.21.pdf) [Guidance for SUN stakeholders in 2021](https://scalingupnutrition.org/wp-content/uploads/2021/02/Key-steps-for-2021-Nutrition-Year-commitments.pdf) |  |
| **Nutrition, food systems & the UNFSS** | Joint UNFSS / N4G narrative [ICAN & SUN CSN: Seizing Momentum, Amplifying Nutrition at the UN Food Systems Summit](https://thousanddays.org/wp-content/uploads/Seizing-Momentum-Amplifying-Nutrition-at-the-UN-Food-Systems-Summit_FINAL.pdf)[Healthy Mothers Healthy Babies & MNF: Women Nutrition: A Commitment-making Guide for the UN Food Systems Summit](https://hmhbconsortium.org/read-the-new-hmhb-commitment-making-guide-for-the-u-n-food-system-summit/)  | Constituencies disseminate & socialize messaging from the joint narrative  |
| **Nutrition & Universal Health Coverage** | WHO: [Mobilizing ambitious and impactful commitments for mainstreaming nutrition in health systems](https://www.who.int/publications/i/item/9789240004252)See N4G Commitment Guide |  |
| **Nutrition & resilience** | See N4G Commitment Guide [WFP; Fact Sheet Hunger & Conflict](https://reliefweb.int/sites/reliefweb.int/files/resources/WFP-0000105972.pdf)[Generation Nutrition](https://www.alliance2015.org/what-we-do/hunger-and-poverty/food-and-nutrition/) |  |
| **Private sector commitments** | [Responsible Business Pledge for Better Nutrition](https://www.theconsumergoodsforum.com/wp-content/uploads/2021/03/Responsible-Business-Nutrition-Pledge_May-2020.pdf)Workforce nutrition - see [here](https://www.gainhealth.org/impact/programmes/workforce-nutrition) for a list of GAIN’s Workforce Nutrition Alliance resources[Investor Expectations on Diets and Health](https://accesstonutrition.org/investor-signatories/)  | Request to socialize the Responsible business pledge, as above. |
| **Parliamentarian commitments** | [A SUN briefing for engaging Parliaments in the Nutrition Year of Action](https://drive.google.com/drive/folders/12QDiyc8hKQno7jVJBkcXI-lYBwc0qzSI?usp=sharing) | Other resources and evidence listed can be used to engage parliamentarians. |
| **Commitment registration process** | [GNR Commitment registration step-by-step guide](https://nutritionforgrowth.org/wp-content/uploads/2021/03/GNR-N4G-Commitment-Registration-Guide_3.21.pdf)GNR Commitment Registration Powerpoint  [N4G Commitment Registration form](https://forms.gle/TS4bjJrfgBNdh57h7)  |  |
| **Examples of SMART commitments** | See Commitment Guide[HMHB Consortium, Maternal Nutrition and MMS N4G Commitment-making Guide](https://hmhbconsortium.org/nn4g-commitment-guide/)[Staple Food Fortification: A Commitment Guide for the UN Food System Summit and Tokyo's Nutrition for Growth Summit](https://www.gainhealth.org/resources/reports-and-publications/staple-food-fortification-commitment-guide-un-food-systems)[HMHB Consortium, Women Nutrition Commitment-making Guide for the UN FSS.](https://hmhbconsortium.org/read-the-new-hmhb-commitment-making-guide-for-the-u-n-food-system-summit/)  | For use in outreach or joint activities – particularly to support SUN CSNs. |
| **Accountability** | [N4G Commitment Tracker](https://globalnutritionreport.org/resources/nutrition-growth-commitment-tracking/) [NAF Value Proposition](https://globalnutritionreport.org/resources/nutrition-accountability-framework/) [Nutrition Accountability Framework Social Media Toolkit](https://devinit.app.box.com/s/ic0dnghfks0pgwt6innev0ji9kpsb1z9)[Access to Nutrition Index](https://www.accesstonutrition.org/resources/2018-atni-report) [Mid-term Review of the UN Decade of Action on Nutrition](https://www.who.int/news/item/12-03-2020-mid-term-review-of-the-un-decade-of-action-on-nutrition) | Post GNR content and encourage others to socialize the NAF.Use the creative assets to upload photos or visuals along with your posts. Engage with GNR or Chairs’ posts.Develop your own customized posts to share the content, based on the messaging of the value proposition. |
| **News media** | Various press releases, blogs, interviews and Op-eds n circulation.  | Joint Op-eds in mainstream media?Spokespeople in mainstream mediaOpportunities for joint media briefings?Media stunts? |
| **Social media** | [N4G Social Press Kit](https://thesocialpresskit.com/nutrition-for-growth?eType=EmailBlastContent&eId=b1fa424e-daaf-4f0a-b9d9-8d558493d973)ST4N [social media kit](https://trello.com/b/8PilCI1Q/standing-together-for-nutrition)[Nutrition Accountability Framework Social Media Toolkit](https://devinit.app.box.com/s/ic0dnghfks0pgwt6innev0ji9kpsb1z9)[Generation Equality Toolkit](https://www.unwomen.org/en/get-involved/beijing-plus-25/toolkit) | Lift up nutrition across all social media campaigns  |
| **Videos** | [Nutrition Year of Action Anthem Video](https://www.youtube.com/watch?v=0LA_ZYs0fBo&feature=youtu.be)[Year of Action – SUN Movement Coordinator video message](https://youtu.be/kl8ulGxscwM) [ST4N video](https://www.youtube.com/watch?v=32k9JF7PCIk&feature=youtu.be)[ST4N Social media infographics](https://www.standingtogetherfornutrition.org/social-media-toolkit)[Chef Jose Andres video:](https://www.youtube.com/watch?v=ZOsMjRWrMTg&list=PL0G7djhjx5E5zkcN6_60mmJOhpEH8ToPX&index=5) Good Food for All[Gerda’s Good Food For All](https://www.youtube.com/watch?v=urB9KU3XnyU&list=PL0G7djhjx5E5zkcN6_60mmJOhpEH8ToPX&index=2)[Briefing for Good Food for All videos.](https://www.un.org/sites/un2.un.org/files/good_food_for_all_-_how_to_guide-lr.pdf) [SOFI 2021 report launch](https://www.youtube.com/watch?v=FP-6C6EaZVU&list=PLDsOXVsf4ALr4q5x1SHb6r6-O_6Q_TSlC) |  |