

Request for Proposal for a Global Mapping of Social, Economic and/or Environment Development Initiatives and Organizations using Eggs as agents of transformation and an Engagement Action Plan with them.

Part of the International Egg Foundation Strategy Implementation

I. Tendering organization

The International Egg Foundation (IEF) was established by the International Egg Commission (IEC) to work as an independent charitable foundation. Operating in the truest sense of Corporate Social Responsibility, our purpose is to increase egg production and egg consumption in developing countries, to provide undernourished infants, children and families with an independent, sustainable, high quality protein supply.

In many regions of the world diets are short of, or completely lacking, high quality protein; many diets are based mainly, or entirely, on starch such as maize. Protein is vital for a healthy diet: the human immune system needs high quality protein to function efficiently. Protein increases people's natural immunity to diseases and significantly enhances a person's natural response to vaccinations. Just a small amount of high quality protein also helps brain development in infants, mental concentration and muscle development in children.

The IEF is committed to working with foundations and organisations around the world to help ensure that high quality protein is accessible to everybody. Eggs are an excellent source of high quality protein; they are rich in vitamins and nutrients, containing all the essential vitamins and minerals required for a healthy diet. Eggs also have two key advantages when it comes to helping to improve diets in developing countries: they are one of the most accessible forms of high quality protein; and they have a low carbon footprint, making them a truly sustainable option.

I am delighted to continue to support such worthwhile initiatives, and I am looking forward to working with old colleagues and new ones on IEF projects.

The IEF works alongside the world's largest, most effective, charitable foundations, and through our links with the world's largest egg businesses, we are committed to making high quality egg protein accessible to people living in developing nations; we are committed to making a real difference to people's lives. Our objectives are:

- To fight against hunger and malnutrition amongst children, young people and families.
- To improve human nutrition and health by developing programmes that promote the correct use of high quality protein in the diet.
- To support the healthy development of infants and children by providing high quality protein to enhance brain development, to support concentration levels at school and boost natural immunity levels.
- To encourage the consumption of eggs in populations which have little or no access to high quality protein.

- To make eggs more accessible to children, families and communities that are undernourished and underfed, increasing the number of eggs consumed in developing countries.
- To encourage and facilitate an increase in the number of eggs being produced locally in developing countries.
- To promote the normal function of the natural human immunity system, through improved access to high quality protein, supported by education about health, the natural immune system and nutrition.
- To improve education, explaining the benefits of high quality protein in the diet and encouraging knowledge sharing with others.

II. Background

The IEF trustees just developed a new strategic plan for the organization and this project plays a central part in it as described here:

Vision

To use the nutritional, sustainable economic power of the egg to unlock human potential.

Mission

Developing local knowledge, expertise and entrepreneurship to increase the production and consumption of high quality protein.

Strategies

1. Creating awareness through communication
2. Facilitator with network of contacts and basket of solutions
3. Project Support
4. Project Management

Tactics

- Mapping exercise of all known egg projects
- Prioritization of needs following the market mapping and action plan implementation
- Consulting / advising on existing egg projects
- Convene annual meeting / workshop for 'egg projects'
- Supporting and championing technical solutions (including Apps)
- Helping project models and design
- Communications / Social Media Plan
- Be seen / actively seeking speaking engagements
- Activate IEF USA
- Endorsement of suitable projects by IEF
- Fundraising
- Co-operate with Bill and Melinda Gates Foundation
- IEF Managing Director / Operations Director appointed
- Budget strategy for next 5 years with potential funding streams
- Fundraising for Heart for Africa Project Canaan
- Epidemiological Study – growth, development, health, cognitive function

III. Main Objective of this RFP

The IEF wants to identify and understand about all the initiatives around the globe using the egg as a transformational agent (as food, economic activity, resource, etc) for social, economic and/or environmental development, where these projects are happening on the ground/in country and construct an action plan in how to best engage, support/help, leverage and duplicate their initiatives and communicate about them.

IV. Partner Responsibilities

1. To have a project leader dedicated to the initiative. S/he will lead the work, be the focal point for the relationship with IEF and leader of the team.

- Senior professional passionate about social development and sustainability.
- Proven knowledge and experience in market research, social and/or environmental responsibility in the third sector internationally.
- Knowledge of the egg industry as a plus.
- Excellent Organizational, Relationship negotiation skills.
- Excellent spoken and written English.

2. Development of an action plan for the achievement of the objectives outlined above to be approved by IEF.

3. Implementation of action plan working in collaboration with IEF.

4. Project management - prepare and maintain project management plan and coordinate frequent meetings with IEF.

5. Phase 1: conduct desk research to find what are the organizations out there implementing and/or funding initiatives using eggs or interested/planning to use eggs as a tool and/or vehicle for social, economic and/or environmental development and sustainability. Focus on finding key information about them, not restricted to:

- Who they are,
- What structures they have,
- What, how and where exactly they are planning and executing their actions,
- What objectives they have,
- What strategies they use,
- How they get their funding,
- What role the egg or the egg production play in the initiative,
- A SWOT analyses of them.

6. Phase 2: finalization of questionnaire development, engagement strategy, engagement arrangements, planning and realization of interviews with key stakeholders from those organizations. Focus on the refinement and complementation of information captured in phase 1 and further investigation of the opportunities for the IEF and on their level of interest and in how to engage and collaborate with the IEF.

7. Prepare outline of reports, to be agreed upon with IEF.
8. Prepare first draft of phases 1 and 2 final reports for review by IEF.
9. Prepare second draft of phases 1 and 2 final reports for review by IEF.
10. Deliver final report for phases 1 and 2.
11. Facilitation of an Action Plan Development Workshop based on the overall findings and recommendations to be presented at it.
12. Deliver written final report with narrative containing findings from phase 1 and 2, revised conclusions and recommendations and action plan. Present an executive version in person to IEF members and stakeholders.

The Partner organization will gain further clarity on the desired project outcomes in the first month of the project through conversations with key IEF staff and trustees and can then prioritize areas of focus.

V. Deliverables

Key Deliverables	Due date
<i>Proposal with budget</i>	<i>July 14 2017</i>
<i>Action Plan including drafted questionnaire for interviews</i>	<i>August 25 2017</i>
<i>Final report phase 1 – Identification of Initiatives and donors and final version of interview questions</i>	<i>October 6 2017</i>
<i>Final report phase 2 – results from the interviews</i>	<i>January 5 2018</i>
<i>Presentation of findings and recommendations and facilitation of Action Plan Workshop</i>	<i>February 7-8 2018</i>
<i>Delivery and presentation of Final Report</i>	<i>March 2 2018</i>

VI. Supervision

IEF executive director, Julian Madeley, will supervise the work with support from IEF trustees.

VII. Requirements

- All final deliverables will be submitted in English.
- The partnering organization needs to work in a collaborative manner with the IEF

VIII. Budget

- US dollars

- Proposal and budget divided in two phases. First phase (from July 2017 to October 2017) with the possibility of contract renew for second phase (from October 2017 to February 2018).
- Estimated working time will depend on the scope of the overall work product that the institution is capable of delivering. The goal is to finish the work and the project by no later than February of 2018.

The deadline to submit proposals is **July 14**. Please, send your proposal to:

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