

Background

The Pet Sustainability Coalition is a global nonprofit organization based in Boulder, CO that advances pet businesses through environmental and social practices. The Coalition is comprised of 200 member companies committed to measuring, improving, and celebrating our positive impact on the environments and communities where we do business.

Starting in July 2022, pet food manufacturers and brands can become signatories of the [PSC Packaging Pledge](#), the pet industry's pathway to sustainable packaging by 2025. Signatories make a commitment to shift 100% of their packaging to recyclable, refillable, or compostable packaging. To reach these targets, PSC is building a toolkit to increase the feasibility of successfully reaching these ambitious targets. The Sustainable Packaging Marketplace will allow signatories to identify and select packaging suppliers that are able to meet pre-vetted supplier criteria.

Project Summary

PSC is looking for a web development partner to develop a searchable supplier marketplace with a user friendly and brand aligned marketplace interface housed within its current wordpress website. The marketplace will feature between 3-15 packaging suppliers that meet pre-vetted criteria in 2022 with the expansion of several dozen additional suppliers in 2023.

The marketplace will need to have several different searchable categories and filters. The data for each vendor will be gathered through an online form (our team is flexible to allow recommended streamline process for data gathering and entry).

Key Features

Filter View: When these filters are checked, it will display a limited number of vendors that meet the selected criteria. PSC team is open to different visual representations of this information from a list to a grid view depending on the plugin functionality.

Every Vendor data profile should include:

- Company Name
- Company Contact Name
- Company Contact Email
- Company Contact Phone Number
- Headquarters location:
- Packaging manufacturing location

- Company Purpose Statement/Overview Summary Paragraph
- Packaging Certifications Acquired

Log-in Required: Only companies who complete a paid registration will be given access to this section of the website that includes the marketplace. In year one we foresee the need for 20 logins- however it would be ideal to have people create and update their login without PSC support.

PSC members currently use Neon CRM for management, however we have identified difficulties in the API code to create a single-login option for multiple users nestled within company accounts.

Additional functionality:

- PSC would like to be able to post documents available for download within each supplier profile.
- “Request a meeting” would send an email to the PSC team to set-up a 1:1 consultation between brands and suppliers.
- “Request a spec sheet”: Would open a draft email with subject line and text auto generated
- “Email supplier”: Would open draft email to specific supplier

Future expansion to keep in mind

Integration: PSC would like to integrate as much as possible the ability to collect information from suppliers for review, and then deliver the supplier to the marketplace after internal review and vetting.

Timeline:

Phase I: Plugin selection, customization, branding

Phase II: Data Entry + Testing

Phase II: Complete user ready

Budget: The project range (not including plugin costs) should ideally be between \$2,000 and \$4,500.

Design: Brand guidelines are available and should match the primary wordpress site of www.petsustainability.org. Brand guidelines available for fonts, colors and sizes.

Proposals should be submitted to admin@petsustainability.org no later than Aug 15.