



“NewCo” Web Platform development  
REQUEST FOR PROPOSALS

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# Purpose

A tool that seeks to catalyse change amongst companies by assessing their performance against key sustainability criteria, based on World Benchmarking Alliance (WBA) methodologies, identifying gaps in their policies, and incentivising them to go beyond reporting.

# Background

WBA is a non-profit organisation headquartered in Amsterdam, NL. We exist to accelerate corporate efforts towards more sustainable business practices.

To do this, we have identified seven global systems which need to rapidly transform to put our society, planet, and economy on a more sustainable and resilient path. For each of these systems we have developed methodologies which allow us to assess corporate performance (as disclosed in publicly available documents such as sustainability reports) in the area. Using these methodologies we regularly assess a sample of 2000 “keystone” companies, producing benchmarks which rank their performance against each another. In doing so, we collect detailed learnings on where the corporate sector is performing well, and where there is room for improvement.

In the 5 years we have been operating under this model, we have frequently received feedback that companies outside our keystone sample want to understand their performance, see how they rank relative to their peers and benefit from our learnings. However, carrying out assessments is time consuming, and a degree of background knowledge regarding the methodologies is necessary to score companies accurately.

We have determined that the best way to meet this need is with a self-assessment platform, wherein companies and other stakeholders are able to complete their own assessments in a user-friendly, guided fashion. In future iterations of the platform, there will be a monetisation element to different tasks to be performed by users.

# Value Proposition

The purpose of the NewCo platform is to clarify people and planet expectations on companies and make measurement of corporate strategic sustainability performance universally accessible. Through better understanding of their performance, companies will be empowered to take steps to improve their contribution to the United Nations Sustainable Development Goals, alone or with the support of ecosystem partners.

# User groups

Four key user groups have been identified for the tool. These audiences have different use cases for the tool and will require different access levels.



## Companies outside of the keystone group

This is the primary target audience. The main impact of the work should be a behavioural one. They could be in any sector, anywhere in the world, and will be at varying levels of maturity in their understanding of and engagement with sustainability issues.

We want companies to understand:

- The sustainability challenges they need to tackle, based on their industry.
- How they perform on sustainability practices versus their peers.
- Best practice they should aspire to, by comparing their results with keystone companies.
- The steps they should take to make progress and become more effective in their sustainability practices.

Any user within a company should be able to create an account to perform a self-assessment. This user should be able to perform an assessment through their own account. The role should be of a publisher but should not be able to manage a larger group of users without proper permissions. This company can only see their own results once an assessment is completed.

## Companies with long supply chains, investors and consultants

These user groups have similar use cases, but we differentiate them in the type of use they have for their results and for tasks they may perform in future versions of the tool. All should have an auditor role with capabilities to invite users and manage multiple companies in their supply chain.

### Company with long supply chain

This type of company wants to see:

- The sustainability challenges of their providers in a supply chain.
- How they perform on sustainability practices versus their peers.
- Good practices to which companies in their supply chain should aspire to, by comparing their results with keystone companies.
- The progress of a company in case the results are updated by adding new policies, plans or disclosures.

Users in this group may have more than one user per company and should have access to the results of the companies they have invited to do a self-assessment.

### Investors

Like large companies, investors may want to have an overview of the companies where they have an interest or where they have an investment already. Investors should have similar permissions to invite companies and users to perform a self-assessment. Their role is of an auditor, while being able to fill details about what kind of information they want to request from a company.

These users will understand:

- The sustainability challenges of a specific company or companies.
- How a company is performing on specific indicators or benchmarks.
- Best practice they should aspire to, by comparing their results with keystone companies.
- The progress of a company in case the results are updated by adding new policies, plans, or disclosures.



## Consultants

They support businesses with tailored services related to their sustainability performance, including guidance through the assessment process, recommendations for improvements and recognition of progress.

We want advisors to business to understand:

- The sustainability challenges of a specific company or companies.
- How a company is performing on specific indicators or benchmarks.
- Best practice companies should aspire to, by comparing their results with keystone companies.

## Description

The tool consists of:

- A landing page to provide context of the tool, and a call to action for signing up
- Sign up process.
  - Including verification and confirmation of the user
  - Different levels of permissions for different users
- A basic company profile to select a sector, industry, country of headquarters and number of employees. Ideally set up during the sign-up process
  - A more detailed profile for the different types of users
- Dashboard
  - Guidance through the self-assessment process
  - A benchmark selector
  - A question selector for specific questions
- The self-assessment questionnaire
- Results page
  - A sharing option.

## Data structure

The development of the tool will require a flexible, generic data model to store the structured methodologies against which companies will assess themselves, and the individual assessments completed by users. The data model will be developed along with the WBA team, with a view to supporting changes made to methodologies, new company metadata, and scoring requirements for the different benchmarks.

## User needs

Users should be able to:

- Read background information regarding the seven systems transformations, the need for change, the expectations on companies and how different industries contribute towards the United Nations Sustainable Development Goals (SDGs).
- Register a user account using a corporate email address
- Verify ownership of their email address during the registration process
- Identify if others in their company have already registered an account, and if so, connect the accounts together and share any assessments completed



- Create a profile for their company, defining company metadata such as number of employees, country of headquarters, sector and industry of relevance to the company
- Select methodologies against which they wish to assess themselves from a list recommended by the application
- Provide information about their company's performance against a set of pre-determined criteria (the methodology)
- View a report visualising their performance against each of the sections of the methodology
- Drill into the detail of the topics, scoring rationale and weighting for each section
- Share their report for external viewers
- View a summary dashboard of all the assessments carried out for their company
- View aggregate visualisations of all the assessments completed across all companies on the platform
- Facet aggregate visualisations by transformation, methodology, company industry, SDG
- Compare performance of their company versus the average
- Rank themselves on difference facets versus other assessments
- Compare their ranking to relevant peers in the WBA SDG2000 list
- Approve an invitation to share their assessment information with an auditor account

Auditor users should be able to:

- Create an auditor account
- Invite users to perform a self-assessment
  - If registered users, link their accounts
  - If non-registered users, invite them to create and account
- Oversee up to three companies

Platform administrators should be able to:

- Manually edit content on all marketing landing pages
- Create new marketing landing pages
- Manually edit basic text and images on pages
- Create new benchmarks and corresponding methodologies
- Define methodologies and corresponding scoring criteria
- View detailed usage analytics for the application, to understand on a per-user level and in aggregate how users are engaging with the application
- View data on referral sources to the application

Integration requirements:

- Import data about the keystone companies from the result of the different benchmarks available throughout WBA's infrastructure.



# Reference Points

## *WBA Background Information*

- [worldbenchmarkingalliance.org](https://worldbenchmarkingalliance.org) – Main organisational website
- [Seven Systems Transformations](#) – Example of a report, which would be referred to throughout the application
- [Core Social Indicators](#) – Methodology document outlining the rationale, process and content of the Core Social Indicators.

## *Similar Applications*

- [HSBC UK | Sustainability Tracker](#)
- [RDR Scorecard Toolkit](#)
- [B Impact Assessment](#)
- UNEP FI Corporate Impact Analysis tool (Excel based)
- [Nossa Data - Corporate ESG Reporting & Data Management Software](#)
- [EcoVadis](#)
- [Use Cases for Sustainability & ESG Reporting, Assessment & Analytics – Clarity AI](#)

# Timeline & Key Milestones

Tender Process	Request for Proposals	29 <sup>th</sup> May, 2024
	Clarification Meetings	10 <sup>th</sup> June, 2024
	Proposal Deadline	19 June, 2024
	Shortlisting	21 <sup>st</sup> June, 2024
	Vendor Decision	1 <sup>st</sup> July, 2024

Milestones	Project Kick-off	15 <sup>th</sup> July, 2024
	Design delivery	End of July, 2024
	Development Start	Mid-July 2024
	v0.05 Alpha Release	Late October 2024
	User Testing	November-December 2024
	Fixes and changes	January 2025
	V.1 Beta Release	February 2025
	Fixes and changes	March 2025



## Budget

We have a budget in the region €105k to invest in the first phase. This all-inclusive; design, software development, user testing, project management, hosting, taxes, and fees.

## Your Response

In response to this request for proposals, please provide the below by **Wednesday 19<sup>th</sup> June, 2024**.

1. Suggested approach to the outlined project
2. Information, supported by examples, of your experience in:
  - Working with large web applications with multiple user permissions
  - Gathering, processing, visualising, and presenting large datasets
  - Iterative development in agile environments
  - Optimising UX based on user feedback
  - Experience with data management and security standards conformant with ISO/IEC 27001 or similar level of processes in place.
3. Details of your approach to hosting, support and service levels
4. Applicable case studies and/or references
5. Rate card and/or project cost estimate

## Vendor Selection

In selecting a vendor, we will consider:

- Experience and expertise in delivery of projects with similar scale, complexity and subject matter
- Ability to contribute to our long-term vision
- Understanding of our organisation, and the needs of the project
- Size and capability to scale to meet our requirements
- Quality and innovation of proposed approach
- Approach to client relationships
- Price competitiveness

## Contacts

For further information, clarifications and to respond to this request, please reach out to:

Oscar Montiel, Strategic Technology Project Lead – [o.montiel@worldbenchmarkingalliance.org](mailto:o.montiel@worldbenchmarkingalliance.org)

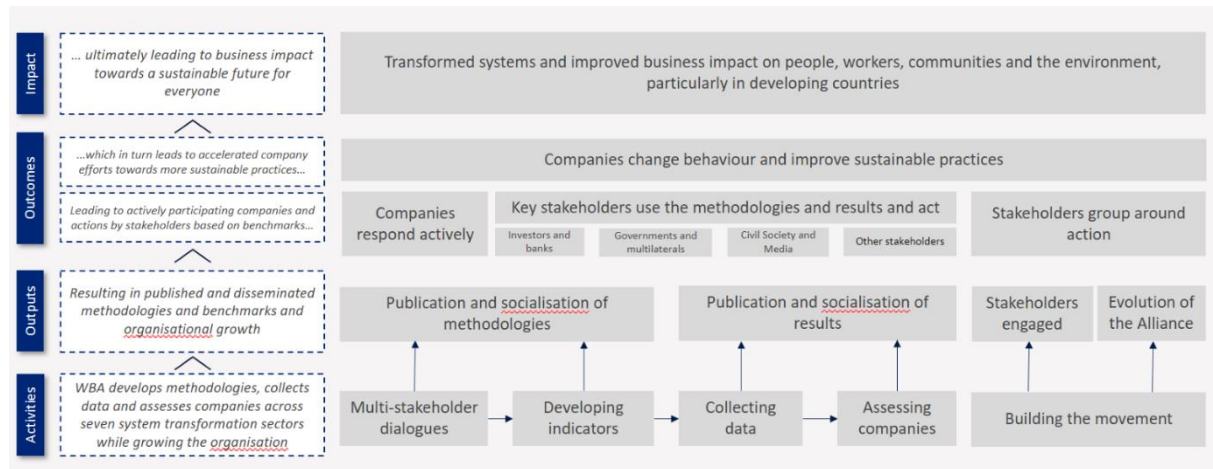
Alex Guy, Strategic Data & Technology Lead – [a.guy@worldbenchmarkingalliance.org](mailto:a.guy@worldbenchmarkingalliance.org)



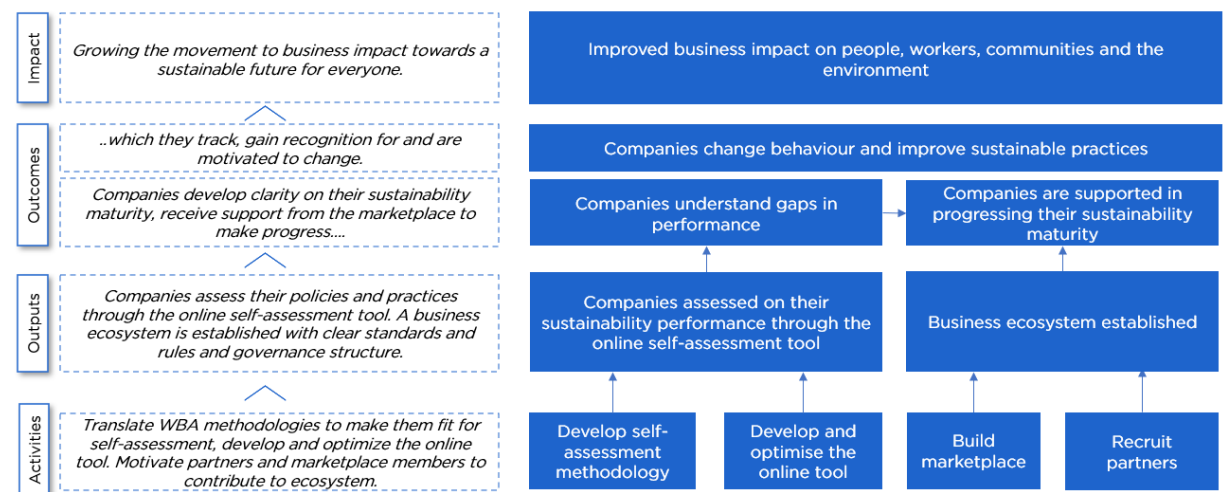


# Appendices

## World Benchmarking Alliance Theory of Change



## NewCo Theory of Change



## 7 Systems Diagram/Explainer

Our planet faces enormous economic, social and environmental challenges and despite important progress, no country is on track to achieve all SDGs by 2030. Awareness is growing that the SDGs, the Paris Agreement and sustainable development beyond 2030 can only be achieved through transformational change and that without these transformations we will never achieve truly socially inclusive and environmentally sustainable economies and societies.



Tackling these systemic issues requires a systems-based approach. Achieving systems change – the ‘intentional process designed to alter the status quo by shifting and realigning the form and function of a targeted system’ – is highly complex, it requires large-scale and fundamental transformations of the societal systems driving current environmental and social pressures. Such transformations will require changes in current institutions, practices, technologies, policies, lifestyles and thinking.



# Sitemap

