

# Request for Proposal

## Graphic Design: BCI's Strategic Direction



**RFP n#:** 2021-01-CO-STRAT  
**Location:** Remote  
**Start date:** 08 February 2021  
**End date:** 01 March 2021  
**BCI contact:** Emma Upton  
[emma.upton@bettercotton.org](mailto:emma.upton@bettercotton.org)



**Application deadline:** 29 January 2021

All applications must be sent to [tender@bettercotton.org](mailto:tender@bettercotton.org) and addressed to the BCI contact, with the subject header: "Application RFP Graphic Design (2021-01-CO-STRAT)". Further information about the project and position is detailed below. Questions, requests and applications sent after the deadline (29 January 2021) will not be considered.

### BCI BACKGROUND:

The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton sustainability programme in the world. BCI exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future. In the 2018-19 cotton season, BCI and on-the-ground partners provided training on more sustainable farming practices to 2.3 million cotton farmers across 23 countries, and Better Cotton (the cotton grown by BCI Farmers) accounted for 22% of global cotton production.

### PROJECT SUMMARY:

In line with the launch of BCI's 2030 strategy and to take the organisation forward into its next decade of operation, we are developing BCI's Strategic Direction. The Strategic Direction sets out the context, aims and key strategies for BCI's work through the decade to 2030, the completion year for the Sustainable Development Goals (SDGs).

We are now looking for a design partner to produce a document using BCI's most recent Annual Reports (available here: <https://bettercotton.org/about-bci/bci-reports/>) for inspiration.

The Strategic Direction is aimed at a broad range of BCI stakeholders, with no particular prioritisation.

Audience	What we want them to think	What we want them to do
Current Members	BCI has a clear and inspiring vision for the future. How can I be part of it?	Continue their membership and increase their levels of engagement
Prospective Members		Find out more about how BCI could help meet my sustainability needs
Institutional & private donors		Increase investment in/engagement with BCI
Secretariat personnel		The best they can to achieve our aims
Current partners		Do more and better with BCI
Prospective partners		Find out more about BCI and get in touch

# Request for Proposal

## Graphic Design: BCI's Strategic Direction



### PROJECT DELIVERABLES:

The final document (estimated at 30-40 pages) will be principally made available online but should be printable as an A4 PDF for those wishing to download all or part of it.

The project will include sourcing photographic material and styling work including layout, colourways, typography etc.

### OVERALL REQUIREMENTS

Throughout the document, we will need:

- Styling that is consistent with the new BCI brand identity and website.
- Pagination, colourways and typography that make it easy and interesting to read.
- The energy and colour that have characterised the Annual Reports, which set the standard for this design work.
- Styling for headlines, sub-heads, captions, bullet lists, quotations etc.
- Restyling all charts, tables, diagrams, and bullet lists (in keeping with re-styled BCI infographics).
- Inclusion of additional graphic elements where they can replace or explain sections of text.
- Inclusion of hyperlinks to other BCI online material.
- Inclusion of photographic material and brief case histories from existing BCI resources to illustrate the text where this will help understanding or bring an element of strategy to life.

The design work should also be influenced by BCI's new Brand Manifesto and Message House (to be shared with successful applicant).

When applying, please provide your hourly/day rate and an estimated cost based on the details above.

### EXPERIENCE, SKILLS AND COMPETENCIES:

- Experience working with non-profits / sustainability standards is desirable.
- Ability to work independently to meet deadlines.
- Excellent organisational skill and multitasking ability.
- A keen eye for detail.
- Please share a few examples of your work when applying.

### WAYS OF WORKING:

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

- Senior Communications Manager
- Communications Manager
- Senior Communications Officer
- Strategic Consultancy - Change Agency
- Web Development Agency - WellStudio

# Request for Proposal

## Graphic Design: BCI's Strategic Direction



Microsoft Teams is our preferred platform for project coordination and collaboration. Regular meetings will be organised for the duration of the project.

### TIMELINE

	<b>Application process</b>
<b>By Friday 29 January 2021</b>	Submission of CV and cover letter to <a href="mailto:tender@bettercotton.org">tender@bettercotton.org</a> , headed "Application RFP Graphic Design: 2021-01-CO-STRAT" addressed to Emma Upton.  Please share examples of your work, as well as your hourly/day rate and an estimate for this project.
<b>01 Feb – 04 Feb 2021</b>	Application review & shortlisting / interviews.
<b>By 05 February 2021</b>	The successful applicant will be notified. Unsuccessful shortlisted applicants will also be notified.
<b>W/C 08 February 2021</b>	<b>Project kick-off</b>
<b>February 2021</b>	Develop the Strategic Direction document
<b>W/C 1 March 2021</b>	Project completion

We thank all applicants for their interest; however only shortlisted applicants will be contacted. BCI is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under these principles and subject to BCI's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.