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**REQUEST FOR PROPOSALS  
FOR QUANTITATIVE IMPACT EVALUATION  
(BASELINE, MID-LINE, AND ENDLINE SURVEYS)  
OF THE COMBATING MALNUTRITION IN RWANDA  
THROUGH SUSTAINABLE FOOD SYSTEMS  
PROGRAMME**

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**Issued by**  
**The Global Alliance for Improved Nutrition (GAIN)**

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**Note: Timeline has been updated to 11.59 pm**  
**Central European Time on the 13<sup>TH</sup> of October 2025**

## 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

The Combating Malnutrition in Rwanda Through Sustainable Food Systems (CMRFS) is a large multi-project programme 2025-2030 that aims to support the Government of Rwanda in addressing the key priorities established in the Second National Strategy for Transformation (NST2), particularly the reduction of stunting and malnutrition. The program's goal is to support the Government of Rwanda and market actors in transforming food systems to promote healthier diets and improve nutrition outcomes for women and children, and the wider Rwandan population.

CMRFS aims to increase the consumption of safe and nutritious foods among low-income consumer households, focusing specifically on women of reproductive age—particularly pregnant women and mothers—and children under five. The program includes project components that provide support to farmers and small business owners, especially female and youth entrepreneurs, in the egg value chain and the high-iron (HIB) value chain. In addition, CMRFS delivers community-based nutrition interventions in collaboration with NCDA, RBC, and decentralized health structures, ensuring that nutrition education and services effectively reach the program's most vulnerable target beneficiaries.

The program will be implemented in five districts of Rwanda's Western Province: Rusizi, Nyamasheke, Karongi, Rutsiro, and Nyabihu. It will include a) Social and Behavior Change Communication (SBCC) campaign to promote appropriate Infant and Young Child Feeding Practices (IYCF) and other suitable feeding practices for children aged 2 to 5; b) a school feeding intervention to increase the nutritiousness of school meals; and a value chain intervention (eggs, high iron beans, fruit trees) to support availability of nutritious foods.

GAIN is issuing this Request for Proposal (RFP) to engage a Service Provider to conduct a rigorous quasi-experimental impact evaluation (consisting of baseline, mid-line, and endline surveys) for the CMRFS program. The programme will implement activities in 5 districts of Western Province (Rusizi, Nyamasheke, Karongi, Rutsiro, and Nyabihu) and in 5 sectors per district. The primary target population is women of reproductive age (WRA) and children under 5. In selected sectors, WRA will be broadly targeted with SBCC and complementary activities, while value chain other project components will also target WRA but will be more broadly relevant for other gender and age groups. The table below presents the breakdown of the level of beneficiary selection.

The intervention arm of the study will be sampled from households (HH's) directly selected to participate in value chain interventions and with women receiving improved SBCC. The study requires a control group, for which additional sectors in the 5 target districts have been selected according to the same criteria as those receiving interventions.

Intervention Target group	SBCC	Trees	Other VCs
WRA & <5's	Community targeting		
School age children			School targeting
Households		HH head/farm targeting	HH head/farm targeting
Broader population			Market system targeting

### 3. SCOPE OF WORK AND DELIVERABLES

#### 3.1. OBJECTIVES

GAIN seeks an independent research partner to conduct a **quasi-experimental impact evaluation** of the CMRFS programme, generating rigorous evidence on the programme outcomes and impact.

Specific objectives are to:

1. **Design** a robust quasi-experimental evaluation methodology, including sampling approach (with sample size calculations and control group selection), data collection and analysis, and written and verbal presentation of results.
2. **Conduct baseline, midline, and endline surveys** in intervention and control sectors to measure programme effects.
3. **Report on immediate and intermediate outcomes** (e.g., dietary behaviours, access to nutritious foods) at midline, and on **final impacts** (e.g., diet quality indicators including Women's Dietary Diversity and Minimum Acceptable Diet for young children and infants) at endline. In addition, using secondary data from DHS, include changes in anthropometric indicators of undernutrition for children under five years of age in the five districts.
4. **Provide independent analysis and dissemination** of results internally to the programme team and to stakeholders in Rwanda and internationally.

#### Approximate Timeline and Evaluation Points:

- **Inception:** Nov. 2025
- **Baseline:** Nov.–Dec. 2025.

- **Midline:** Nov.–Dec. 2027 – reports on intermediate outcomes and preliminary impacts.
- **Endline:** Nov.–Dec. 2030 – reports on final impacts (dietary diversity and adequacy).

#### Outcomes of Interest:

- **Current situation (baseline): baseline situation across household and WRA characteristics and baseline values for intermediate and Long-term outcomes.**
- **Intermediate outcomes (midline):** Nutrition behaviours, access to nutritious foods, and household dietary diversity.
- **Impact on Long-term outcomes (endline):**
  - *Women's Dietary Diversity – Minimum (WDD-M)*
  - *Minimum Acceptable Diet (MAD)* from IYCF questionnaire

#### 3.2. SCOPE OF WORK

The Evaluation Partner will:

1. **Develop a detailed evaluation design report**, including:
  - Detailed methodology including sampling frame and strategy for intervention and control sectors.
  - Timeline, fieldwork plan, and team engagement strategy
  - Survey instruments aligned with donor requirements.
  - Data analysis plan and outline of results reporting structure.
2. **Obtain ethical approval** from the Rwanda National Ethics Committee (and any other relevant authorities before baseline data collection).
3. **Undertake data collection** at baseline, midline, and endline (with community entry support from project team).
4. **Ensure high standards of data quality** (training, supervision, back-checks, data cleaning).
5. **Conduct statistical analyses and prepare datasets, codebooks, and syntax for submission to GAIN.**
6. **Deliver comprehensive reports** (baseline, midline, endline) **and powerpoints/summary briefs.**
7. **Present findings** at validation and dissemination workshops.

#### 3.3. DELIVERABLES

The service shall be performed between 15 Nov. 2025 and 30 Dec. 2030. While we intend to hire a single evaluation partner to complete the 3 survey rounds and complete the analysis, the structure of the contract will make each subsequent round contingent upon successful completion of the previous round.

Deliverable Phase	Description of Items Included	Estimated Date
Inception	Presentation, Report, and Evaluation Design	15 Nov. 2025
Baseline	Dataset, Presentation, Report, Policy Brief, and Dissemination Materials	30 Dec. 2025
Midline	Dataset, Presentation, Report, Policy Brief, and Dissemination Materials	30 Dec. 2027
Endline	Dataset, Presentation, Report, Policy Brief, and Dissemination Materials	30 Dec. 2030

## II. REQUIRED QUALIFICATIONS

- Demonstrated expertise in implementing impact evaluations of nutrition and food systems programmes in Rwanda.
- Proven experience with quasi-experimental designs in low- and middle-income country (LMIC) settings.
- Strong knowledge of Infant and Young Child Feeding (IYCF) indicators, dietary diversity measurement, food systems, and market systems operations.
- Experience with large-scale household survey implementation in Rwanda or comparable contexts.
- Experience with analysis and write up of evaluation results for academic and programmatic audiences (examples that have been published in peer reviewed outlets are especially valuable for demonstrating this experience).
- Capacity to obtain local approvals and manage field operations.
- Multidisciplinary team including statisticians, nutritionists, and field coordinators.

## III. 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

Please direct all inquiries and other communications to both [rfp@gainhealth.org](mailto:rfp@gainhealth.org) and [rwanda@gainhealth.org](mailto:rwanda@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved. Please use subject line 'RFP–Rwanda CMRFS Evaluation Partner'.

**Please submit questions on the RFP by 25<sup>th</sup> of September.** Responses will be posted online by the 29<sup>th</sup> of September. All questions received after the 25<sup>th</sup> may not be considered.

### 2. CONTRACTING AND BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

The contract will be structured in **three stages**:

- Stage 1: Baseline survey (2025–26)
- Stage 2: Midline survey (2027–28)
- Stage 3: Endline survey (2030–30)

Continuation to each subsequent stage is contingent on successful and timely completion of the previous stage.

**3. BUDGET CEILING:** A maximum of **\$150,000 USD** will be allocated to the impact evaluation, including 3 survey rounds and analysis/reporting.

#### **4. FORMAT FOR PROPOSAL**

Interested applicants should prepare a proposal that includes:

**1. Technical Proposal (Maximum of 5 pages)**

- Understanding of the assignment.
- Evaluation design and methods.
- Proposed sampling and analysis approach.
- Workplan and timeline.
- Risk mitigation strategies.

**2. Capacity Statement**

- Team profiles (CVs in annex).
- Past relevant projects.
- Institutional capacity.

**3. Budget Proposal**

- Detailed USD budget by phase (baseline, midline, endline).
- Narrative justification.
- Inclusive of VAT/taxes.

#### **5. SUBMISSION**

1. The proposal and budget should be sent as *separate files* to GAIN at both [rfp@gainhealth.org](mailto:rfp@gainhealth.org) and [rwanda@gainhealth.org](mailto:rwanda@gainhealth.org).
2. Please use the subject line 'RFP–Rwanda CMRFS Evaluation Partner'.
3. Eligibility: Open to organisations registered in Africa, the EU/EEA, Switzerland, or Asia, with local presence in Rwanda.
4. Questions received by 25<sup>th</sup> of September will be responded to online on 29<sup>th</sup> of September.

#### **6. DEADLINE**

Completed proposals should be submitted by email to both [rfp@gainhealth.org](mailto:rfp@gainhealth.org) and [rwanda@gainhealth.org](mailto:rwanda@gainhealth.org) before 11.59 pm Central European Time on the 13<sup>th</sup> of October 2025.

This is a non-binding solicitation; GAIN may reject any or all proposals.

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.

Proposals will be evaluated on:

- Technical quality (40%)
  - Proposal shall demonstrate a clear understanding of the project objective and deliverables.
  - Providing detailed technical documentation of the proposed strategy.
  - A clear articulation of the methodological approach (sampling-methods-analysis)
  - Evidence of experience using the methods proposed
- Team qualifications, experience/management, and personnel plan (40%)
  - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- Budget, value for money, and workplan (20%)
  - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - The work plan details how activities will be coordinated.

Proposal shall identify possible challenges and include creative approaches to addressing them.

*Intellectual property of all data and analyses will vest with GAIN.*

The agreement will cover 2025–2030, with staged contracts and payments tied to deliverables.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

## 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 on official letterhead of the lead organisation or firm and 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 II. 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.
- The applicant's own individual ranking.

## **IV. 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. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

### **5. 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.

### **6. 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.

### **7. 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.

### **8. 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.

### **9. 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.

### **10. 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.

## **V. OFFER OF SERVICES**

1. Offer submitted by:

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(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:
  - a. Click or tap here to enter text.
  - b. Click or tap here to enter text.
  - c. Click or tap here to enter text.
  - d. Click or tap here to enter text.
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 Click or tap here to enter text. in Click or tap here to enter text.

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Click or tap here to enter text.

Signature (applicant)

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Click or tap here to enter text.

Signature (applicant)

**Note this call is open for proposals only from individuals residing or organizations registered in the European Union, European Economic Area, Switzerland, or in African and Asian countries.** For more details on which countries these are, please refer to the [EU PRAG Rules](#) and [Annexes](#).