

# Request for Proposals Traceability Comms Campaign - Consultancy

**RFP n#:** 2022-10-CM-TCC

**Location:** Remote

**Start date:** 1 November 2022

**End date:** Dec 2023

**Better Cotton key contact:**

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Director, Communications  
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All applications must be sent by email, to [tender@bettercotton.org](mailto:tender@bettercotton.org) **ONLY** with the subject header: "Application RFP Name of Traceability Comms Campaign – RFP n# 2022-10-CM-TCC". Questions, requests and applications sent after the deadline (14 October 2022) will only be considered in exceptional circumstances.

## Description

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: [www.bettercotton.org](http://www.bettercotton.org)

## Background

There is a growing demand for traceable Better Cotton, as stakeholders worldwide seek more clarity over the social and environmental challenges associated with the cotton supply chain, and policymakers increasingly require businesses to demonstrate greater transparency. To begin our journey to physical traceability, in 2021, we convened a panel of ten leading Retailer and Brand Members to advise and support the initial phase of Better Cotton's traceability strategy and solution

development. These members had visibility into strategy development and contributed to the shaping of the overall solution, including scope, timeline, budget, and priorities.

Overall, we gathered input from over 1,500 organisations, confirming that traceability is business-critical across the industry. It is also clear that retailers and brands need to integrate sustainability and traceability into their standard business practices. Some 84% of respondents indicated that their customers now wanted to know where the cotton in their products was grown. In fact, four in five suppliers surveyed sought the benefit of an enhanced traceability system. However, currently, only 15% of apparel companies claim to have full visibility of the raw materials that go into their products, according to a recent study by KPMG. We've harnessed our findings to develop a comprehensive four-year activity plan for introducing traceability into the Better Cotton network. The approach is ambitious but realistic, founded on the needs and circumstances of our members, and the experience of others working on cotton traceability.

We are now seeking an experienced communications agency or consultancy with expertise in sustainability to develop a cohesive communications campaign that will launch in Q4 2022 and will continue until the end of 2023. There are multiple objectives to this campaign including keeping stakeholders up to date about the status of the project, informing members about the upcoming traceability levy required to support the system, sharing relevant information the Chain of Custody revision and, importantly, reinforcement communications to continue to grow demand for traceable Better Cotton.

## Scope of Work

The expected output will be to create and implement a communications campaign to sensitise our target audiences to the upcoming roll out of the traceability system, educate them about the changes that are material to them, and continue to generate excitement for traceable Better Cotton.

Examples of outputs/tasks include:

- Understanding our target audiences as well as the broad and technical implications a traceability system presents to them.
- Consulting relevant Better Cotton staff:
  - To develop a deep understanding of the project.
  - Assessing key stakeholders to understand what they need to know and when as well as what kind of messaging and channels will generate further buy-in for the system.
  - Understanding the wider communications context and priorities for the Communications Team.
  - Understanding how the traceability work fits within the wider organisational context and how it complements and supports other activities designed at driving change at farm level.
- Coordinating touchpoints with Better Cotton's Leadership Team and other relevant internal stakeholders.
- Creating a balanced cross-channel campaign plan, including
  - Targeted member communications
  - News posts and blogs
  - Member webinars
  - Social media strategy

- Integrated media engagement (working with our existing PR agency)
- Appropriate creation of visual elements: videos/infographics
- Events (in-person and virtual) and other speaking opportunities
- Working with the Communications Team to implement the plan, including:
  - Coordinating copywriting/editing
  - Creating social media content
  - Liaising with the Creative Design Officer and/or external agencies for visual content
  - Contributing to press releases

The initial communications campaign plan should be planned to span approximately 14 months, but also include suggestions for communications for 2-3 years beyond that.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

## High-level Timeline

<b>14 October 2022</b>	All applications must be submitted by email, headed “Application RFP Traceability Comms Campaign – RFP n2022-10-CM-TCC” addressed to Eva Benavidez at <a href="mailto:tender@bettercotton.org">tender@bettercotton.org</a> <b>ONLY</b>
<b>17 Oct to 21 Oct 2022</b>	Applications review & shortlisting / Interviews
<b>24 October 2022</b>	The successful applicant will be notified  Unsuccessful <u>shortlisted</u> applicants will also be notified
<b>1 November 2022</b>	<b>Start of the consultancy</b>

## Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
Significant experience in communications strategy
Demonstrable awareness of sustainability standards and pertinent sustainability issues
Understanding of agriculture and/or the textile and apparel industry (knowledge of raw materials and retail markets, industry trends)
Strong writing and editing skills
Experience developing campaigns aimed at retailers, brands, and civil society
Extensive expertise in project management, cross-functional collaboration
Ability to effectively monitor performance and report on results
Strong interpersonal skills and the ability to work effectively within a collaborative team
Fluent English: Better Cotton’s language of operation is English

<i>Optional</i>
University degree in Sustainability, Communications or Public Relations

## Application Requirements

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Proposals responding to this Request for Proposals should be a maximum of 3 pages (excluding CVs), and include the following:

- Overview of relevant experience;
- Proposed methodology and timeline;
- Detailed and transparent budget, preferably in EUROS, including time allocation and day rates.

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.