

# Request for Proposals-

## Baseline Study of GIF-funded Project of WWF in Punjab, Pakistan

**RFP n#:** 2023-05-GIF-WWFPP

**Location:** Punjab, Pakistan

**Start date:** 20 June 2023

**End date:** 22 Sep 2023

**Better Cotton key contacts:**

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All applications must be submitted via [this form](#). You may submit questions to [tender@bettercotton.org](mailto:tender@bettercotton.org) - RFP n# 2023-5-GIF-WWFPP

Questions, requests, and applications sent after the deadline (8 June 2023) 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)

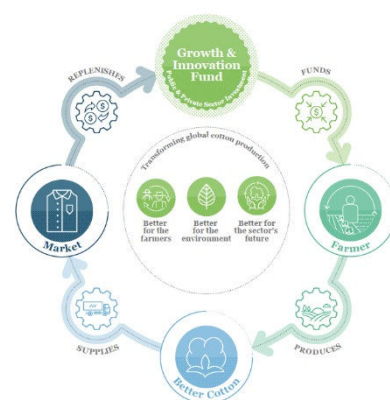
## Background

Better Cotton Growth & Innovation Fund (Better Cotton GIF) was established in 2016 to transform cotton production globally and develop Better Cotton as a sustainable mainstream commodity. Its

mission is to help cotton communities, through effective and transformative funding, to survive and thrive, while protecting and restoring the environment.

Better Cotton GIF addresses vital sustainability issues such as climate change, soil health, pesticide use, smallholder livelihood, and women’s empowerment through its support of the Better Cotton Standard System (BCSS), which is a holistic approach to sustainable cotton production that covers all three pillars of sustainability: environmental, social, and economic.

The fund provides a mechanism for retailers and brands to make investments that can lead to a tangible impact at the field – level, which cannot be achieved alone. The Better Cotton Council, in partnership with Retailers and Brands, civil society members, and government bodies, governs the GIF. Its governance model provides contributing partners an active voice in driving the success of their investments and creating a more sustainable future for the farmers, businesses, brands, and consumers that are involved in the cotton industry. The Fund also enables public-private cooperation on an unprecedented scale – laying the foundation for successful long-term implementation.



This year GIF has awarded a one-year-long grant to WWF, in Punjab Pakistan, which has served as a Programme Partner for Better Cotton for over a decade and supporting the implementation of the Better Cotton Standard System in Pakistan. In the season 2023-2024, WWF will be implementing a project in four districts of Punjab including Lodhran, Khanewal, Muzaffargarh and Multan, with the project interventions focusing on GIF impact areas such as climate change, women’s empowerment, pesticides and toxicity, and decent work. The project interventions include various activities such as the capacity building of farmers and workers, market access, supporting women entrepreneurs, and advocacy with the government to phase out HHPs and develop climate change mitigation strategy and plan, etc. The project will target around 74,750 smallholder Better Cotton farmers, 900 medium farmers, and 18,000 farm workers. The project farmers are divided into 35 Producer Units<sup>1</sup> (PUs) as shown in the table below:

District	No. of PUs	No. of Farmers
Khanewal	10	18150
Lodhran	12	15700
Multan	4	13800
Muzaffargarh	8	28000
<b>Total</b>	<b>34</b>	<b>75650</b>

To guide the project implementation, measure the progress of the project, and evaluate its achievements, WWF has designed a project logframe, specifying the expected project results for the

<sup>1</sup> Producer Unit: The farmers in Better Cotton’s programme are grouped into Producer Units (PU). A Producer Unit is a group of farmers who participate in the Better Cotton programme through a group assurance model. The optimal size of a PU is between 3,500 to 4,000 farmers. Farmers in a Smallholder PU are further divided into Learning Groups (LGs), each with around 40 farmers.

different impact areas and indicators to measure them. The project indicators consist of standard indicators from Better Cotton's [Results Indicators](#) and [Delta Framework](#), as well as project-specific indicators focusing on measuring changes in knowledge, awareness and adoption of sustainable agricultural practices.

Better Cotton GIF is highly committed to ensuring learning throughout the implementation of the project and Programme Partners are required to have strong project M&E systems. Moreover, Better Cotton GIF is also invested in finding out the extent to which the project is successful in meeting its expected outcomes and whether there are any unintended or negative effects of the project interventions. In this regard, Better Cotton is seeking to hire an external consultant (individual or organization) to conduct a baseline study of the project being implemented by WWF in the targeted districts in Punjab in 2023 that will serve as a benchmark to evaluate the project in 2026 if the project continues to be funded.

## Purpose & Scope of the Assignment

The purpose of this assignment is to conduct a baseline study of the GIF-funded project of WWF to be implemented in the Punjab province of Pakistan in the cotton season 2023-2024. The baseline study will serve as a benchmark for evaluating the project in 2026.<sup>2</sup>

The study will be carried out in the targeted districts of Punjab Pakistan. It will cover all the project interventions funded by GIF, targeting 74750 smallholder Better Cotton farmers, 900 medium farmers, and 18,000 farm workers, covering 35 Producer Units<sup>3</sup> (PUs)

The assignment will consist of baseline study design, data collection, analysis and reporting with the following key tasks:

- Review and refine the project Logframe including result statements, indicators, and means of verification (MOVs) proposed by the Programme Partner
- Define sample size and methodology for the baseline, considering the geographical distribution of farmers, farmers' engagement with the program, and other related factors.
- Develop guidelines and tools for the baseline data collection on all the project outcome and impact indicators, following standard data collection methods for Better Cotton Results Indicators and Delta Indicators and in consultation with Better Cotton and the Programme Partner
- Design the data collection plan and quality assurance in coordination with the Programme Partner and GIF Team
- Pre-test the tools and finalise after consultation with the GIF Team
- Collect baseline data from the sampled respondents following the study methodology and tools and according to the data collection plan and quality assurance protocols.
- Undertake internal quality control procedures including verifying the accuracy of a random sub-sample of questions
- Use a digital data collection tool for the data collection if possible
- Clean the data and deliver a final dataset to Better Cotton with verified and validated data

<sup>2</sup> If project continues to be funded.

<sup>3</sup> Producer Unit: The farmers in Better Cotton's programme are grouped into Producer Units (PU). A Producer Unit is a group of farmers who participate in the Better Cotton programme through a group assurance model. The optimal size of a PU is between 3,500 to 4,000 farmers. Farmers in a Smallholder PU are further divided into Learning Groups (LGs), each with around 40 farmers.

- Review and analyse the baseline data and develop draft reports and submit datasets and draft reports to Better Cotton
- Identify gaps and needs related to the project such as at the community or organisational level and provide recommendations to design interventions that are tailored to address specific needs.
- Assess the project implementation arrangements that the Programme Partner has in place, including the project implementation process, resources, and capacities
- In addition to the baseline status in the report, also propose the most suitable evaluation methodologies that could be used to undertake the final evaluation at the end of the project and provide recommendations on the data that needs to be tracked throughout the project implementation that would be useful in the final project evaluation.
- Integrate comments from Better Cotton and the Programme Partner on the draft and submit a final report.

## Methodology

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Better Cotton expects the study consultant to develop a framework (approach, design, and methods) based on the objectives of the baseline study. The consultant should also provide justification for proposing a particular approach and methodology with a detailed discussion in their proposal. The final decision on the approach and methodology to be used will be done in consultation with the Better Cotton team.

## Deliverables

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Below is the list of deliverables to be submitted by the consultant(s).

### a. Inception Report

Upon the review of available documents including proposals of the Programme Partner and logframe and based on an initial discussion with Better Cotton, the consultant should submit an inception report and give a presentation to the Better Cotton project team. The inception report and presentation will:

- Describe the baseline study approach and methodology including sampling
- Detailed work plan and schedule, including plans for data collection
- Adapted and translated tools for data collection
- Plan for the training of enumerators, pre-testing and a detailed data collection plan
- Present outline for the final baseline study report

### b. First draft of baseline study report

- The consultant should provide the first draft of the baseline study report to Better Cotton following the agreed schedule, along with the raw dataset and the requirements mentioned in the TORs

- Draft report will initially be shared with the Better Cotton team for review and input before being revised and then shared with relevant stakeholders for feedback. Stakeholders will be given a reasonable timeframe in which to respond.

### c. Final reports and presentation

- The consultant should submit the final report incorporating comments from Better Cotton and other key stakeholders.
- The consultant should also hand over a complete data set including transcripts of stakeholder interviews and any other data collected to Better Cotton at the end of the assignment.
- Along with the final report, the consultant should submit a monitoring framework for the project, with guidelines and tools in consultation with the Programme Partner, to track the indicators that require yearly data collection.
- The consultant should also submit a PowerPoint summary of the main findings in the report and give a presentation to the Better Cotton team.

These deliverables are to be prepared in English only and submitted to Better Cotton electronically via email.

## High-level Timeline

Activity	Tentative Deadline
Tender date	26 May 2023
Deadline for submission of proposals	8 June 2023
Applications review & shortlisting / Interviews	9 June – 16 June 2023
Successful applicant to be notified and contracted.	19 June 2023
Start of assignment	20 June 2023
Inception Report and Presentation	30 June 2023
Enumerators training, piloting tools and field data collection	3 July 2023 – 4 Aug 2023
Presentation of Preliminary findings	18 August 2023
First draft of the baseline study report	29 Aug 2023
Final draft of the baseline study report along with project monitoring framework	11 Sep 2023
Presentation of key findings & recommendations	22 Sep 2023

## Required Skills & Knowledge

Skills, Knowledge and Experience
<b>Essential</b>
The lead consultant and co-consultant either (individual or representing a consulting firm) must have:
<ul style="list-style-type: none"> <li>• A postgraduate qualification in a relevant field such as agriculture, research, statistics, or social sciences</li> </ul>
<ul style="list-style-type: none"> <li>• The lead consultant should have a minimum of eight years of professional experience in conducting baseline studies and evaluations of development projects whereas the co-consultant should have a minimum of five years of relevant experience.</li> </ul>
<ul style="list-style-type: none"> <li>• Experience in conducting evaluations in the sustainable agriculture sector</li> </ul>
<ul style="list-style-type: none"> <li>• Extensive conceptual and methodological skills and experience in delivering evaluations including evaluation designs, and qualitative and quantitative methods</li> </ul>
<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> </ul>
<ul style="list-style-type: none"> <li>• Excellent report-writing skills</li> </ul>
<ul style="list-style-type: none"> <li>• Fluent in written and spoken English</li> </ul>
<ul style="list-style-type: none"> <li>• Excellent facilitation and coordination skills</li> </ul>
<b>Desirable</b>
It would be desirable for the lead consultant/co-consultant or another member of the named team to have:
<ul style="list-style-type: none"> <li>• Working knowledge of the cotton industry/sector</li> </ul>
<ul style="list-style-type: none"> <li>• Working knowledge of sustainability standards</li> </ul>
<ul style="list-style-type: none"> <li>• Experience in working in Punjab</li> </ul>

## Application Requirements

Interested parties are requested to submit a detailed proposal including at a minimum:

- A succinct, well-documented Technical Proposal that includes:
  - A summary of each task and main objectives
  - Activities and a corresponding timeline
  - The proposed approach and methodologies, including an endline evaluation methodology
  - CVs of the lead consultant, co-consultant and other team members
  - A clear description of the project team for each task, detailing the relevant experience of team members
- At least one sample of previous relevant work (the contents of which will remain confidential and will be used for the sole purpose of evaluating the submission). This sample report must be less than three years old.
- Financial Proposal:  
Please provide a detailed budget for each task including time allocated and daily rates. All costs must be included in the detailed budget including expenses and taxes.

Consultants, either individual or firms, are invited to submit their proposals via [this form](#) before **5.00 pm CET on 8 June 2023**.

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 an equal opportunity, non-discrimination, anti-bribery & corruption, and conflict of interest.

## Evaluation Criteria

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The proposals will be evaluated based on the following criteria:

### Technical Evaluation Criteria

- Demonstrated understanding of this RFP, and the responsiveness of the proposal to it
- Conceptual framework and methodology proposed
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultants and team members
- Quality and relevance of the sample baseline/evaluation report

### Financial Evaluation Criteria

- Quality and clarity of budget provided, and level of detail included
- Alignment of the budget to the activity timeline detailed in the technical proposal
- Value for money

## Budget and Payment

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Payment to the consultant will be made based on the following schedule.

Upon acceptance of the inception reports and presentation and submission of the advance invoice	50%
Upon acceptance of the final baseline study report and presentation as per the agreed timeline	50%