



## Better Buying Institute - Instructional Design Consultant

**Nature of Services:** Instructional design of purchasing practices training course for apparel and consumer goods brands and retailers.

**Contracting Entity:** Better Buying Institute

Better Buying Institute (BBI) was launched in 2019 to promote the improvement of buyer purchasing practices, supply chain management, worker conditions, and the natural environment. A young organization working to transform the way global supply chains work, BBI's primary activities include: (i) independent research, (ii) the operation and management of a ratings and evaluation platform on which suppliers provide information about their buyer customers relating to various aspects of purchasing practices and (iii) projects and training on supply chain industry practices to support innovation and promote change. Better Buying Institute reimagines supply chain sustainability, leveraging data to strengthen supplier-buyer relationships and improve purchasing practices that drive profitability while protecting workers and the environment.

**Location:** Remote

**Duration and Time Frame:** Approximately 20-25 days is anticipated between June 1, 2021 and September 15th, 2021. The targeted date for launching the course is October 1st.

### Background:

BBI seeks to develop a purchasing practices training for brands and retailers to offer to their employees in buying, merchandising, sourcing, design, and other roles related to the procurement of goods. Purchasing practices are the day-to-day business decisions and activities of brands and retailers (buyers) that impact suppliers' social, environmental, and financial sustainability. We are seeking an instructional design consultant to work alongside our team and assist us in translating our research into an interactive and engaging multi-media training.

BBI plans to license the course to companies for use on their own LMS, as well as adopt its own LMS in order to offer seats to other companies and individual procurement professionals. As part of this proposal, we are seeking an instructional designer's support in evaluating LMS options for BBI.

Initially, courses will be available in English only. In the future, there might be a need to add additional languages. Our subscribers have indicated that their desired course length is between 30 to 45 minutes.

This RFP is for the first awareness-raising course. Depending on the successful creation of this course and on available BBI resources, there may be opportunities to develop additional courses in the future.

### Scope of Work & Deliverables:

The instructional design consultant will be responsible for working with the BBI team to evaluate LMS options, develop content for the training course, publish the course in a form that is compliant for transfer to other LMS, and build the course on BBI's selected LMS.

- **Phase I:** Meet with the BBI team to understand requirements for selecting a LMS. Propose suitable options and arrange demos for the team. *\*Phase I can be completed alongside Phases II-V.*
  - **Deliverable:** Recommend a LMS that satisfies the team's requirements for building out a purchasing practices training program for use in corporate settings.



- **Phase II:** Review desired learning outcomes for the first awareness-raising course with the BBI team and identify opportunities for existing BBI research to plug into the course content.
  - **Deliverable:** Outline for the course detailing which topics will be discussed, types of learning activities to be incorporated, and a timeline for developing the storyboard and the final course. The outline should also identify what BBI research is needed and key people that will need to be involved during each portion of the creation process.
- **Phase III:** Develop the content and training course.
  - **Deliverable:** One draft awareness-raising purchasing practices training course.
- **Phase IV:** Test the course with a small pilot group (participants to be selected by BBI with input from consultant). Create a survey or other method to capture feedback from participants.
  - **Deliverable:** Course evaluation report.
- **Phase V:** Refine the course and incorporate pilot group feedback. Create a 2-minute trailer for marketing the course.
  - **Deliverable:** One finalized awareness-raising purchasing practices training course and one trailer for marketing purposes.

#### **Qualifications:**

- Demonstrated experience in instructional design, creating engaging content that utilizes best practices for employee training/adult learning in a corporate setting.
- Ability to work with subject matter experts to bring their content to life.
- Experience working with non-profit clients preferred.

#### **Proposal Submission Requirements:**

- A comprehensive CV or company profile that clearly demonstrates your expertise in instructional design.
- Provide three samples of your work that:
  - Demonstrate creativity (in terms of types of content and methods to engage participants);
  - Showcase your ability to translate research findings into understandable and engaging content; and
  - Illustrate your expertise in working with a variety of relevant software and LMS platforms.
- Three references from previous clients for whom you have provided similar services and who can speak to the quality of your work.
- An itemized cost estimate (in USD) for the deliverables listed above.
- A list of LMS platforms you have experience working with and can recommend for hosting BBI's training courses.

Please submit your proposal to [apply@betterbuying.org](mailto:apply@betterbuying.org) with "Instructional Design Consultant" as the subject line. Questions regarding this RFP should be sent to the above email address no later than May 7, 2021. Responses to all questions received by this date will be sent no later than May 12, 2021. The deadline to submit proposals is **May 17, 2021**.