

# Request for Proposals

## Video for the Launch of the Revised Principles and Criteria

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RFP n#: 2023-04-SA-P&CVIDEO

Location: Global

Start date: 10 April 2023

End date: 09 June 2023

**Better Cotton key contact:**

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All applications must be submitted via this [link](#)

Questions, requests and applications sent after the deadline (07 April 2023) will only be considered in exceptional circumstances.

## Description

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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

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We are seeking proposals from skilled individuals or agencies interested in designing a short video for the launch of the newest version of the Better Cotton farm-level standard – the Principles & Criteria.

This is a core document for Better Cotton, as it sets out the global definition of Better Cotton. By following the principles and criteria that are outlined in the document, Better Cotton Farmers produce cotton in a way that is better for themselves, their communities and the environment.

In October 2021, we launched the revision of the Better Cotton Principles & Criteria. The aim of the revision was to strengthen the Principles & Criteria to ensure they continue to meet best practice, are effective and locally relevant, and align with Better Cotton's 2030 strategy.

The revision is now complete, and we would like to accompany the launch of the new standard with a video that can explain in a visually appealing way the new requirements and focus areas, together with the main changes resulting from the revision process.

## Scope of Work

The expected output will be to produce a 60-90 second video using existing footage from the field and 2D animations, on the basis of a draft script and information provided by Better Cotton.

We will provide access to Better Cotton's illustration library, to facilitate the process and ensure alignment with existing communication tools.

The design process should allow for two revision rounds before the final version of the video is supplied.

The designer must also provide Better Cotton with all the illustration assets and original files as a package upon completion.

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

7 April 2023	Applications deadline Please note that applications will be screened on a rolling basis.
By 7 April 2023	The successful applicant will be notified Unsuccessful applicants will also be notified
10 April 2023	<b>Start of the consultancy:</b> <ul style="list-style-type: none"><li>- Kick-off call with consultant (45 mins)</li><li>- Access to illustration library and draft script/additional information supplied</li></ul>

TBD	First draft of the video sent to Better Cotton
TBD	Feedback from Better Cotton sent to designer
TBD	First revision round and second draft of the video completed
TBD	Final feedback from Better Cotton
9 June	Final video & accompanying deliverables submitted to Better Cotton

## Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
5-10 years' graphic design experience
Experience working with animation software.
Fluent English: Better Cotton's language of operation is English
<i>Optional</i>
Knowledge and experience of Better Cotton or other sustainability initiatives

## Application Requirements

Proposals responding to this Request for Proposals should 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.