



United Nations Children's Fund  
UNICEF- Ethiopia  
P.O. Box 1169  
Africa Hall  
ADDIS ABABA  
Ethiopia

Telephone  
Facsimile  
Email

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## REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2021-9170183

21 September 2021

## UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

Context specific nutritious recipes for children 6-24 months  
Due Date: - 06 October 2021 at 2:00PM Local Time  
Open for LOCAL vendors only

XXXXXXXX FAX/LETTER NOT SPECIFIED IN 'PREPARE ITB (ZMRQ)' XXXXXXXXX

THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

**REQUEST FOR PROPOSAL FOR SERVICES FORM**

This FORM must be completed, signed and returned to UNICEF.  
Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

**TERMS AND CONDITIONS OF CONTRACT**

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

**INFORMATION**

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2021-9170183** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Tel No: \_\_\_\_\_

Fax No: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Currency of Proposal: \_\_\_\_\_

Validity of Proposal: \_\_\_\_\_

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% \_\_\_\_\_ 15 Days 2.5% \_\_\_\_\_ 20 Days 2.0% \_\_\_\_\_ 30 Days Net \_\_\_\_\_ Other \_\_\_\_\_

Item	Service Description	Quantity	Unit	Unit Price	Price
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**10 Context specific nutritious recipes fo**

Summary

Context specific nutritious recipes for children 6-24 months

Purpose - To increase the knowledge and self-efficacy of parents with children age 6-23 months on children's diet/complementary feeding, use of nutritious egg powder and its effect on child growth and development

Location - Oromia, Amhara, Afar, Somali, Sidama, SNNPR

Duration - Six months

Background

Ensuring diet quality in the first two years of life is critical to prevent malnutrition and instil healthy food preferences. The recent Fill the Nutrient Gap report for Ethiopia revealed that a substantial proportion (>60%) of the Ethiopian households cannot afford the minimum cost- nutritious diet, modelled for a five member household that included nutritionally-vulnerable groups like lactating women, adolescents, and children under two years of age (WFP/EPHI, 2021). Consequently, adopting a nutritious diet to all members of the household is currently challenging and requires a major food systems' transformation and more realistic recommendation.

Ensuring diet quality for infants and young children in the first two years of life should be possible, given the very small portion size these children consume. Also given the rapid growth in the first 1000days of a child's life and the long-term consequences that early undernutrition poses, ensuring adequate children's diet should be a priority. However, less than 20% of urban and rural children do have access to five food groups a day for their meals which calls for action.

Justification

According to the 'Fill the Nutrient Gap in Ethiopia' from the Ethiopian Public Health Institute and World Food Programme, a nutritious diet A combination of local foods that meet the requirements of energy, protein and 13 micronutrients for a five-person household would cost 111 Birr per day with high disparity between region. Unfortunately, only 26% have access to such a diet while 93% could focus on an energy only diet A combination of local foods that meet the energy requirements (kilocalories) of the model household (five people) for the lowest possible cost. The energy Only diet usually consists of a non-diverse combination of staples and oil. costing only 26 Birr. Therefore, it is essential to change cultural practices towards complementary feeding of young children aged 6-24 months and feeding practices of pregnant women by providing knowledge and self-efficacy on affordable and accessible recipes, even if it is not the most nutritious.

Over this task UNICEF aims to develop with local chefs' recipes with a maximum of 50 birr for the households which can be used as the basis for complementary feeding. The Chef will then provide the method to include the nutritious products developed by UNICEF and AAU (egg and/or avocado powder). The additional exclusive recipes for the children and/or pregnant women should not exceed 10birr (20% of the household food expenditure which is 50birr).

The objective of the task is to:

- Provide context specific recipes for Ethiopian households and pregnant and/or young children aged 6-23 months
- Improve the selected recipes with the minimum of 50birr with the addition of the newly developed egg and/or avocado powders

Specific tasks:

With technical support from Nutrition specialist and C4D specialist the company/individual should undertake the following tasks:

- Identify and map out commonly available and affordable food items for each food groups in 9 zones from 6 regions representing highland and low land of agrarian areas, and pastoralist areas of Ethiopia
- Develop several context specific recipes for households which can include most of the food groups with 50birr
- Develop several complementary food recipes, using the identified available food items with or without egg

Item	Service Description	Quantity	Unit	Unit Price	Price
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and/or avocado powders, for children age 6-11 months and 12-23 months in each settings agrarian, low land agrarian and pastoralist areas. Each food recipe should at least have four food groups and should use the household recipes as a basis.

- Develop several context specific recipes for pregnant women.
- Work closely with certified nutritionist and ensure each recipe meet the daily nutritional need of a child for his/her age or a pregnant woman
- Engage the Federal Ministry of Health and Ministry of agriculture in the reviewing and getting approval of the developed recipes
- Provide local influencers/actress/actor or local food chef that will do cooking demonstration and food items of all the recipes that will be used during video recording
- Produce short good quality smartly recorded, presented and edited videos on cooking demonstration for all recipes with footage on selection of the ingredients in local market
- Present the recipe in the popular cook shows/health shows on public-private media channels (provide strategy and cost for this component)

#### Methodology

##### Guidance

- UNICEF will provide proper guidance to the company before the work commences on what is expected
- UNICEF will provide technical guidance on process of development of the context specific recipes of complementary feeding

#### Time Frame

Major Activity Oct. 2021 Nov. 2021 Dec. 2021 Jan. 2022 Feb. # May 2022

Identification /mapping of available /affordable food items available for each category of geographic area

Develop several context specific recipes for households which can include most of the food groups with 50birr

Develop several complementary food recipes, using the identified available food items with or without egg and/or avocado powders, for children age 6-11 months and 12-23 months

Develop several food recipes, using the identified available food items with or without egg and/or avocado powders, for pregnant women

Review of developed recipes by government and UNICEF

Revision of the recipes following comments provided

Approval and submission of the final complementary food recipes to UNICEF

Provision of actor/actress/chef and food items that will be used for video production of the food recipes including market food selection in different settings

Present the recipe in the popular cook shows/health shows on public-private media channels

#### Expected deliverables

The following deliverables should be provided to UNICEF Ethiopia to the satisfaction of UNICEF in good condition and standard. The deliverables include:

1. At least 2-3 recipes of complementary food by context, for children age 6-11 months. At least 18 recipes in total with or without egg and/or avocado powder to represent highland agrarian, low land agrarian and pastoralist areas from the 9 selected market (see map above).
2. At least 2-3 recipes of complementary food with or without egg and/or avocado powder by context, for children age 12-23 months. At least 18 recipes in total to represent highland agrarian, low land agrarian and pastoralist areas from the 9 selected market (see map above).
3. At least 2-3 recipes with or without egg and/or avocado powder by context, for pregnant and lactating women. At least 18 recipes in total to represent highland agrarian, low land agrarian and pastoralist areas from the 9 selected market (see map above).
4. Short 1-1.5 minute#s video for each recipe

Recording of the recipe presented in popular cook shows/health show on media channels

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To achieve those, the expected results and due date is described below:

S. No. Expected Deliverables Corresponding due date

- 1 Identification /mapping of available /affordable food items available for each category of geographic area 24th November 21
- 2 Develop several context specific recipes for households which can include most of the food groups with 50birr 15th December 21
- 3 Develop several complementary food recipes, using the identified available food items with or without egg and/or avocado powders, for children age 6-11 months and 12-23 months 15st December 21
- 4 Develop several food recipes, using the identified available food items with or without egg and/or avocado powders, for pregnant women 29th December 21
- 5 Review of developed recipes by government and UNICEF 5th January 22
- 6 Revision of the recipes following comments provided 12th January 22
- 7 Approval and submission of the final complementary food recipes to UNICEF 15th January 22
- 8 Provision of actor/actress/chef and food items that will be used for video production of the food recipes including market food selection in different settings 30th January 22
- 9 Present the recipe in the popular cook shows/health shows on public-private media channels 30th April 22

Note: the egg and avocado powders will be given to the selected contractor by UNICEF to be used in the recipes. UNICEF can facilitate meeting with EBC.

Estimated duration of contract

The contract should start on 15th October 2021 and finish by April 2022.

Terms of payment are as follows:

Payment to the contractor is dependent on the completion of the tasks described above. Terms of payment are as follows:

Deliverables Payment modality

Deliverables 1 20%

Deliverables 2,3, 4,5, 6 30%

Deliverables 7,8 30%

Deliverable 9 20%

Evaluation:

Following the preliminary examination of proposals, a two-stage procedure will be implemented, with the evaluation of the technical proposal being completed prior to the evaluation of the financial proposal. The evaluation panel will evaluate the technical merits of all the proposals which have passed the Preliminary Examination of proposals based on the following weighting:

Technical weighting 70% of total evaluation

Financial weighting 30% of total evaluation

The technical evaluation of the proposals will be conducted using the following criteria:

- The extent to which UNICEF's requirements and expectations have been satisfactorily addressed
- The experience of the firm in carrying out related projects
- The experience and competence of the personnel proposed

The number of points which can be obtained for each evaluation criterion is specified below and indicates the relative significance or weight of the item in the overall evaluation process. A minimum of [60] points is required to pass the technical evaluation:

ü The extent to which UNICEF's requirements and expectations have been satisfactorily addressed 20pts

ü The quality of the timeline and scope proposed 25pts

ü The experience of the firm in carrying out related projects 15pts