



## Expression of Interest EOI 2018-19

### Part 1- General Details

		<b>EOI ID</b>	<b>1819-EOI-0139</b>
<b>EOI Title: (max 80 char)</b>	PhD: Sustainable value chain analysis of the Australian cotton industry		
<b>Type of Research</b>	Applied		
<b>Proposed Start Date:</b>	01/07/2018	<b>Proposed Cease Date:</b>	30/06/2021
<i>Please refer to CRDC's Strategic R&amp;D Plan 2013-2018 for the following.</i>			
<b>CRDC Program</b>	2. Industry		
<b>CRDC Theme</b>	2.3 Sustainable Futures		
<b>CRDC Strategy</b>	2.3.2 Supporting innovative approaches to solve traditional industry issues and drive future sustainability.		
<i>Please identify the relevant Measure of Success as outlined in the CRDC Strategic R&amp;D Plan.</i>			
<b>CRDC Measure of Success:</b>	An industry achieving its vision		
<b>Science and Research Priorities</b>	Food(3i) enhanced food production through: novel technologies, such as sensors, robotics, real-time data systems and traceability, all integrated into the full production chain.	100 %	
<b>Rural R&amp;D Priorities</b>	Soil, water and managing natural resources, to manage soil health, improve water use efficiency and certainty of supply, sustainably develop new production areas and improve resilience to climate events and impacts;		
<b>R&amp;D Manager:</b>	Jane Trindall	<b>EOI Date:</b>	18 August 2017

### Part 2 –Expression of Interest Requirements

<p><b>Issue:</b> There is prolific literature on creating the business case for corporate social responsibility, creating sustainable value, shared value, business models for sustainable innovation, sustainable supply chains and social innovation and entrepreneurship. All theories hinge on the central idea that companies can create societal value and value to the business by changing value proposition, for example by reconceiving products and markets and redefining productivity. Value analysis tools can be used to explore stakeholders and value along a product lifecycle. Very few commodities (e.g. spices, grapes and oranges) have undertaken a value chain analysis. This PhD will undertake a sustainable value chain analysis for the Australian cotton industry and will outline steps for the Australian cotton industry to build sustainable value along its value chain.</p>
<p><b>Outcomes:</b> The Australian cotton industry understands steps it could take to create sustainable value along its value chain.</p>
<p><b>Project description:</b> This project aims to fund one PhD to undertake a sustainable value chain analysis of the Australian cotton industry.</p>
<p><b>Project Investment:</b> Budget indicated is maximum available. Where the FRP only seeks to address some of the outcomes, the budget will need to reflect this. Overseas travel is not to be included in FRP budgets unless it directly relates</p>

to a project output and is an explicit milestone. Otherwise overseas travel must be made as a separate travel application.

Year	2018-19	2019-20	2020-21	
Indicative budget (up to)	\$ 30,000	\$ 62,500	\$ 62,500	

### **Part 3 – Selection Criteria**

The following selection criteria will be used by the CRDC to assess the full research proposals (FRPs) received for each Expression of Interest.

**113. A sound understanding of the nature and importance of the outcome to the Australian cotton industry:**

The research applicant must address the Issue, Outcome and Project Description in terms of the CRDC Strategic Plan and demonstrate understanding of the impact on the Australian cotton industry.

**114. Soundness and clarity of the proposed R&D methods to address project deliverable outcomes:**

The research applicant must describe how the research methodology employed will enable the project outcomes to be delivered

**115. Demonstrated capacity of the nominated researcher/s to provide project coordination, management, monitoring and evaluation for the timely delivery of high quality outputs:**

The research applicant must describe the research team's project management skills and experience and may include a recent example of a completed project. They must detail the monitoring and evaluation strategy which should include any steering committees to co-ordinate collaborative research, links with CottonInfo, CGAs, Cotton Australia, etc and any additional reporting outside the 6 monthly Progress Reports.

**116. Demonstrated track record, technical knowledge and experience of all key personnel in the research area:**

The research applicant must describe the project research team's technical skill and experience relevant to the project and methodologies proposed.

**117. A demonstrated capacity to effectively communicate project outcomes to diverse stakeholders within the Australian cotton industry:**

The research applicant must describe the communication skills and existing communication channels that the research team use to communicate project outcomes to the Australian cotton industry. The new applicants to the cotton industry should provide an example of industry communication from a recent project.

**118. Demonstrated ability of the project team to form productive networks and links to build on national and international research already undertaken in related areas:**

The research applicant must describe existing networks that the research team use for collaboration with other researchers and an ability to develop new networks as research knowledge increases.

**119. The cost effectiveness of this project including cash and in-kind commitments from the applicants and leverage through domestic or international linkages that are useful if not essential to progress the project:**

The research applicant should demonstrate market value and market fairness for the proposed budget and comment on the leverage achieved through collaboration and in-kind support.

**120. Project demonstrates collaboration between organisations or research groups:**

The research applicant must describe the existing or proposed collaboration with other researchers, research groups or committees and the Australian cotton industry.