

# TERMS OF REFERENCE

## Call for applications

### Educative guidance on geolocation data submission

#### 20<sup>th</sup> February 2024

## Context and background

Fairtrade is an alternative approach to conventional trade and is based on a partnership between small producers and consumers. When small producers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. Fairtrade's vision is **a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future**. Fairtrade therefore works to provide small farmers from producing countries with fairer trade conditions that allow them to combat poverty, strengthen their position and take control over their lives.

## Purpose of the consultancy

At the end of 2023, Fairtrade amended its [Cocoa and Coffee Standards](#) adding new criteria to monitor and track deforestation in producing countries, and in that sense aligning its standards with the EU Deforestation Regulation.

In parallel, Fairtrade has established a process for receiving, processing and sharing geolocation data from Fairtrade cocoa and coffee smallholder producer organizations and resulting deforestation risk analysis. In December 2023, Fairtrade published a guidance document that leads producer organizations through this process, which enables them to meet the new requirements in the Fairtrade Standards and the EUDR.

Both the process and associated guidance document are technical in nature, therefore, their interpretation requires pre-existing knowledge and capacities, that are not always available among producer organizations. In that sense, the purpose of this consultancy is to complement producer organisation's capacities by producing educational and easier to read version of the guidance document, paying attention to the steps needed to collect and report geolocation data to Fairtrade. This simplified version is expected to be developed in a farmer-to-famer style, and to be accompanied by audiovisual support in the form of tutorials, to enable producer's comprehension and increase their institutional capacities.

## Goals and expected outcomes

The goal is to produce a simplified version of the "Guidance for geolocation data reporting to Fairtrade and deforestation risk analysis" document. This simplified version is meant to be educational, to guide producers on the steps required to collect, report and share geolocation data with Fairtrade. In that sense, the expected deliverables are:

- A no-more-than 5 pages document as simplified version of the "Guidance for geolocation data reporting to Fairtrade and deforestation risk analysis". This document must be educational and inspiring in farmer-to-farmer capacity building processes, hence complemented with material to train field staff. Such material could include presentation slides (for instance: ppt. software)
- Audiovisual support to guide and accompanying the steps featured by the guidance document.

## Selection Criteria

The successful applicant shall be chosen based on the following criteria:

- Professional capacity: applicant should have proven capacity and work experience in farmer to farmer communication methods
- Knowledge of communication and audiovisual
- Fluency in English is a must. Proficiency in other languages such as French and Spanish in a written form is preferred (other languages are desirable)
- Proven track record or strong understanding of producer livelihoods and/or certification systems.

## Administrative and financial aspects

Time period: April 2024 – June 2024 (three months)

Reporting: Consultant reports to Senior Advisor Climate and Environment and will work closely with the Data Analyst, Global Impact.

Location: There is no location requirement for this consultancy, however, consultant must be able to conduct meetings within usual business hours related to CET time zone. Fairtrade International is legally registered under German law.

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

Applicant: Note that 19% VAT is applicable to all organizations from outside Germany. Offers without 19% VAT will not be considered.

Budget: The maximum budget available for this call for applications is €10.000 (including 19% VAT). Budget from this project comes from the EC FFPA project, hence all products and deliverables must respect the overall guidance of the European Commission.

## 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 and GDPR normative.

## Application Process

If you are interested in being considered for this call for applications, please send a short proposal (5 pages max) detailing (1) how you or your team meets the selection criteria (including links to past relevant work) (2) describing the approach you or your team would take to the research, (3) a project timeline, and (4) a budget. Please include a track record of previous/similar work You can submit your application to the Senior Advisor Climate and Environment at: [jp.solis@fairtrade.net](mailto:jp.solis@fairtrade.net)

Required documents:

- Concept note not exceeding the length of maximum 5 pages;
- Detailed budget in Euro, inclusive of 19% VAT (which is applicable): include cost breakdown per deliverable;
- Institutional track record.

Call for application published: **20<sup>th</sup> Feb 2024**

Call for application Deadline: **15<sup>th</sup> March 2024**