

Request for Proposals - Salesforce Development (US Consultancy)

RFP n#: 2024-4-PR-USDATA

Location: United States

Start date: 15th May 2024

End date: 10th July 2024

Better Cotton key contact:
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All applications must be submitted via [this form](#)

You may submit questions to tender@bettercotton.org - RFI 2024-4-PR-USDATA until 6th May 2024

Questions, requests and applications sent after the deadline (6th May 2024) will only be considered in exceptional circumstances.

Background

The Better Cotton Initiative was launched in 2009 and over the first ten years focused on building recognition of Better Cotton as a sustainable mainstream commodity. Today, Better Cotton is the world's largest cotton sustainability program. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. Through our network of field-level partners we have trained over 2.5 million farmers in 23 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard. We have united the industry's stakeholders behind our efforts, and by 2030 our aim is to have trained 5 million farmers and doubled global production of Better Cotton.

Better Cotton began licensing cotton production in the US in 2014 and now licenses over 300 growers each season. The Better Cotton Principles and Criteria are based on principles including natural resource management, crop protection, management systems, fibre quality, and decent work. More information about Better Cotton can be found on our website: www.bettercotton.org

Description

We are seeking proposals from skilled individuals or organizations to review current the US data management structure and develop a customized US data platform within Salesforce that serves both the global and US teams' needs.

In the US, unlike in other Better Cotton direct licensing countries, all farms have individual profiles in Salesforce. Primary grower information and licensing history is recorded in Salesforce. The Better Cotton Platform, a proprietary database, is used for supply chain management, traceability, and some data submission. Annual grower enrolment and renewal is submitted through a survey platform that is exported to Excel. Most data is housed in the Cotton Cloud, where raw data is stored and updated in real time to networked programs/ software. And finally, much of the data feeds into Power BI dashboards that are used to review data and share progress with growers and partners.

Some useful data points from the survey platform are unique to the US and do not have a home in either database. This information needs to be more accessible for the US team to update and utilize. In addition, the shift from Better Cotton licensing to certification means that more compliance will be managed by external partners. We need to structure our internal systems to make existing information easier to collate and share with growers and partners to support them in certification processes.

We expect that improving US data management will simplify our tools for tracking over 300 farms through assurance processes each season; access better information about each farm that could inform self-assessment processes, verification visits, and impact measurement; prepare for grower group certification; collaborate with other sustainability schemes and improve options for data sharing; and be prepared to handle new systems for traceable US cotton and chain of custody certification.

Scope of Work

The contract will include a review of existing data structures and customization of the grower profile for US-specific information in Salesforce.

Deliverables: Develop a Salesforce system to meet US team needs

- Utilize existing farm information in Salesforce
- Continue to meet the needs of Standards and Assurance reporting and tracking with shared data points
- Develop dashboard with additional data fields to track and update for individual US growers for compliance, relationship management, and impact measurement
- Develop a set of reports for review in Salesforce and for export to Power BI, the Better Cotton Platform, and other tools based on US team needs
- Support shift in farm data management to structure information for group managers or individual farms under new certification model

If possible:

- Provide access to Better Cotton group managers to support management of certified growers
- Embed links to secure document storage for easy access by group manager or certified farmer

Deliverables

Dedicated US dashboard in existing Better Cotton Salesforce system.

High-level Timeline 2024

May 6	All applications must be submitted via this form .
May 6-9	Applications review & shortlisting / interviews if needed
May 10	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
May 15	Start of the consultancy
May 15-17	Initial consultation with country team, review of deliverables, and current data structure
May 17- May 31	Data and platform review, communication with Better Cotton staff as needed, and preliminary recommendations shared.
Week of June 3	Share preliminary recommendations for data restructure
June 10- July 1	Develop new data structure
July 1	US team test and review
July 10	Final revisions completed

Required Skills & Knowledge

The consultant contracted to perform oversight must demonstrate at a minimum the following competencies:

1. Extensive experience with Salesforce database development;
2. [Desirable] Familiarity with the Better Cotton Initiative.

Application Requirements

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

- Overview of relevant experience.
- Proposed methodology, timeline, and budget.

The deadline for proposal submissions is May 6, 2024.

All proposal submissions will be evaluated based on the following aspects:

- Quality and clarity of proposed approach;
- Relevant experience of proposed team member(s);
- Alignment with the criteria set out in the Scope of Work;
- Overall cost effectiveness.

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



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.