



REQUEST FOR PROPOSALS- BRAND
REFRESH FOR THE ACCESS TO NUTRITION
INITIATIVE



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1. Introduction to the Access to Nutrition Initiative

The Access to Nutrition Initiative (ATNI) is a global nonprofit which improves market performance by challenging key actors in the food system – starting with industry – to accelerate access to affordable, nutritious food for all, especially for society’s most vulnerable.

Our vision is a world where markets contribute to providing access to nutritious and affordable diets for all, preventing deaths and illness from diet-related diseases. Our strategic goal is to transform markets so that at least half of companies’ food & beverage sales are derived from healthier products by 2030 and contribute to healthy, sustainable diets for all.

Our values: ATNI values its independence. We are evidence-driven, open and transparent, inclusive and collegiate.

Approach: ATNI catalyses change through evidence collection, analysis, collaboration, and peer learning. We develop and deliver tools and strategies that empower key actors in the food system – starting with industry –to accelerate sustainable access to nutritious and affordable foods. We leverage change through effective collaboration with companies, investors, policymakers, consumer representatives and civic leaders. ATNI’s Theory of Change (TOC) can be found here: <https://accesstonutrition.org/theory-of-change/>. ATNI develops and publishes a range of private sector tools that provide comprehensive, consistent, standardized analysis of major food and beverage companies’ performance on nutrition (Pillar 1). ATNI builds strategic alliances and partnerships that add muscle and urgency to our case for change (Pillar 2). We also focus on developing new research, services and tools to shine light on good practice and identify innovations that remove access barriers (Pillar 3).

More information about ATNI can be found at www.accesstonutrition.org

2. Background

ATNI is now 10 years old. In its first ten years a lot has been achieved, but in order to meet ATNI’s new strategic objective and the targets set by ATNI’s new five-year strategy (2023-2027), ATNI needs to communicate more effectively.

The management team’s priority when the new Executive Director joined ATNI in 2022 was to build on the past, clarify ATNI’s unique differentiators, reinvigorate its mission, clarify its theory of change and sharpen the strategy and tactics. A great deal was achieved towards these goals in 2023 including the approval of a new refreshed strategy and TOC and new resources.

This brand refresh is more than changing our logo, fonts and imagery. It's what we want ATNI’s audience – starting with investors and the food industry -- to think and feel about our organization and our work. Therefore, it must reflect what makes up our brand's “DNA”, and reflect our latest strategy (2023-2027) and strategic objectives. ATNI needs to be clearer about *who* we are and *why* we exist. ATNI’s brand should be a standalone spokesperson. It should have a consistent tone, building trust every time one of our primary stakeholders accesses ATNI materials or comes in contact with us.

2024 is a critical year to communicate the path forward by refreshing ATNI’s brand centered on “Transforming (financial) markets for improved nutrition”. It is important to note that this is not a full rebranding, but an important evolution to reflect our evolved 2023-2027 strategy and to respond better to the current market.

We will launch this refreshed brand as part of the launch of ATNI’s Global Index 2024 this October.

3. Important considerations

While ATNI enhanced its approach in 2023 and clarified its focus with a new strategy, we need to now indicate that we have done this through a refreshed look. Compared to our current look, the new look should be more professional, relevant and compelling to the finance community as well as our financial donors. We want to stand out from a crowded space of health and nutrition nonprofits (e.g., there are several nutrition organizations which focus on “access to nutrition” and several others that work on improving markets).

We want to be seen as an organization that is helping the sector to navigate to a “North Star”. We want to indicate a clearer focus on thought leadership and impact and enhanced approach to how we engage with companies. In addition, we have enhanced ways to work effectively in partnership especially with investors, policymakers and consumer facing organizations.

We need to better link nutrition, sustainability and finance in all we do and regularly remind our audiences that we are shaping or even transforming markets for nutrition. Our brand should be synonymous with solutions around market reforms for nutrition and access to healthier foods.

As part of this, we want to be perceived as bolder in our approach. We must ensure high levels of quality in our primary pillar – research – but we are increasingly more proactive in the way we communicate research results. We want to be recognized as much for our innovation, convening and influence as for our deep dive research. In other words, we need to influence as well as inform. We want to be more intentional in our focus on emerging markets as well as mature markets.

Finally., it is of the utmost importance that we build on ten years of success and therefore not dilute one of our major comparative advantages in the sector. These include private sector accountability, indexing and a deep understanding of how to work with investors.

4. Objectives & Critical Success Factors

The objective of this brand refresh is to design and launch a refreshed identify which:

- salutes our past and looks to the future. It should therefore understand our foundations built on research while amplifying our new dynamism, laid out in pillars two and three of the ATNI TOC (partnerships, thought leadership and innovation);
- Resonates with decision makers from the investor and wider finance community, companies as well as policy makers and consumer organizations;
- conveys trust, legitimacy and credibility; and
- works seamlessly across the multimedia platforms ATNI embraces.

Critical Success Factors

The successful agency will have to:

- Detail plans for efficient collaboration with our current web developers.
- Detail plans for how ATNI’s new look and feel will be integrated into the production of our flagship title, the Global Index, due to be published early October 2024.
- Detail plans for ensuring full interoperability across the platforms ATNI operates on.
- Detail plans for meeting a tight timeline.

5. Duration

The assignment must finish by end September 2024. The successful tender will need to include a detailed timeline with milestones.

6. Phases & Updates

1. Design of refreshed identity

Main objective:

- A refreshed identity for ATNI, harmonizing with its latest strategic direction.

Results:

- A refreshed identity for ATNI that helps set it apart from other nutrition organizations and resonates with target audiences, particularly the finance community.

Identity elements:

- positioning, brand typography, logo, colors, use of graphic / visual elements (e.g illustrations / use of image).
- Impressions of offline and online presence: e.g. homepage, business cards, word templates and social media posts.

This list of outputs is not exhaustive, but rather indicative and actual project outputs should be finalised in consultation with ATNI.

Handover of outputs: logo, font, colors, icons

2. Designing identity materials

Main objective:

- Apply the refreshed identity to various communication materials and templates

Outcomes:

Production files of:

- Business cards
- Roll up banners
- Hand-outs/folders
- Word report template
- Templates for: Social media cards

Design of:

- online infographics (redesign)
- Communication materials around launch of refreshed identity / redesigned website

3. Communication

Main objective:

- Launching the redesigned website

Outcomes:

- Communicating the refreshed identity website before the launch of the Global Index 2024 this October (Alternatively, simultaneously, but this entails risks).
- Brand Identity Refresh connected to Digital Strategy

Simultaneously, the Brand Identity Refresh will happen whilst ATNI's web developers design and implement a new Digital Strategy. The objectives, phases and results of the Digital Strategy Refresh are outlined below.

I. Digital Strategy and Development

Main objective:

- The primary focus of this phase is to seamlessly integrate the refreshed identity. Developers will conduct an analysis of the current website and provide recommendations to ATNI for optimization. These efforts, in conjunction with the specific requirements of ATNI, will inform the development of additional deliverables for this phase, such as the implementation of the data dashboard.

Outcomes:

- Analysis of current website and advice on improvements
- Implementing the refreshed identity on the website
- Other deliverables will be determined through consultation; e.g. new CMS templates for pages; integrating the data dashboard; improving search functionality

II. Implementation

Main objective:

- Preparing the redesigned website to go live in October, ahead of the Global Index launch.

Outcomes:

- Pages that needed redesign to be re-built using the new CMS templates

7. Governance and Accountability

The agency will work closely with ATNI to validate all phases of the work before moving to the next phase. In particular, the agency will work closely with ATNI's comms team which will guide the agency and ensure smooth and optimal access to senior staff and stakeholders and past materials.

The agency will need to work with ATNI's web developers to ensure all the work is fully integrated. The agency will provide specifics on how this process will be managed.

8. Guiding principles and values

The agency will adhere to the Code of Conduct and Ethic Policy of ATNI where the following guiding principles are outlined:

- **Not-for-profit:** ATNI acts for the public good and all funds are employed in the pursuit of its mission.
- **Independence:** independence of governance, funding and perspective are essential to the integrity and credibility of the ATNI and enables the realization of impartiality towards all stakeholders.
- **Transparency:** transparency of management, activities, methodology and findings supports public trust and accountability.
- **Respect:** respect for the mission of the ATNI aligns with respect for the process of fairly representing the collective view of society's expectations of F&B companies and respect for the views of all stakeholders.
- **Collaboration:** the ATNI collaborates with other organizations to avoid overlap and duplication of effort, where there are shared values, common aims, and activities are for the good of society.
- **Affirmation:** When possible, ATNI acknowledges the positive progress and efforts of companies towards access to nutrition.
- **Inclusivity:** ATNI works from an inclusive perspective towards all belief, culture, gender, race, ethnicity, and national and regional considerations.
- **Human rights:** the ATNI respects universal human rights.

9. Deliverables and Schedule

This assignment should take place in Q2 and Q3 of 2024 and must be completed by end September.

The project will only be considered successful if completed with enough time to integrate our refreshed identity into the launch of our flagship Global Index in early October.

Working backwards from end September we will need a detailed schedule to ensure this delivery deadline is met.

10. Budget and payment

ATNI requires financial proposals from applicants for this assignment. As noted in the opening, this RFA is for a brand refresh and not a full rebranding. The budget for this assignment cannot exceed EUR33.000 including VAT. The payments will be scheduled according to the following deliverables. Payment schedule will be finalized at the time of the contract. Indicatively it may be:

40% upon completion of Deliverable 1: signing of contract

30% upon completion of Deliverable 2: delivery of signed off artwork

30% upon completion of Deliverable 3: full integration of refreshed look and feel across ATNI platforms.

All reimbursable costs will have to be pre-agreed with ATNI. ATNI does not foresee any international travel for the consultancy.

11. Structure of the proposal and submission guidelines

The proposal should contain the following items:

- A short technical proposal outlining a) your understanding of ATNI's requirements; and b) detailed plans with timelines and milestones.
- A budget

ATNI is seeking a fully collaborative agency that understands how the NGO sector works.

ATNI will only consider duly completed submissions. While preparing their submission, Applicants can send their requests for clarifications to Omari Palmer, Corporate Comms Manager omari.palmer@accesstonutrition.org. The proposal will be sent by email to Philip Eisenhart, Communications Advisor, philip.eisenhart@accesstonutrition.org by **8 May 2024**. All submissions should be sent out with a delivery receipt.