



# Livelihoods and Food Security Trust Fund



## LIFT Call for Proposals

### “Digitisation of nutrition/1,000 day messaging”

**Ref no:** CfP/LIFT/2018/1/Nutrition

**Release date:** 10 January 2018

**Deadline:** 1<sup>st</sup> February 2018, 9am (Myanmar time)

**Title:** “Digitisation of nutrition/1,000 day messaging”

**Duration:** Planned grant start date is May 2018. The duration of the grant will not exceed 18 months.

#### 1. Background

The Livelihoods and Food Security Trust Fund (LIFT) is a multi-donor fund established in 2009 to address food insecurity and income poverty in Myanmar. LIFT has received funding from 14 donors – the United Kingdom, the European Union, Australia, Switzerland, Denmark, the United States, the Netherlands, Sweden, France, Luxembourg, Italy, New Zealand, Ireland and Mitsubishi Corporation. The United Nations Office for Project Services (UNOPS) is the Fund Manager to administer the funds and provide monitoring and oversight.

The overall goal of LIFT is to sustainably reduce the number of people living in poverty and hunger in Myanmar. LIFT’s purpose is to strengthen the resilience and sustainable livelihoods of poor people in Myanmar. LIFT’s purpose-level outcomes are increased income, decreased vulnerability, improved nutrition, and pro-poor policy developments.

LIFT works with implementing partners that include international and national non-government organisations, United Nations agencies, the Government of Myanmar, private sector organisations, academic and research institutions.

LIFT is active in the four main agro-ecological zones of Myanmar: the Ayeyarwady Delta, Rakhine State, the central dry zone (including Mandalay, Magway and the southern Sagaing region), and the upland areas of Chin, Kachin, Kayah, Kayin and Shan States and Tanintharyi Region.

So far, LIFT has reached more than 7.2 million people, or roughly 20 per cent of Myanmar’s rural

---

LIFT  
12(0), Pyi Thu Lane,  
7 Mile, Mayangone Township  
Yangon, Myanmar

Tel: +(95) 1 657 280 ~ 87, 657 703 ~ 04  
Fax: +(95) 1 657 279, 657 702  
lift@unops.org  
www.lift-fund.org

Funds donated by Australia, Denmark, the European Union, France, Ireland, Italy, Luxembourg, the Netherlands, New Zealand, Sweden, Switzerland, the United Kingdom, the United States, and the Mitsubishi Corporation.



population; and is active in almost half the country's townships. At present, LIFT is funding projects through to June 2019, although there is scope for an extension. For more details visit [www.lift-fund.org](http://www.lift-fund.org)

## 2. Objective of the Call for Proposals

LIFT is searching for qualified organisations<sup>1</sup> to implement a project that digitises nutrition and 1,000 day messaging across LIFT's programmes, with the overall aim of reaching women and children in the first 1,000 days window and ensuring improved nutrition outcomes. The proposed activities should start no later than May 2018 and not go beyond 18 months.

### Background to the Call

The nutrition policy agenda in Myanmar continues to gain momentum at the national level and there is expanding programming at the state and regional level. Nutrition has been a significant priority for LIFT for some years, with nutrition outcomes firmly part of LIFT's expected results. LIFT is also increasing its technical capacity in order to play a role commensurate with its policy objectives and investments on maternal and child nutrition.

LIFT's Fund Board has identified the digitisation of nutrition messaging as an important way to reach women across Myanmar, to contribute to improved nutrition awareness and associated behaviour change. There is active nutrition messaging across government ministries and health staff outreach, through IEC materials, Essential Nutrition Action (ENA) trainings and community health worker activities. There is potential to capitalise on the dramatic increase in mobile phone penetration across Myanmar, the sustained increase in smart phone usage and the role of social media as an important source of information.

LIFT's Fund Board thus requested a digitisation of nutrition messages – packaged and presented within the concept of the first 1,000 days – to target women across Myanmar. This messaging could be part of an app, existing or new, but should demonstrate significant reach, including to rural, poor women. It will also be important that the service provider can demonstrate, with time, that the nutrition messaging has an influence on women's knowledge, attitude and practice. Ultimately, the messaging should improve behaviours that lead to good nutrition outcomes.

### Intervention areas of this Call

LIFT is searching for qualified organisations to implement a project that digitises nutrition and 1,000 day messaging across LIFT's programmes. LIFT will accept proposals that address seven key components of this objective:

1. **Messaging:** Compile and present a set of nutrition messages, branded within the concept of first 1,000 days, in digital format. These should be in line with, and supported by, the Government of Myanmar's National Nutrition Centre (NNC).
2. **Access:** Ensure explicit orientation and access to the digital platform to promote the first

---

<sup>1</sup> From LIFT operational guidelines "Eligible implementing partners include the Government of Myanmar, international and national non-governmental organisations, United Nations agencies, other international organisations, academic or research institutions and private sector companies." <http://www.lift-fund.org/guidelines>



1,000 days window to women (and others) across the country. This could be one-way push messaging or it could entail an interactive platform. It should consider Myanmar's diversity of geography and language.

3. **Reach:** Demonstrate an approach to ensure beneficiary reach and indicate the maximum reach feasible within the proposed budget. Consider how health facilities might be an effective key platform. Consider how LIFT's programming portfolio or LIFT's partners could be leveraged for reach. Consider how the service provider could ensure direct reach. The service provider can present one recommended option or there might be several options with varied costs and benefits.
4. **Quality assurance:** Describe an approach to quality assurance on the nutrition/1,000 days messaging delivered and on interactions between women and the digital platform.
5. **System strengthening:** Outline system-strengthening features that might be tested or promoted, for example, referrals mechanisms within the health system as supported by 3MDG2 with the Ministry of Health and Sports (MoHS). Ensure all approaches are aligned with the Government of Myanmar, specifically that they are guided and encouraged by MoHS.
6. **Assess impact:** Detail how to test the causal influence of the digital messaging and assess what changes in behaviour have occurred, aligned to best practice for nutrition outcomes related to the first 1,000 days. This could include on-going monitoring and/or an impact evaluation. It should aim to assess, ultimately, the impact of a high quality intervention via smart phones in health and nutrition. Ethical approval from the MoHS's Department of Medical Research (DMR) may need to be obtained for this impact assessment.
7. **Wider contribution:** Detail if there might be options for integrating the digital messaging into the on-going work of others who focus on nutrition outcomes. This would likely involve collaboration with, and guidance from, the MoHS to support the work of health workers. It could also involve collaboration with other health actors including NGOs to assess results and make improvements to their nutrition activities.

### 3. Partnerships

Partnership quality will be a key consideration during the evaluation of the proposals. Applicants should demonstrate that their organisation and any proposed partners have relevant expertise.

It is fundamental at the proposal stage that all partners involved in the project are aware of the proposal, its content and their specific responsibilities and agree on an initial agreement (financial and technical). Please also take into consideration that according to LIFT's Operational Guidelines, applicants are expected to share indirect costs with their sub-partners.

---

<sup>2</sup> 3MDG is a multi-donor fund managed by UNOPS. It is supporting the Ministry of Health and Sports in referral services. See [www.3mdg.org](http://www.3mdg.org)



LIFT will favour partners who can demonstrate sufficient contextual understanding, including of the local institutional structure and key government, non-state armed groups and civil society stakeholders. Identified partners should have already built trusted relationships with relevant local stakeholders and have interventions that are supportive of local institutions, whether formal or informal. Gender-sensitivity of the partner organisations is desirable regarding both their organisational policy and their operational approach.

#### **4. Funding allocation**

The provisional allocation for LIFT's work to support this Call is up to USD 800,000, for one grant.

#### **5. Requirements for the proposal submission**

Key documents for the preparation of submissions are:

- a) Annex 1: Format and requirements for proposals
- b) Annex 2: Selection criteria to be used by LIFT

Please note the following requirements for submissions:

- Proposals must be prepared in the English language or in Myanmar language according to the format requirement presented in Annex 1.
- Proposals must be received by email at the following address: ([lift.proposals.mmoh@unops.org](mailto:lift.proposals.mmoh@unops.org)) on the date indicated below. Please do not submit your proposal to any email address other than the secure email address provided above or your proposal may be at risk of not being considered. The size of individual e-mails, including e-mail text and attachments, must not exceed 5 MB.
- Please note that the cost of preparing a proposal and of negotiating a grant agreement, including any related travel, is not reimbursable, nor can it be included as a direct cost of the assignment.

Any requests for clarification should be referred to [lift@unops.org](mailto:lift@unops.org). Clarifications will be provided on the LIFT website: <http://lift-fund.org/> and the UNOPS website: <https://www.unops.org/english/Opportunities/suppliers/Pages/Grantadvertisement.aspx>.

Also note that successful applicants will be expected to conform to LIFT's Operational Guidelines, which are available at <http://www.lift-fund.org/guidelines>. The guidelines specify LIFT's rules in relation to *inter alia* reporting, procurement, inventory management, record management and visibility.

#### **6. Proposals selection and appraisal procedures**

An Evaluation Committee will complete a technical, financial and organisational capacity assessment of each proposal. As a part of its appraisal process, LIFT may elect to discuss technical, cost, or other aspects of the proposals with applicants. The Evaluation Committee will proceed to the selection of the proposals through two stages:



#### 1. Short listing:

- The Evaluation Committee will appraise each proposal using all the criteria listed in Annex 2. Proposals that do not align sufficiently with the LIFT strategy, the LIFT Gender Strategy and the thematic requirements of this call, or that have shortcomings regarding the criteria outlined in Annex 2, will be rejected.
- The full appraisal of the shortlisted proposals will be submitted to LIFT's Fund Board with recommendations.

#### 2. LIFT Fund Board endorsement:

- The Fund Board will review the recommended proposals and provide recommendations.

The endorsement of the proposal by the Fund Board is not a guarantee to receive funding until the conditions attached to the endorsement have been fulfilled and the grant support agreement is signed. LIFT reserves the right to reject a proposal after Fund Board endorsement if it cannot reach an agreement with the applicant for contracting.

Successful proposals will be implemented under a Grant Support Agreement for NGOs, and inter-agency agreements with UN organisations, with UNOPS as the LIFT Fund Manager. Please refer to the LIFT website for the templates including the general terms and conditions (<https://www.lift-fund.org/guidelines>). Unsuccessful applications will not be returned to the applicant.

## 7. Schedule of Events

The dates provided below are only indicative. The Evaluation Committee may follow a quicker or a longer timeframe for the appraisal of the proposals.

<b><i>Event</i></b>	<b><i>Date</i></b>
Call for Proposals release date	10 January 2018
Deadline for receipt of written inquiries	21 January 2018
Written responses distributed	23 January 2018
<b>Proposal due date</b>	<b>1 February 2018, 09:00 hours (Myanmar local time)</b>
Grant agreement negotiation and contracting	March 2018 – April 2018



## Annex 1: Format and requirements of the proposals

The proposal must be complete and conform to the format requirements presented below.

Submissions must be made both electronically and in hard copy as outlined in the main part of this call for proposals.

The proposal must not exceed 20 pages (12 point Calibri Font and a minimum of 1 inch margins all around). Pages should be numbered. The proposal may include annexes with additional details regarding approach, methodologies, references, maps, etc. Annexes must not exceed 30 pages.

Electronic submissions must not exceed 5MB in size.

LIFT will only consider applications conforming to the above format and page limitations. Any other information submitted will not be evaluated.

Applicants should include all information they consider necessary for LIFT to adequately understand and evaluate the project being proposed. The remainder of this section describes the information that LIFT considers necessary for all applications. There is no obligation to follow the order of the sections below, and applicants are encouraged to make their proposal reader friendly and to avoid repetition.

Proposals must consist of the following:

### Title page

Project title, name and contact of the applicant, partners, geographical area, expected project duration, start and finish dates and total budget. Note that the title page is *not* counted in the proposal page limitation.

### Preamble

Include a table of contents, a list of abbreviations, a map, a summary. Note that the preamble is *not* counted in the concept note page limitation.

### Project background and rationale

Outline the origin of the concept, problem definition/rationale and context for the project. Outline how the proposed project aligns with LIFT's strategy and the thematic components of this call and explains how lessons from previous experience and studies inform the design of the project.

Explain how the project aligns with the development plans/priorities of the GoUM (if not, why not), and other development partners working in the same field and/or area. Identify any gaps in the available knowledge.

Outline the results of key discussions that have taken place in preparation of the proposal, including:

- who was consulted (e.g. other development partners, government departments, NGOs, etc.)



- any issues raised pertinent to the project's rationale and design approach
- a summary of the views of other key stakeholders

### Target area and stakeholder analysis

This section should describe the targeted geographical areas of the project, if any, and number of direct and indirect beneficiaries (disaggregated by sex). The distinction between direct and indirect beneficiaries should be clear.

A *stakeholder analysis* should be included to describe the key direct and indirect beneficiaries, and the organisations and individuals involved who have an interest - along with any vested interests they may have. The following are also important:

- a clear description of how the project will cooperate with the government and non-state actors, and engage with the private sector
- a description of the role of all local institutions involved and any support or intention to establish new institutions clearly detailed and justified
- where new or improved institutional arrangements are to be enduring, explanation should be provided on the sustainability provisions included

### Project Theory of Change

A clear theory of change (TOC) should be presented in diagrammatic form and explained in a narrative. An actor-centred TOC is preferred. There should be a specific statement of what the project will accomplish and what the key results are in terms of project level outcomes and outputs in a summary form.

### Activities, technical approach, methodology and scope

An *activity and methodology description* needs to be sufficient to identify **what** will be done, **how** it will be done, and **where** it will be done. It should indicate **who** will do what at a broad level to explain stakeholder roles.

This section should include an approach to all seven components in the call for proposals (as detailed in section 2 above).

This section should include consideration of relevant cross-cutting issues (gender, nutrition, human rights, and the environment). The gender issues that the project intends to address should be reflected in the activities and the project TOC.

A work plan should be presented in graphical form (table, preferably LIFT template, [www.lift-fund.org/work-plan-activity-plan-and-fund-request](http://www.lift-fund.org/work-plan-activity-plan-and-fund-request)) and can be attached as an Annex. It should indicate the sequence of all major activities and implementation milestones, including targeted beginning and ending dates for each step and key deliverables.

### Risks and mitigation

Identify and list major risk factors that could result from project activities and/or the project not producing the expected results. These should include both internal/operational factors (e.g. the technology involved fails to work as projected) and external factors (e.g. government policy changes). Outline mitigation strategies and/or how risk will be identified and assessed in the design. Include key assumptions on which the proposal is based.



## Monitoring and Evaluation for Accountability and Learning (MEAL) management

This section should follow the guidelines provided in LIFT's M&E/learning guideline ([www.lift-fund.org/monitoring-and-evaluation-learning-and-accountability-meal-guidelines-ips-upcoming-proposals-and](http://www.lift-fund.org/monitoring-and-evaluation-learning-and-accountability-meal-guidelines-ips-upcoming-proposals-and)). All projects need to provide an M&E/Learning Framework including 3 main components: (1) a project Theory of Change; (2) a project Evaluation and Learning Plan; and (3) a project Measurement Plan.

Project M&E/Learning frameworks are required to report on the specific outcomes and impact that the project has committed to.

The framework will need to consider the monitoring and evaluation needs for both implementation (formative) and project completion (summative). Suggested key issues to be addressed are:

- establishment of an appropriate project baseline (during the inception phase of the project)
- how the outcomes and impact of the project will be assessed
- how the performance of the project activities will be tracked in terms of achievement of the steps and milestones set forth in the measurement framework
- how any mid-course correction and adjustment of the design and plans will be facilitated on the basis of feedback received

Specific and measurable indicators for the project outcomes and deliverables should be provided and form the basis for monitoring and evaluation. These indicators will be refined, and along with the M&E/Learning framework, will form an important part of the grant agreement between the proposing organisation and LIFT.

The evaluation and learning plan should explain what measures will be taken to ensure that evidence-based lessons are generated throughout the project implementation and are used to inform project management for design adjustments and input to key policy development and advocacy.

### Organisational background of the applying organisation

It should be clearly demonstrated that the proposing organisation has the experience, capacity, and commitment to implement the proposed project successfully.

The following should be covered:

- Type of organisation – Is it a community-based organisation, national NGO, international NGO, research or training institution or other?
- Organisational approach (philosophy), purpose and core activities of the organisation, and relevant experience.
- Length of existence and legal status. The applying organisation should have the appropriate authority to carry out the project in Myanmar.
- Expertise mobilised from within and outside the organisation.
- A description of partnerships, how long they have been in place and for what purpose.
- An explanation of previous or existing activities in the target area and what working relationships are in place with government and non-state actors.





### Staffing

An overview of the organisational structure of the project should be provided, including the CVs of key personnel (national and international), (e.g. chief of party, project director, senior technical advisor).

How the expertise required for project implementation will be made available should be explained (i.e. from within the organisation, through external consultancy, and partnerships) along with a description of implementation roles. LIFT encourages gender balance in the project team composition.

### Partnership

Explain who the partners are, how they have been identified, what their specific expertise is, what their contribution is to be and how the relationships between the partners will be managed throughout the project. The section should explain what the governance and coordination arrangements are, and how the project will maximise local ownership. The lead applicant should provide a brief assessment of the institutional, organisational and technical capacities of partners and how the project will strengthen their capacities, including:

- institutional, organisational and technical support to, and capacity building for, local partners
- identify budget allocation between partners, including for indirect costs (see below)
- contractual relationships and coordination/decision-making systems
- organisational chart including links between partners

If a partner is not full-time on the project, please provide a schedule for their inputs.

The lead applicant should submit in annex to the proposal a letter signed by the proposed partners stating that they have contributed to the project design, are willing to collaborate with the applicant and that they agree to enter into an agreement if the proposal is successful.

### Project budget breakdown and Value-for-Money

A realistic budget is an important part of developing and implementing a successful project. The proposal budget should include a detailed breakdown of costs. The budget template available on the LIFT website must be used <https://www.lift-fund.org/budget-initial>. The budget breakdown should clarify the total allocated budget for each component that the project will contribute to.

The following important principles should be kept in mind in preparing a project budget:

- Include only costs that directly relate to efficiently carrying out the activities and producing the outcomes, which are set forth in the proposal. Other associated costs should be funded from other sources. Refer to the LIFT operational guidelines on what LIFT can and cannot fund.
- The budget should be realistic.



- The budget should include all costs associated with managing and administering the grant project. In particular, include the cost of gender-sensitive monitoring and evaluation.
- Indirect costs are allowable **up to six per cent** of the total direct costs.
- The budget line items in the budget template are general categories intended to assist in thinking through where money will be spent. If a planned expenditure does not appear to fit in any of the standard line item categories, list the item under other costs, and state what the money is to be used for.
- The figures contained in the budget sheet should agree with those on the proposal header and text.
- The budget needs to be accompanied by detailed assumptions on costs (e.g. how many computers are required for how many staff, how per diems are calculated, etc.)
- Costs incurred at headquarters outside Myanmar will be only considered in exceptional cases.

Financial and technical proposals should be sufficiently linked to enable LIFT to conduct a reasonable value-for-money (VfM) assessment of the proposal. Proposals that demonstrate that LIFT's funds will leverage other funds, as well as proposals that demonstrate clear progress towards financial sustainability, are encouraged.

The proposal should demonstrate good value-for-money. Some questions to consider may include:

- Have partners and communities been involved in identifying which outcomes have the greatest value to them, and where savings can be made?
- Can contributions be leveraged from other sources?
- Is the proposed concept providing value for money per beneficiary or target group?
- What options are there for achieving more value for the same/less resources?
- Are there multiplier effects from the intervention, or benefits from replication or scaling, that strengthen the value for money of the intervention?

## **Annex 2: Selection criteria to be used by LIFT**

An Evaluation Committee (EC) will appraise applications in accordance with the selection criteria identified below.

Applicants should note that these criteria serve to: a) identify the significant issues that applicants should address in their applications; and, b) to set standards against which all applications will be evaluated.

If there are ambiguities/unclear explanations, or further need for details, the LIFT evaluation committee will seek clarification from the submitting organisation if the proposal otherwise meets the main criteria.

### **Evaluation criteria**

The evaluation committee will have to answer the following questions to justify their final appraisal:

- **Completeness:** Is the information provided in the proposal complete and sufficient for the appraisal?



- **Relevance:** Is the problem definition and rationale for the project clear and does it address a critical issue relevant to LIFT's strategy?
- **Context analysis:** Is the project based on a good understanding of the context in the respective project site?
- **Stakeholder analysis:** Is there a stakeholder analysis and a clear definition of target groups? To what extent is participation of, and ownership by, key stakeholders in planning and design evident? Is it clear how the project will work with the government, non-state actors and the private sector?
- **Coherence of the design:** Is there clear outcome logic? Are the project's expected results well defined and aligned with the identified problem/needs?
- **Approach and methods:** Is the project approach and methodology innovative, feasible and appropriate? Are the methodologies based on previous experience and evidence-based knowledge? Is the idea technically feasible and likely to achieve the stated results? Does it embody good development practice and lessons? Are all seven components of the Call for Proposal addressed appropriately?
- **Sustainability:** Does the project demonstrate a good case for sustainability of the proposed outcomes and impacts beyond the funding period? Has an exit strategy been considered?
- **Gender sensitivity:** Does the proposal demonstrate awareness and understanding of concrete gender related/gender specific challenges in the project context? To what extent does the proposal strive to include women as both, equal participants and as equal beneficiaries? To what extent does the proposal plan to contribute to greater gender equality and women's empowerment? What concrete measures are proposed to address gender issues? Is gender equality/women's empowerment reflected in the proposal's TOC? Does the project plan to conduct a gender analysis at the beginning of project? Will the project collect sex-disaggregated data? Are gender-sensitive and/or gender-specific criteria integrated in monitoring and reporting systems? Refer to Annex 3 for specific guidelines and evaluation criteria for gender sensitivity.
- **Risks:** Has the proposal sufficiently considered major internal and external risks and indicated risk mitigation measures to be developed?
- **Monitoring and evaluation for accountability and learning:** Is an M&E plan provided and is it appropriate to the type and scale of the project? Is a research approach for the Impact Assessment provided and is it appropriate?
- **Learning and Policy dialogue:** Does the project give scope to contribute to evidence-based knowledge and policy dialogue?
- **Capacity:** Does the proposed implementing organisation and its partners have the necessary technical expertise, experience and capacity to implement the project?
- **Partnership:** Is the partnership built on long-term trust relationships? Is the governance and coordination system between stakeholders and partners appropriate? Is the role and involvement of the sub-partners clear and sound? Are the local partners likely to increase institutional, organisational and technical capacities through project implementation?
- **Budget:** Does the budget demonstrate value for money for the project, in particular in relation to the expected results? Is it adequate to deliver the outputs? Is there a sufficient budget dedicated to M&E, learning and capacity building?



## Annex 3: Guidelines on gender sensitivity for proposals

### I. Why do LIFT's proposals have to be gender sensitive?

LIFT is strongly committed to contributing to greater gender equality and women's empowerment through all its projects and programmes. LIFT strives to achieve the following four outcomes related to gender:

- increases in women's access to, and control over, resources
- increases in women's participation in decision-making
- increases in women's knowledge and skills
- improved focus on gender within livelihood and food security policies<sup>3</sup>

An important step to achieving these goals is to ensure gender sensitivity is considered in the formulation and planning of projects.

### II. What does gender sensitivity mean for LIFT?

Gender sensitivity means that in each action and process, gender norms and roles, and the impact gender has on access to, and control over, resources are considered and addressed.

Suggested guiding questions for assessing gender sensitivity are:

- **How does the proposal attempt to address existing gender inequalities?**
- **How does the proposal strive to include women as both equal participants and as equal beneficiaries of the planned interventions?**

Projects should not only propose equal numeric participation of female/male participants but also strive for equal quality of their participation. The latter is more difficult to assess than merely counting numbers, and often requires supportive actions to empower women e.g. gender-sensitive activities that includes men/boys to ensure that women's decision-making capacity is sustained beyond the project.

### III. Where do LIFT's proposals have to be gender sensitive?

Gender sensitivity should be woven into all stages of projects and programmes. Every project proposal includes a mandatory section on gender where the project is required to answer the question: "*How is gender considered in the project...?*" Here, all proposals outline their gender sensitivity, and their alignment with LIFT's gender strategy and how their proposed intervention contributes to LIFT's four gender programme outcomes stated above. Gender should also appear explicitly in the project's ToC to reflect gender-related goals and outcomes of the project.

---

<sup>3</sup> LIFT's Gender Strategy [https://www.lift-fund.org/sites/lift-fund.org/files/uploads/Guidelines/LIFTGenderStrategy\\_Jan2017\\_FINAL.pdf](https://www.lift-fund.org/sites/lift-fund.org/files/uploads/Guidelines/LIFTGenderStrategy_Jan2017_FINAL.pdf)