

Request for Proposals: MEL Communication's products – Consultancy

RFP n#: 2024-02-MEL-COMMS

Location: Remote

Start date: 01 03 2024

End date: 31 03 2024

Better Cotton key contact:

Fatima Abbas

Senior Coordinator, MEL Grants



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

You may submit questions to tender@bettercotton.org - RFP n# 2024-02-MEL-COMMS until 25 02 2024.

Questions, requests, and applications sent after the deadline (February 25, 2024) 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 challenging 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

Background

We are seeking expression of interest from skilled individuals to develop communications products for the Monitoring, Evaluation and Learning (MEL) Team at Better Cotton. Through its MEL Team, Better Cotton commissions independent studies (impact assessments, programme evaluations, case studies, etc.) to collect data from samples of Better Cotton farmers to evaluate field-level environmental, social, and economic impact of the Better Cotton Standard System ([BCSS](#)). Additionally, the MEL Team coordinates the monitoring and evaluation of all donor-funded projects at Better Cotton and engages in research across dedicated areas in line with Better Cotton's [Theory of Change](#), its 2030 Strategy, and its Results & Evidence Framework.

The consultant will work closely with the Global MEL Research & Evaluation team and collaborate with the Communications Team at Better Cotton. The consultancy will be remote and will be responsible for developing communications products including an Impact & Evidence Compendium as well as an interactive dashboard and/or map using Power BI or other visualization tools, to synthesise the findings and results from all research and evaluations conducted on Better Cotton programmes.

Scope of Work

The expected outputs will be:

1. **Designing and populating the MEL Impact and Evidence Compendium:** The consultant will be expected to design a reader-friendly Excel-based template for all research studies commissioned by MEL over the last 5 years. This template should be designed considering the MEL team will continue using it for future studies as well. It should include fields like each study's background, location, research questions and objectives, sampling and methodology, the indicators and impact areas the study has researched, the quality of evidence, etc. Once the design is approved, the consultant will then populate this template for all the research studies (approximately 3 impact studies, 7 research papers, 8 evaluations and 4 case studies) that will be provided by the MEL team. Relevant quotes and figures will need to be included from each research report as well. The format should be compatible with Power BI preferably, or other visualization software that MEL Team can manage using to display future studies as well.
2. **Consolidating and displaying data through Power BI (or other visualization software):** The consultant will also be responsible for developing an interactive country-wise map of research studies identified above, using a visualization tool like Power BI. This will automate the synthesis sheet developed as part of the compendium. The consultant will further liaise with Better Cotton Communications Team to ensure that the interactive map can be added to the Better Cotton website.
3. **Revising and improving the Results & Impact page on Better Cotton website:** Finally, the consultant is expected to revamp the "Independent Research & Evaluation" section of the Better Cotton website page titled "[Demonstrating Results and Impact](#)": creatively highlighting the contribution of research & evaluation to the measurement and assessment of Better Cotton's progress towards its 2030 Impact Targets and overall mission.

High-level Timeline

25 February 2024	Applications deadline All applications must be submitted via this form .
26 to 28 February 2024	Applications review & shortlisting / Interviews
By 28 February 2024	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
01 March 2024	Start of the consultancy
By 10 March 2024	Designed and populated Impact and Evidence Compendium approved
By 20 March 2024	Visual display of Compendium on appropriate software approved.
By 31 March 2024	Revision of the Results & Impact section of Better Cotton website approved.

Required Skills & Knowledge

Skills, Knowledge, and Experience
<i>Essential</i>
A Postgraduate qualification in a relevant field such as communications, development, sustainability, research, or social sciences.
At least 5 years of professional experience in developing communication products related to research and evaluation findings and learnings. A good understanding of MEL concepts is essential.
Hands-on knowledge and understanding of Power BI or other visualization software
Fluent English writing and speaking skills with the ability to tailor written and verbal communications to different audience
Good data management skills with an understanding of statistics
Basic understanding of web integration/development and experience working with web designers
<i>Optional</i>
Interest and/or experience in sustainable development
Experience working with NGOs and/or research organisations.

Application Requirements

Proposals responding to this Request for Proposals should be a maximum of 3-5 pages (excluding CVs), and include the following:

- Overview of relevant experience
- Proposed approach and timeline
- Samples of previous data visualization work
- Detailed and transparent budget with breakdown for each budgetary item, 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.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Evaluation Criteria

- Demonstrated understanding of this RFP
- Quality and clarity of the proposed approach
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultant(s)
- Quality and relevance of the sample work submitted

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
- Adherence to the available budget