Request for Proposals - Consultancy
RFP: Measuring Behaviour Change
Application deadline: 28 October 2020

RFP n#:	2020-10-MEL-BCHANGE
Location:	Remote
Start date:	9 November 2020
End date:	31 December 2020
BCI key contact:	Hayley Morgan Implementation Team tender@bettercotton.org

All applications must be sent to
tender@bettercotton.org and addressed to the BCI key contact, with the subject header:
"Application RFP Measuring Behaviour Change – RFP n# 2020-10-MEL-BCHANGE". Further
information about the application timeline and process is detailed below. Questions, requests
and applications sent after the deadline (28 October 2020) will not be considered.

BCI BACKGROUND:

The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton
sustainability programme in the world. BCI exists to make global cotton production better for
the people who produce it, better for the environment it grows in and better for the sector's
future. In the 2018-19 cotton season, BCI and our on-the-ground partners provided training on
more sustainable farming practices to 2.3 million cotton farmers across 23 countries, and
Better Cotton accounted for 22% of global cotton production.

PROJECT BACKGROUND:

In the next phase of BCI's strategy, 2021-2030, BCI aims to achieve its goal of sector
transformation, this will fall under two broad headings: deepening impact and systemic
change. To inform this period and enable us to measure impact we are interested to learn how
other sustainability standards and sustainable agriculture initiatives deliver and monitor their
capacity building programmes, and balance accelerating impact with cost-effectiveness and
scale.

BCI coordinates a cascade capacity building programme, delivered through BCI staff and
experienced field-level partners, referred to as BCI Implementing Partners. This programme
aims to help farming communities adopt practices consistent with our Standard - the Better
Cotton Principles and Criteria. BCI does not train farmers directly, but "cascades" training and
resources through its network of Implementing Partners, who are crucial for the success of the
initiative at field level. More information on this can be found in our Theory of Change and on
our Capacity Building info page.

As we strive to deliver greater impact at farm level, we increasingly need to understand the
complexities of behaviour change and the pathway to impact. For example, to what extent is
farmer knowledge of improved practices increasing, attitudes towards these practices
changing, and more widespread adoption of these practices occurring? We need to better
understand which capacity building activities are more impactful than others, how we can
compare effectiveness of the different activities, and how we can ensure we invest in
delivering impact in the most effective and efficient way. More information on our current
approach to measuring results and impact can be found here.

The BCI Implementation and Monitoring, Evaluation and Learning (MEL) teams intend to use
this research to explore new or enhanced monitoring methods in BCIs next phase until 2030,
and to design and deliver adaptations to the capacity building programme. We will also use the
findings to feed into research on Farmer Centricity which is ongoing.

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PROJECT OBJECTIVES:

1) Through desk-based research and consultations with organisations delivering capacity building at scale, we would like this consultancy to create a report that answers the following key questions:
   - What is current academic and sector thinking on frameworks or methodologies to evaluate and measure behaviour change, including approaches such as CrI^2SP and KAP etc.
   - How do other organisations delivering capacity building at scale evaluate behaviour change and its link to impact?
   - What tools and resources are required to support the methodologies that are used?
   - How do organisations gauge the comparative effectiveness of in-person trainings (e.g. learning group approach) vs. open source messaging (e.g. through radio, SMS, wall paintings, and technology)?
   - What have other organisations learned through measuring behaviour change?
   - How do other organisations continuously improve their programmes using this information?

2) Following the desk research and interviews, create a methodology for measuring behaviour change that is relevant, efficient and effective for BCI. It must be appropriate for our scale, sector and type of capacity building. We will seek to test the methodology in a second phase to this research so supporting guidance and tools will be required.

Throughout the project, we would like to capture other insights, which could include, but are not limited to:
- How do organisations deliver capacity building? Considerations: staffing levels; use of partners; use of technology; global vs. nationally or regionally adapted materials; costs
- What COVID-19 adaptations have been effectively made in capacity building?
- Do other organisations incentivise learning and behaviour change, if so how?
- How do organisations quality assure training delivered by partners?
- What methods and tech enablers do organisations use to collect data?

PROJECT DELIVERABLES:

- Questionnaire for consultations with organisations operating in a similar environment of agricultural development, natural resource management and decent work.
- 15-20 page report and executive summary on findings. The report should be engaging and thought-provoking. The main body should be written in simple, non-technical language, with any technical material e.g. data collection tools, to be presented in annexes.
- Suggested methodology for BCI to include clear guidance for use and recommendations for future sampling (size and selection of respondents), frequency of data collection and frequency of reporting recommended.
- Full suite of data collection tools, to include: training materials, questionnaires, data entry forms, list of data points needed (with suggested data sources in case beyond the farm).
- Calculation/analysis tool (if needed)
- Presentation of findings (online webinar) to audience of 8-10 BCI staff members in implementation and MEL
- PPT deck

We expect the consultant to seek comments and feedback from BCI in sufficient time to discuss and incorporate them into the final report and recommendations. The project timeline may be changed pending recommendations from the consultant.

WAYS OF WORKING:

The BCI Project team will include, but is not limited to:

- Senior Manager: Sustainable Agricultural Practice
- Senior Global Programme Coordinator
- Monitoring & Evaluation Manager

Microsoft Teams is our preferred platform for project coordination and collaboration. Fortnightly meetings will be organised for the duration of the consultancy. We will offer access to our network and will provide information on current data collection. To maximise the learning potential from the consultancy, BCI may publish full reports or excerpts from them or may otherwise share them with interested parties.

EXPERIENCE, SKILLS AND COMPETENCIES:

- Demonstrable experience working with capacity building programmes and measuring their effectiveness and impact.
- Established network within MEL community, particularly within sustainable agriculture interventions
- Experience working in international development
- Demonstrable academic and practical experience in qualitative and quantitative research methodology
- Strong analytical and communication skills
- Excellent reporting and presentation skills
- Fluency in spoken and written English

TIMELINE

	Application process
By 28 October 2020	Submission of project proposal, CV and two references. Proposals must include: project methodology, network list, budget broken down into objectives and where relevant, deliverables. (NB. We are open to other approaches to delivering this project if they are proposed). All applications must be submitted to tender@bettercotton.org, headed "Application RFP Measuring Behaviour Change - RFP n# 2020-10-MEL-BCHANGE" addressed to Hayley Morgan.
29 October to 5 November 2020	Application review & shortlisting / Interviews
By 6 November 2020	The successful applicant will be notified Unsuccessful shortlisted applicants will also be notified
By 9 November 2020	**Project kick-off**
November 2020	Deliverable I: Questionnaire for consultations
December 2020	Deliverable II: First draft report
	Deliverable III: First draft methodology
	Deliverable IV: Final report and executive summary
	Deliverable V: Final methodology and tools
	Deliverable VI: PPT presentation of deliverables

We thank all applicants for their interest; however only shortlisted applicants will be contacted. BCI is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under these principles and subject to BCI's policies on equal opportunity, non-discrimination, anti-bribery & corruption and confict of interest.