

Request for Proposals - Brand Strategy and Identity

RFI n#: 2024-9-CM-BCBRAND
Location: London/Geneva/Remote
Start date: October 2024
End date: January 2025

Better Cotton key contact:
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Communications Team

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

You may submit questions to tender@bettercotton.org - RFI n# 2024-9-CM-BCBRAND" until 27th September 2024.



Questions, requests and applications sent after the deadline (4th October 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 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

Background

Better Cotton's Communications team is seeking a strategic branding agency to support the development of Better Cotton's brand identity and strategy in light of organisational developments relating to certification and in line with EU legislation

We are seeking proposals from skilled individuals or organisations with extensive experience in strategic brand identity planning and execution. Experience in the sustainability sector would be beneficial. The chosen service provider will work extensively with the Communications team at Better Cotton, in planning the identity development and executing the various applications of the new strategy.

This project requires engagement with leadership in addition to the Communications team. There will also be a need to liaise with the Certification team and other functions throughout the development of the project.

We will review applications to vet prospective suppliers and personal data will be stored in accordance with GDPR regulations.

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

This is a brilliant and unique opportunity to collaborate on a brand identity project with the world's largest cotton sustainability initiative. You can learn more about Better Cotton on our [website](#).

Scope of Work

The service provider will support with:

- Advising on the brand identity strategy in line with EU regulations and the organisation's transition to certification.
- Auditing existing brand elements and products to figure out what should to be updated and developing a recommended strategy.
- Developing naming conventions and guidelines for associated Better Cotton external branding and products.
- Executing the various applications of the identity including the logo, icons and other graphic elements, labels, letter heads, digital assets, print materials, video and animation style identity, cohesive colour palette etc.
- Providing brand guidelines, a handbook and a comprehensive strategy document for use within the organisation.
- Supporting the Communications Team at Better Cotton in disseminating the final identity and strategy to various stakeholders within the organisation.

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

4 October 2024	All applications must be submitted via this form .
4 October to 16 October 2024	Applications review & shortlisting / Interviews.
By 16 October 2024	The successful applicant will be notified and contact commences. Unsuccessful <u>shortlisted</u> applicants will also be notified.
16 October 2024	Start of the consultancy
By 31 December 2024	Final report / deliverables.
January 2025	Consultant available to for ongoing support through January 2025.

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
5 years of experience working in branding and strategic planning, with a strong portfolio and references to demonstrate.
Available to work with Better Cotton through the final quarter of 2024 to deliver the new strategy, and available for ongoing support through January 2025.
Ability to communicate globally with a team operating across time zones – mainly from Geneva and London.
Extensive experience in strategic brand identity planning and execution.
Fluent English: Better Cotton's language of operation is English.
<i>Optional</i>
Experience working in sustainability and not-for-profit.

Application Requirements

Please note that we have changed our RFP submission protocol, and this is now in two phases;

- Phase 1: Initial details will be submitted on the form found in this [link](#).
- Phase 2: You will receive an email with live links to upload relevant documents (please check your Spam and Junk folders).

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

- Overview of relevant experience
- Proposed methodology and timeline
- Detailed and transparent budget, 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 and methodology
- 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