

## Request for Proposal (RFP)

Date of Issuance: **11<sup>th</sup> June 2024**  
Closing Date for Questions: **08 July, 2024, 17hr**  
Closing Date for Submission of Application: **11 July 2024, 17hr**

Subject: **Request for Proposal No. 2024 – 05 Entitled “Towards an effective regulatory framework for Front-of-package warning labelling and restriction of marketing of unhealthy diets and SSBs in Uganda”**

Dear Sir/ Madam,

You are kindly invited to submit a technical and financial proposal relating to **CEFROHT’s project on promoting enactment of Front-of-Pack Warning Labeling (FOPWL) regulation in Uganda and begin ground softening efforts for a comprehensive food policy framework to support Nutrient Profiling Model (NPM) by end of Sept 2025. 2024 – 05** (with Appendices) hereby referred to as **the Project**. All related correspondence for this proposal should be sent to: [info@cefroht.org](mailto:info@cefroht.org) copied [nabbanja@cefroht.org](mailto:nabbanja@cefroht.org) or hand delivered.

- Costs incurred by respondents for the preparation of a proposal and the negotiation of contract are not reimbursable.
- The project reserves the right to accept any offers of proposals without further discussion.
- The project will only evaluate proposals from licensed firms or qualified personnel to implement and complete the work under this project.
- The consultant must be able to complete the assignment stated in the Statement of Work.

All questions and inquiries related to this request must be submitted prior to the Closing Date for questions shown above for this RFP. All “Consultant” must submit their questions to **the Project** via the below email address:  
[info@cefroht.org](mailto:info@cefroht.org) copied [nabbanja@cefroht.org](mailto:nabbanja@cefroht.org).

The subject line should read: **“Questions for RFP No. 2024 – 05”**

In compliance with standard procedure, all inquiries and comments will be shared with the rest of the Consultant along with the Project’s response. Questions received after the closing date for Questions may not be answered.

## Assignment Instructions

The Consultant shall submit its best price offer/proposal in accordance with the Statement of Work(SOW) and shall contain the following:

1. **Proposal Cover Letter** signed by a person authorized to sign on behalf of the Consultant;
2. **Technical Approach/Proposal** for completing the deliverables in the SOW;
3. **Summary of Relevant Experience.** Consultant should list current and previous relevant projects;
4. **At least two Performance References for similar work;**
5. **Budget** Consultant must use budget template in Attachment B
6. **Budget summary**

### Submittal requirements:

Proposals shall be submitted via e-mail: [info@cefroht.org](mailto:info@cefroht.org) copied [nabbanja@cefroht.org](mailto:nabbanja@cefroht.org) or hand delivered.

- The Subject line of the email should read: **“Submission to RFP No. 2024 – 05”**
- Proposals received after the exact time specified for receipts of offer shall be considered late and shall not be evaluated.

Respondents shall receive an email acknowledging that their Proposal has been received upon its submission.

Appendix A: Statement of Work

Appendix B: Budget Template

Appendix C: Suggested Proposal Format

Appendix D: Proposal Evaluation Criteria

**Appendix  
(A)  
Statement  
of Work**

**I. BACKGROUND & CONTEXT**

According to World Health Organization (NCD Uganda country Profile 2018), NCDs in Uganda are estimated to account for 33% of all deaths. Premature mortality from NCDs is estimated at a total of 97,600 NCD deaths in 2016 where, 49,700 were males and 47,800 females whereas the risk of premature death between 30-70 years was 24% in males and 20% in females giving a Healthy Food Policy Advocacy Fund Grant Proposal 6 of 25 Updated: June 2020 average of 22 % in year 2016. Although this is the case, food and nonalcoholic beverage industry enjoy free an unfettered space in Uganda to produce, offer for sale, promote and advertise all products with no restriction or regulation for warning labelling. The shocking fact that 90% of Ugandan children eat unhealthily is concerning. There are no clear and functional regulatory frameworks (policies, strategies, models, and regulations) in place in Uganda to alert the public to the excess of critical nutrients in food and sugar sweetened beverages. Additionally, there is no law or policy in Uganda prohibiting the food sector from promoting, advertising, or marketing unhealthy diets to children. Nonetheless, the food business enjoys great commercial freedom with regard to goods, services, marketing, and food processing. This makes Uganda a hub for foods high in fat, salt, and sugar, along with trans fats, without any restrictions on marketing, and without any taxes aimed at encouraging a healthy diet. This indicates that each Ugandan person has a 22% chance of dying prematurely from one of the four major NCDs.

It should be noted that, the above notwithstanding, Uganda through Ministry of Health is now in the process of developing Nutrient Profiling Models (on restriction of marketing to children and Front-of-the pack labelling. However, having two NPMs is not the best practice because it creates a fragmented legal and policy governance structure and make the policy implementation more complex. So, CEFROHT will strive to streamline the two NPMs into one NPM, if the prevailing political and advocacy opportunity presents. Secondly, the formulation processes of FOPWL regulations has not had right to health and food CSOs input and the drafts are not clearly into the evidence-based models with global best practice recommendations. There is a need therefore, to input into the models and support the passing and launch of NPM that is evidence based with global recommendations of best practice that guard against food industry interference; and NPM that will allow effective and meaningful consumer protection to promote healthy diets and prevent Non-Communicable Diseases. For instance, the draft of NPM for FOPL has two types of FOPL symbols, that's the red triangular graphic symbol applied to nutrients of critical concern as well as the black & white octagonal design symbol being applied to caffeine and non-sugar sweeteners. The red triangular graphic symbol is not the ideal design in accordance with global best practices and recommendations and it is also lacking concrete evidence to support its adoption. Also, it is not a best practice to have two types of FOPWL symbols as it is under the draft of NPM for FOPWL. CEFROHT therefore undertakes to coordinate a CSO coalition movement and application of human rights approach to working with government ministries and agencies for evidence-based improvements of the NPM and the FOPNL graphic design.

In regard to the above, CEFROHT is now seeking proposals from suitable professionals to develop a simplified and detailed policy brief on evidence based Nutrient Profiling Model regarding the labeling of nutrient warnings on food and beverage products (FOPWL). The desk review policy brief should detail nutrient profiling & FOPWL with comparative analysis on global best practices & recommendations. It should also detail human rights instruments for guiding the creation of effective FOPWL systems, for instance; human rights-based approach, international human rights commitments, and other legal & policy instruments such as Codex Alimentarius and universal regulations on FOPWL. It should also discuss lessons learned from FOPWL policies implemented globally.

## **2. OBJECTIVES**

- To develop a simplified and detailed policy brief on evidence based Nutrient Profiling Model.

The Consultant is expected to conduct a detailed desk review on nutrient profiling model & FOPWL with comparative analysis on global best practices & recommendations in response to gaps in the existing drafts of Nutrient Profiling Model made by Ministry of Health putting into consideration the human rights-based approach and international human rights instruments in view of the right to food and the right to health.

**Applicants may submit a proposal for the assignment.**

### **I. REQUIREMENTS & CONSIDERATION**

- Must have at least 5 years of experience in similar work.
- Must show evidence of similar assignments done before
- Must have relevant experience and qualifications to implement the proposed scope of work;
- Must have experience in working with CSOs;
- Must be deadline-oriented, with high standards for quality.

## **2. TENTATIVE TIMELINE**

The consultant is expected to complete this assignment in a period of 3 weeks.

## **3. SELECTION CRITERIA AND SCORING**

Proposals will be evaluated according to the Proposal Evaluation Criteria (in Appendix D) by the Review and Selection Committee. Only short-listed candidates will be contacted. Proposals with accompanying documentation will not be returned to unsuccessful candidates. Besides, unselected proposals, should not and will not be used in any form under any circumstance without prior written permission by corresponding candidates.

The proposals will be evaluated based on the Final Score which is the accumulated score of the score for proposals (primary score) and the score for presentation (interview score).

The chosen agency will be required to abide with code of conduct in regard to respect of fundamental social and human rights, and the equal rights of men and women while taking responsibility for minimizing the environmental impact in activities undertaken and, endorse ethical business practices.

**Appendix (B)**  
**Budget**  
**(in Uganda Shillings)**

<b>Cost Component</b>	<b>Amount (UGX)</b>
<b>1. Estimated Total (Gross)</b>	
<b>Grand TOTAL</b>	

## **Appendix (C) Proposal Format**

The Consultant shall submit its best price offer/proposal in accordance with the Statement of Work(SOW) and shall contain the following:

1. **Proposal Cover Letter** signed by a person authorized to sign on behalf of the Consultant;
2. **Technical Approach/Proposal** for completing the deliverables in the SOW;
3. **Summary of Relevant Experience.** Consultant should list current and previous relevant projects;
4. Performance References for similar work;
5. **Budget.** Consultant must use the budget template in Appendix B
6. **Budget narrative.** Consultant must explain the rationale behind the numbers.

### **Technical and Financial Proposal Requirements:**

It is requested that Consultant organize their Technical and Financial Proposals as noted below. This request is prerequisite for the Project to review the submitted material thus enabling a rapid decision and contracting process.

### **Technical Proposal Requirements:**

The technical proposal must be written in English. There should be a maximum of 2 type-written pages, excluding appendixes/supporting documents, with no more than 1 page covering Company Information and Relevant Past Performance. (Format - Type: Times New Roman, Font Size 11, Margins: 1" all around).

The technical proposal shall address the subjects outlined below:

#### **A. Firm Information (in case applying as a firm and in case you are applying as an individual adjust accordingly)**

- Provide the name, address and license of your firm.
- Provide the contact information for your primary contact for this project.
- If you are partnering with other firms or institutions, provide the above information for each partner and the percentage of the work that they will be performing.
- Please describe your firm's management structure if applicable.
- Identify the Key Personnel that would be working on this project assuming an award. Please include a brief statement about the capabilities and experience. CVs must be provided, not exceeding 2 pages.

## **B. Past Performance**

Please outline your experience or experience your firm has had in performing work similar to that described in Appendix A. **For each former and/or current project, please include the name of the client and his or her contact information (current and most recent information required, within the past 3 years)**. It is CEFROHT's intention to contact some of these clients for testimonials regarding your performance or firm's performance in these areas:

- The quality of the work performed by the consultant,
- The capability performed by the consultant,
- The timeliness of the effort of the consultant, and
- Whether the Client would use consultant's services should they have similar needs in the future?

## **C. Technical Approach**

Please submit a detailed technical write-up of the proposed implementation strategy and management for this specific assignment. **Consultant must include a Gantt Chart Schedule.**

## **Financial Proposal Requirements**

The Consultant's proposed Financial proposal must represent the linkages between budget items and activities proposed in the proposal.

It should be noted that a narrative describing the basis on which the costs were derived as well as an explanation for whom, why, where, when, etc. and supporting information must be provided in sufficient detail to allow a complete analysis of the Consultant's cost/price.

The Consultant must use the budget template in Appendix B.



**Appendix (D)**  
**Proposal Evaluation**  
**Criteria**

Part 1		<b>Dossier</b>					
No	Description of criteria	Guidance notes	Tick as appropriate				
1	<b>Dossier</b>	<i>All required documents are submitted?</i>	Signed & Stamped Proposal Cover Letter	Technical Proposal	Summary of Relevant Experience	Performance References	Financial Proposal
2	<b>Validity of dossier</b>	<i>Language, Format, Date &amp; Type of Submission</i>	Yes	No	Comments		
Overall Comments (if any)							
Evaluation (Pass <sup>1</sup> /Fail <sup>2</sup> )							
Part 2				<b>Experience &amp; Performance (TOTAL possible point: 20 points)</b>			
No	Description of criteria		Max. possible score				
1	<b>Relevant experience</b>		10				
2	<b>Personnel capabilities</b>		10				
Part 3				<b>Technical Proposal (TOTAL: 60 points)</b>			
No	Description of criteria		Max. possible score				
1	<b>The clarity and logic of the protocol</b>		10				
2	<b>The necessity of proposed activities</b>		5				
3	<b>Methodologies</b>		20				
4	<b>Feasibility of protocol activities</b>		10				
5	<b>Creativity of the protocol</b>		10				
6	<b>Monitoring, Evaluation &amp; Risk management</b>		5				
Part 4				<b>Cost Evaluation Criteria (TOTAL: 20 points)</b>			
No	Description of criteria		Max. possible score				
1	<b>Relevance, reasonableness and logics of the budget</b>		10				
2	<b>Efficiency of the budget</b>		10				
	<b>TOTAL</b>		100/100				

<sup>1</sup> If Pass, come to Part 2.

<sup>2</sup> If Fail, stop evaluation.

## **Appendix E – CEFROHT Supplier Code of Conduct**

CEFROHT recognizes the universal and fundamental values enshrined in international instruments in the areas of human rights, labor, environment and anti-corruption.

CEFROHT expects its Suppliers to respect fundamental social and human rights, and the equal rights of men and women, take responsibility for minimizing the environmental impact of their activities, endorse ethical business practices and reach the following goals:

**1. Supplier Relationships:** The provisions of this Code of Conduct set forth the expectations of all suppliers with whom CEFROHT does business. CEFROHT expects that these principles apply to suppliers, parent entities and subsidiary or affiliate entities, as well as all others with whom they do business including employees, subcontractors and other third-parties. CEFROHT expects suppliers to ensure that the rules and standards of this Code of Conduct are communicated to their employees and subcontractors.

**2. Promoting the Principles of this Code of Conduct:** CEFROHT expects that its suppliers will establish and maintain appropriate management systems whose scope is related to the content of this Code of Conduct, and that they actively review, monitor and modify their management processes and business operations to ensure they align with the principles set forth in this Code of Conduct. All principles contained in this Code of Conduct are of equal importance independently of their order of appearance.

**3. Subcontracting:** CEFROHT expects that its suppliers encourage and work with their own suppliers and subcontractors to ensure that they also strive to meet the principles of this Code of Conduct or equivalent set of principles.

### **Labor:**

**4. Freedom of Association and Collective Bargaining:** CEFROHT expects its suppliers to recognize and respect the rights of employees to freely associate, organize and bargain collectively in accordance with the laws of the countries in which they are employed, as well as core international principles on Freedom of Association and collective bargaining. CEFROHT recognizes the importance of open communication and direct engagement between workers and management and suppliers are to respect the rights of workers to associate freely and communicate openly with management regarding working conditions without fear of harassment, intimidation, penalty, interference or reprisal.

**5. Forced Labor:** CEFROHT expects its suppliers to prohibit any use of forced, bonded or indentured labor or involuntary prison labor, and embrace employment practices consistent with international rules on forced labor. All work, including overtime work, will be voluntary and workers should be free to leave upon reasonable notice. Suppliers should also not mandate that workers hand over government-issued identification, passports or work permits as a condition of employment.

**6. Child Labor:** CEFROHT expects its suppliers, at a minimum, not to engage in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child. The minimum admission to employment or work shall not be less than the age of completion of compulsory schooling, normally not less than 15 years or 14 where

the local law of the country permits, deferring to the greatest age. Additionally, all young workers must be protected from performing any work that is likely to be hazardous or to interfere with the child's education or that may be harmful to the child's health, physical, mental, social, spiritual or moral development. All suppliers should also adhere to legitimate workplace apprenticeship programs and comply with all laws and regulations governing child labor and apprenticeship programs.

**7. Discrimination:** CEFROHT does not tolerate any form of discrimination in hiring and employment practices on the ground or race, color, religion, gender, sexual orientation, age, physical ability, health condition, political opinion, nationality, social or ethnic origin, union membership or marital status. CEFROHT also discourages discrimination regarding access to training, promotion, and rewards.

**8. Working Hours:** CEFROHT expects its suppliers to comply with all applicable working hour requirements as established by local law, and should never exceed 60 hours per week, including overtime, except in emergency or unusual situations. Suppliers must ensure that all overtime work is voluntary and compensated at the prevailing overtime rates. Suppliers are encouraged to ensure that workers are provided with one day off in every seven-day week.

**9. Compensation:** CEFROHT expects its suppliers to comply, at a minimum, with all wage and hour laws and regulations, including those pertaining to minimum wages, overtime wages, piece rates, other elements of compensation and to provide legally mandated benefits.

#### **Human Rights:**

**10. Human Rights:** CEFROHT expects its suppliers to support and respect the protection of internationally proclaimed human rights and to ensure that they are not complicit in human rights abuses.

**11. Harassment, Harsh or Inhumane Treatment:** CEFROHT expects its suppliers to create and maintain an environment that treats all employees with dignity and respect and will not use any threats of violence, sexual exploitation or abuse, verbal or psychological harassment or abuse. No harsh or inhumane treatment coercion or corporal punishment of any kind is tolerated, nor is there to be the threat of any such treatment.

**12. Health and Safety:** CEFROHT expects its suppliers to follow all relevant legislation, regulations and directives in the country in which they operate to ensure a safe and healthy workplace or any other location where production or work is undertaken. At a minimum, suppliers should strive to implement recognized management systems; reasonable access to potable water and sanitary facilities; fire safety; emergency preparedness and response; industrial hygiene; adequate lighting and ventilation; and occupational injury and illness and machine safeguarding. Suppliers will also ensure these same standards apply to any dormitory or canteen facilities.

**13. Mines:** CEFROHT expects its suppliers to strive not to engage in the sale or manufacture of anti-personnel mines or components utilized in the manufacture of anti-personnel mines.

#### **Environment:**

**14. Environmental:** CEFROHT expects its suppliers to comply with existing legislation and regulations regarding the protection of the environment. Suppliers should wherever possible support a precautionary approach to environmental matters, undertake initiatives to promote greater environmental responsibility and encourage the diffusion of environmentally friendly technologies implementing sound life-cycle practices.

**15. Chemical and Hazardous Materials:** Chemical and other materials posing a hazard if released to the environment are to be identified and managed to ensure their safe handling, movement, storage, recycling or reuse and disposal.

**16. Wastewater and Solid Waste:** Wastewater and solid waste generated from operations, industrial processes and sanitation facilities are to be monitored, controlled and treated as required prior to discharge or disposal.

**17. Air Emissions:** Air emissions of volatile organic chemicals, aerosols, corrosives, particulates, ozone depleting chemicals and combustion by-products generated from operations are to be characterized, monitored, controlled and treated as required prior to discharge.

**18. Minimize Waste, Maximize Recycling:** Waste of all types, including water and energy, are to be reduced or eliminated at the source or by practices such as modifying production, maintenance and facility processes, materials substitution, conservation, recycling and re-using materials.

**Drug trafficking and Terrorism:**

**19. Drug Trafficking:** CEFROHT expects its suppliers to warrant that neither they, nor any of their employees and subcontractors, are engaged in the manufacture, sale, transportation, or distribution of any drug or narcotic substance deemed to be illegal in either the country of manufacture or delivery of the goods or services to be provided to CEFROHT.

**20. Terrorism:** CEFROHT expects its suppliers to warrant that neither they, nor any of their employees and subcontractors, are engaged directly or indirectly in terrorism, or in the finance or support to terrorists. Further, CEFROHT expects its suppliers to warrant that neither they nor their staff, nor any other recipients of funds from the supply of goods or services to CEFROHT, are listed in any sanctions list maintained by the United Nations Security Council; the United States Department of the Treasury, Office of Foreign Assets Control; or the European Union. Should the supplier, its staff, or other recipients of funds from the supply of goods or services to CEFROHT be included in any of the above-listed sanctions lists, the supplier is expected to notify CEFROHT immediately.

**Bribery & Corruption:**

**21. Corruption:** CEFROHT expects its suppliers to adhere to the highest standard of moral and ethical conduct, to respect local laws and not engage in any form of corrupt practices, including extortion, fraud, or bribery, at a minimum.

**22. Conflict of Interest:** CEFROHT suppliers are expected to disclose to CEFROHT any situation that may appear as a conflict of interest, and disclose to CEFROHT if any CEFROHT official or professional under contract with CEFROHT may have an interest of any kind in the supplier's business or any kind of economic ties with the supplier.

**23. Gifts and Hospitality:** CEFROHT does not accept any type of gift or any offer of hospitality. CEFROHT will not accept any invitations to sporting or cultural events, offers of holidays or other recreational trips, transportation, or invitations to lunches or dinners. CEFROHT expects its suppliers not to offer any benefit such as free goods or services or a work position or sales opportunity to CEFROHT personnel in order to facilitate the supplier's

business with CEFROHT.

**24. Monitoring and Evaluation:** CEFROHT may conduct on-site evaluations and inspections of its suppliers' facilities and those of their subcontractors to review their progress towards these principles. It is the expectation of CEFROHT that suppliers, at a minimum, have established clear goals toward meeting the standards set forth in this Code of Conduct. CEFROHT may monitor that milestones have been set and management systems have been put in place to ensure that the principles set out in this Code of Conduct have been met and failure to do so may impact the future ability of a supplier to do business with CEFROHT.