

Request for Proposals - Website Rebuild and Ongoing Maintenance

RFP n#: 2025-9-CM-WEBSITE

Location: Remote

Start date: 01/03/2026

End date: 31/04/2028

Better Cotton key contact:

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Communications



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

You may submit questions to tender@bettercotton.org - RFP n# 2025-9-CM-WEBSITE until 23 September 2025.

Questions, requests and applications sent after the deadline (02/10/2025) will only be considered in exceptional circumstances.

Description

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton farming 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

We are seeking proposals from technically skilled service providers interested in taking on the responsibility for managing and rebuilding the Better Cotton website. We are looking for a partner that can support us with both day-to-day maintenance of the site, servers and domains, in addition to rebuilding the website based on recent audit findings.

The comprehensive audit from early 2025 gathered objective, expert insights on the website's user experience (UX), accessibility, and search engine optimisation (SEO). The project also produced recommendations on how to incorporate the organisation's refreshed brand identity, which is launching in October alongside our new on-product label.

The project born out of the audit findings includes three phases:

Phase 1:

Based on this audit, Better Cotton is currently in phase 1 of a website refresh, implementing priority changes to the site to reflect the new brand and improve user experience. These changes will be launched in October.

However, to address the audit findings, a more thorough rebuild of the website is needed to make it a critical tool in managing and building our reputation, reflecting our core business needs.

Phase 2:

In phase 2, between October 2025 and March 2026, Better Cotton will build on the initial updates and prepare for the full website rebuild. During this transition period, our focus will be on consolidating existing improvements, applying actionable insights from the audits and developing a robust content and messaging strategy to support the future site.

Phase 3:

The target date for full rebuild to kick off is March 2026. Phase 3 is the major project set out in the scope of work under Component 2.

Scope of Work

Potential Providers are expected to give clear methodology and a pricing structure for each of the two components:

Component 1: Day-to-Day Management

The selected Service Provider will take on responsibility for the technical maintenance and management of the Better Cotton website, under the supervision of the Better Cotton's Communications Team.

They will provide maintenance of the existing site and Content Management System (WordPress) to ensure that the bettercotton.org website is functioning properly, and any issues or downtime are identified and resolved quickly. They will handle licensing and maintenance of CMS plugins.

They will support Better Cotton to make content and usability improvements to the website and hold weekly update calls with a Better Cotton communications Team Focal Point to ensure that all updates are rolled out in a timely manner.

They will give guidance and support with using GA4, Google Search Console and other analytical tools where necessary, and use these tools to provide regular actionable insights.

They will help ensure that the Better Cotton communications team have all the necessary technical tools to implement best SEO practices when publishing content on the website.

They will also support with managing Better Cotton's servers, domains, and web hosting, including other associated websites and platforms, including the Better Cotton Conference website.

Component 2: Website Rebuild

The second required output is a modern, scalable website that integrates SEO, UX and brand storytelling from the ground up. This work will address structural issues identified in the audit by building a new site which will improve user journeys and better align with audience needs.

The website should be designed to support multilingual content.

The current website is built on WordPress, but we are open to exploring alternative CMS platforms if they are better suited for our long-term needs.

Key outputs include:

- Collaborative Kick Off (Remote): Alignment on strategic goals, technical requirements and delivery milestones
- Workshop with Comms Team & workshop with key stakeholders (remote or if possible in London)
- Roadmap presentation
- Gantt chart outlining the process and timeline. (Please consider dates provided of each Phase)
- Personnel involved; hours, technical skills
- Project deliverables: Developing a new website, whilst maintaining existing site in the meantime.
- Creating new and refreshed web content aligned with our SEO strategy, brand messaging, theory of change and more.
- CMS training for internal teams (Remote onboarding – minimum 3 persons maximum 10)

Key Requirements:

- Project management and clear focal points
- Content migration, ensuring all high-quality content is retained and optimised
- Application of audit recommendations to ensure technical optimisation, improved user experience and search visibility
- Recommendations on appropriate CMS
- Consideration of approach to multilingual content and translation within CMS & any previous experience linked to this

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

High-level Timeline

Better Cotton Internal Timeline	
Ongoing until 7 October 2025	Phase 1: Better Cotton implementing priority updates to website
8 October 2025 – 28 February 2026	Phase 2: Better Cotton building on initial updates and preparing for the full website rebuild
1 March 2026 - 28 February 2027	Phase 3: Full rebuild
RFP Timeline	
2 October 2025	Applications deadline All applications must be submitted via this form .
3 October to 7 November 2025	Applications review, shortlisting & interviews (Minimum 2 rounds)
By 14 November 2025	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
1 March 2026	Start of the consultancy
By February 2027	Website rebuild complete
By March 2027	CMS Training

Required Skills & Knowledge

Skills, Knowledge and Experience
Essential
At least 5 years of experience in website design and management
In-house technical expertise
Solid knowledge of UI, UX, SEO and website accessibility
Experience in managing websites using Wordpress
Experience in managing web domains and servers
Experience using Google Analytics
Project management competencies
Optional
Fluent English: Better Cotton's language of operation is English
Experience in other CMS
Commitment to sustainability

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 Proposals should include the following:

- Overview of relevant experience
- Examples of current and previous customers or projects
- CVs or List of Qualifications
- Clear methodology for Components 1 & 2.
- Timeline mapped in a Gantt chart for Component 2.
- Detailed and transparent budget for Components 1 & 2, in an excel format, in EUROS, including time allocation and day rates (suggested example template cost sheet provided in Annex 1 for Management & Maintenance Component only)

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 Service Provider
- 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

Annex 1 – Cost Sheet

Management & Maintenance of Current Better Cotton Website

Hosting & Maintenance

Type	Frequency	Stream name	Amount (£)

Licensing & Other Costs

Plugin (s)	Amount £*
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Management & Maintenance of Rebuilt Better Cotton Website

Hosting & Maintenance

Type	Frequency	Stream name	Amount (£)

Licensing & Other Costs

Plugin (s)	Amount £*