



Call for Expressions of Interest

Fairtrade International Policy and Advocacy support for living income work in cocoa

Fairtrade International is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks (Africa, Latin America and Asia) and 19 national Fairtrade organizations. The association has a central office in Bonn, Germany.

The international Fairtrade system includes Fairtrade International, eight Fairtrade marketing organizations, and FLOCERT (the main independent certification body of the global Fairtrade system). The system is governed by a General Assembly and a Board of Directors.

All members in the Fairtrade system are guided by the principles of empowerment, capacity, transparency and fair pricing as the prerequisites of sustainable development.

Fairtrade International wishes to commission a consultant for policy and advocacy support and capacity building.

Context and description of the assignment

Fairtrade International's current strategy "Changing Trade Changing Lives 2016-2020" includes an ambition to help achieve the Sustainable Development Goals (SDGs). Specifically, we work with members, allies and partners to advocate for government policies that create an enabling environment for fair trade, including interventions to promote the priorities of small-scale producers and workers at national, regional and global levels.

We believe that achieving the SDGs requires fundamental changes to the way business is done such as sustainable pricing to ensure living incomes and living wages for producers and workers in Fairtrade supply chains. We aim to influence governments and institutions to develop and enforce adequate regulations, set boundaries for the market, and incentivise a more equal global economy.

Under a European Union grant Fairtrade International (FI) is looking to improve both its policy and advocacy capacity in order to improve the impact-orientation of our advocacy interventions at different levels where we work as a system.

To this end we are looking to commission a policy & advocacy expert to help strengthen our evidence-based political analysis and positioning and related advocacy strategies.

The consultancy has two dimensions which are inter-related namely supporting Fairtrade staff and colleagues working in specific thematic and product sectors to deliver contextual political analysis, apply policy and advocacy tools, and secondly formulate policy demands and related advocacy interventions.



Specifically, the consultancy is meant to support laying the foundation for the development of a series of papers and publications which are planned to be produced in the course of the 4.5-year long project (2019-2023). The initial content focus is on our living-income work in the cocoa sector with a regional emphasis on West Africa, namely Cote d'Ivoire and Ghana as main cocoa producing countries. This should build on work done already.

This work includes for example a study on Human Rights Due Diligence (HRDD) related regulatory options in the European Union. The respective report can be found here.

<https://www.fern.org/news-resources/towards-sustainable-cocoa-supply-chains-regulatory-options-for-the-eu-1978/>

We are specifically interested to build on this study and explore further on policy options & instruments for importing countries to support the two cocoa producing countries in ensuring purchases of cocoa contributes towards a living income for farmers. Specifically, we are looking mainly for other trade policy instruments outside of Human Rights Due Diligence regulations – such as economic partnership agreements (EPAs), WTO and EU trade instruments, among others.

We believe that the Living Income ambition cannot be achieved without the issue of (sustainable) price being addressed. This will also require changes in value distribution and price escalation in supply chains.

The amount of income needed to reach a living-income in both countries is now defined. While there will be changes to the figure over the years we believe that this research forms a good basis for now and the discussion should now focus on how it is reached. Related information can be found here: <https://www.living-income.com/papersandreports> (Rural Côte d'Ivoire Living Income Benchmark Report and Rural Ghana Living Income Benchmark report). No further research is intended on this at the moment.

Fairtrade has also calculated a Living Income Reference Price for both countries for cocoa as part of a holistic living income strategy. While the values are currently going through some revision a short document on the strategy can be found here. https://files.fairtrade.net/2018-12_ExplanatoryNote_FairtradeLivingIncomeReferencePriceCocoa.pdf

Recently, the Ivorian and Ghanaian governments announced a mandatory 'Living Income Differential' (LID) of \$400 per ton on all cocoa delivered from the 1st of October 2020. At the same time, they announced an increase in farm gate price which will be funded by the LID.

We are interested in knowing if importing country governments have any policy tools available to support the Ivorian and Ghanaian governments in the implementation of the LID and higher farm gate prices.

As a secondary aspect Fairtrade International and our member Fairtrade Africa are interested to understand whether advocacy interventions directed to government bodies in Côte d'Ivoire and Ghana might be useful and if so what this would entail.



We are also interested to understand if general conclusions can be drawn for Living Income work in other major Fairtrade product sectors (e.g. coffee and banana)

Outcomes

- Analysis of Fairtrade's present policy and advocacy work on living incomes with a special focus on the cocoa sector in Cote D'Ivoire and Ghana, relevant regional organizations (African Union, ECOWAS) and importing countries or regions such as the European Union
- Conclusions and recommendations for strengthening our policy and advocacy capacity and strategy with a special attention to advocacy work towards policy instruments of importing countries in support of progress towards living incomes in exporting countries.
- Moreover, an assessment and recommendations regarding possible advocacy work in Cote D'Ivoire and Ghana towards government bodies should also be looked at.
- Policy position paper towards policy makers on our work towards living incomes in the cocoa sector.
- Increased capacity of Fairtrade subject matter specialists in the field of policy-influencing and related advocacy interventions

Methodology (based on [Guidelines for Impact orientation of Advocacy](#) or similar)

- Review of relevant documents, studies, reports, publications, papers
- In-depth discussions and interviews with relevant representatives of Fairtrade International units, Fairtrade member organizations, management representatives and working group members
- Interviews with representatives of like-minded organizations, researchers of related studies and policy makers
- Capacity building for subject matter specialists on policy analysis and formulation, related advocacy interventions including relevant tools (for example stakeholder mapping, policy field analysis, risk and opportunity assessment)
- Travel to the Fairtrade International office in Bonn, Germany is required

Deliverables

- Analysis, conclusions and recommendations report (about 25 pages)
- Meeting to present and discuss analysis, conclusions and recommendations



- Capacity building session with staff to strengthen strategic policy influencing & advocacy interventions
- Policy position paper specifying policy demands in support of our living income work in cocoa (about 10 pages)

Time Frame

- October – December 2019
- 20-25 work days (estimated)

Profile of the consultant

- Policy and advocacy expert with professional experience in trade policy & instruments (eg EU level, WTO) development cooperation, development policies, Sustainable Development Goals, and preferably agricultural value chains in West-Africa, particularly cocoa.
- Knowledge of private sustainability standards and their role in promoting living incomes for producers
- Good understanding of Business & Human Rights, Human Rights Due Diligence, the complexity of achieving living incomes and the interrelation between the two.
- Broad network of civil society and lobbying organizations engaged in promoting sustainable development in supply chains
- Profound knowledge of the ethical trade sector and the sustainable development goals
- Good knowledge of Fairtrade an asset
- Experience as trainer in policy and advocacy related capacity building
- Fluency in English (with working knowledge of French an asset)

Working Language

The working language in Fairtrade International is English and reports must be written in English.



Additional notes on visibility

Deliverables for this project need to follow EU visibility rules. An annex listing all these visibility rules is available upon request, but are summarized as ensuring that the European Union is visibly recognized as the donor in all workshops, publications, and communications.

Confidentiality and ownership

All information gathered and documents produced in the course of the assignment are the property of Fairtrade International. Consultants have to comply with confidentiality regulations.

Financial aspects

Consultant fee: the offer submitted should include VAT (if applicable)

Other expenses: details are to be specified and agreed upon between Fairtrade International and the contracted consultant

Contact person and application

Your tendering should be submitted in English and consist of a cover letter and curriculum vitae with an indication of related past experience and brief examples of previous work. It should also include an outline of your proposed approach, and an indication of your consultant fee requirements (including VAT if applicable) and other costs

Please send your tendering documents by email to: m.kuhlmann@fairtrade.net and indicate: **"Advocacy: Living Incomes in cocoa"** in the subject line.

The deadline for submitting your tendering documents is: **6th October, 18:00hrs CEST**

Only applicants whose submissions are short-listed will be contacted.