

# Request for Proposals Sourcing A Training Platform Solution - Consultancy

RFP n#: 2023-5-PR-TRPLAT

Location: Remote

Start date: 5<sup>th</sup> June 2023

End date: 4<sup>th</sup> August 2023

**Better Cotton key contact:**

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Programmes Team



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

You may submit questions to [tender@bettercotton.org](mailto:tender@bettercotton.org) - RFP n# 2023-5-PR-TRPLAT .

Questions, requests and applications sent after the deadline (26<sup>th</sup> May 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

We are seeking proposals from skilled individuals or organisations interested in assisting the Global Programmes Team's initiative to source a training platform solution.

Better Cotton coordinates a cascade capacity strengthening programme, delivered through Better Cotton staff and experienced field-level partners, referred to as Better Cotton Programme Partners. This programme aims to help farming communities adopt practices consistent with our Standard - the

[Better Cotton Principles and Criteria](#). More information on this can be found in our [Theory of Change](#) and on our [Capacity Building](#) info page.

A critical tool for facilitating the cascading of the training material is an online training platform that has the capability to deliver asynchronous training modules on demand for Better Cotton and Programme Partner staff, particularly Producer Unit managers and Field Facilitators who then adapt the training material for farmers and workers. Over the past several years Better Cotton has been using the Mindflash platform to host this training. With a new tranche of training material due to be developed and launched during 2023 alongside the revised Better Cotton Standard, we are taking this opportunity to review the suitability of Mindflash and other potential platforms. We want to ensure we have the most cost-effective platform that can assist our efforts in accelerating impact at scale to facilitate the expansion of improvements in farming practices throughout the entire Better Cotton farming community.

## Scope of Work

The study will be conducted remotely and will involve working closely with the Better Cotton Global Knowledge Management Team. Interviews will be conducted with the Knowledge Management team and with selected Country Team members. A brief online survey and follow-up interviews with a small number of Producer Unit Managers and Field Facilitators will also be undertaken to understand current usage, pain points, additional features / improvements that could be included. Based on agreed criteria with the Knowledge Management and Country Teams, the consultants will identify and comprehensively review a selection of five or six of the most relevant training platforms available and create that will fulfil Better Cotton's needs. These criteria will include consideration of:

- Accessibility – can the training be downloaded for offline use? Can the platform be accessed from different devices e.g., laptop, tablet, phone? Can the platform be accessed in low bandwidth locations?
- Security features – what is in place to ensure appropriate protection for users
- Format – how is the training presented on the platform? Can videos and other multimedia be included? How easy is it to create and upload training material?
- Translation – what capability exists for multiple languages?
- What types of assessments are supported by the platform? How easy are these to create / adapt?
- What type of LMS is used to support learners and Better Cotton in monitoring their progress and success in completing the training modules?
- How does the LMS guide and support users on their learning journey on the platform?
- What use reports does the platform produce? How easy are these to create? Are the reports easily customisable?
- What technical help support is available from the platform provider in case of problems?
- What are the user licensing costs involved and how are these structured?
- Are there references / examples of other organisations successfully using the platform?
- Future needs – the potential to link with Salesforce through the Better Cotton member portal.

The consultants will also be required to present the findings of their training platform review to a small group of Better Cotton staff online and the rationale for the shortlisted options proposed. The consultants may also highlight their recommended option from the shortlist to help guide the final platform selection by Better Cotton.

The required deliverables will be:

1. Conduct interviews with the Better Cotton Knowledge Management Team and selected Country Team capacity strengthening leads.
2. Carry out a brief online survey and follow-up interviews with a small number of PU managers and Field Facilitators.
3. List the key success criteria the platform needs to meet to fulfil Better Cotton's needs.
4. 15–20 page report and executive summary on the findings of the research, including a review of Mindflash and a selection of alternative training platforms measured against the success criteria and recommendations for the shortlist of platforms to take forward for review. The report should be engaging and written in simple, non-technical language, with any technical material e.g. methodology, data collection tools, to be presented in annexes.
5. Presentation of findings (online webinar) to audience of 6-8 Better Cotton staff members from the Programmes team

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

- Global Knowledge Manager
- Global Knowledge Management Co-ordinator
- Senior Manager – Global Impact

Microsoft Teams is our preferred platform for project coordination and collaboration. Fortnightly meetings will be organised for the duration of the consultancy. To maximise the learning potential from the consultancy, Better Cotton may publish full reports or excerpts from them or may otherwise share them with interested parties.

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

26 <sup>th</sup> May 2023	Applications deadline - Submission of project proposal, CV and two references. All applications must be submitted via this <a href="#">form</a> .
29 <sup>th</sup> May to 2 <sup>nd</sup> June	Applications review & shortlisting / Interviews
By 2 <sup>nd</sup> June 2023	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
5 <sup>th</sup> June 2023	Start of the consultancy

5 <sup>th</sup> June -28 <sup>th</sup> July	<p>Deliverable 1 – Conduct interviews with the Better Cotton Knowledge Management Team and selected Country Team capacity strengthening leads.</p> <p>Deliverable 2- Carry out a brief online survey and follow-up interviews with a small number of PU managers and Field Facilitators.</p> <p>Deliverable 3 – List the key criteria the platform needs to meet to fulfil Better Cotton’s needs.</p> <p>Deliverable 4 - Final report and executive summary on the findings of the research including a recommended shortlist of the most suitable platform(s).</p>
WB 31 <sup>st</sup> July	Deliverable 5 – Powerpoint presentation of deliverables.

## Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
<ul style="list-style-type: none"> <li>• Demonstrable practical experience in providing successful online training solutions for similar organisations to Better Cotton</li> <li>• Demonstrate an understanding of the different user needs for an online training platform within the Better Cotton community</li> <li>• Strong analytical and communication skills</li> <li>• Excellent reporting and presentation skills</li> </ul>
<i>Optional</i>
Fluent in spoken and written English: Better Cotton’s language of operation is English

## Application Requirements

Proposals responding to this Request for Proposals should be a maximum of 15 pages (excluding CVs), and include the following:

- Overview of relevant experience;
- Proposed methodology, a list of potential platform providers and timeline;
- Detailed and transparent budget, preferably in EUROS, including time allocation and day rates for each of the deliverables

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.