



FAIRTRADE
INTERNATIONAL

Creating a global website for Fairtrade

13.09.2022

About us

Fairtrade changes the way trade works through better prices, working conditions and a fairer deal for farmers and workers in developing countries. By choosing Fairtrade products, people can create change through their everyday actions, and farming communities can improve their lives and invest in their future. A product with a Fairtrade mark means, producers and businesses have met internationally agreed standards which have been independently certified.

Fairtrade International (FI) is a nonprofit, multi-stakeholder association of 37 member organizations – three producer networks, 25 national Fairtrade organizations (NFOs) and 9 Fairtrade Marketing Organizations (market and promote Fairtrade in their territory, with Fairtrade International licensing the marks in these locations). We are responsible for the strategic direction of the Fairtrade system, the Fairtrade Standards and support to our member organizations worldwide.

Current communication and websites

As a brand, Fairtrade is present in several markets across the world rallying for the same mission. In several countries there is a specific Fairtrade office with a local scope, objectives, and local communication teams. Historically, a big percentage of communication activities (campaigns, video material, social media management) has been managed separately and the same applies to our web presence. Meaning each market has a separate website, even if most of the core messages are similar. Within the context of our new strategy, we are now seeking to be more consistent in the way we portray the Fairtrade brand, better use our resources and have a clearer structure towards end users by building one global website.

Currently, the www.fairtrade.net site's primary purpose is to be the global reference point for Fairtrade. It is the repository for Fairtrade's Standards and Pricing, a central hub of information about the Fairtrade system and its members and participants, and a platform for disseminating news, research, and impact data and stories. It also provides diverse audiences – farmers, workers, consumers, businesses, researchers, journalists, and supporters – with information about how to engage with and in Fairtrade. The www.fairtrade.net site works in tandem with the smaller info.fairtrade.net site (which provides a more elementary overview of Fairtrade and can be accessed via QR codes on pack).

The local websites translate the global content into their local language, show local marketing campaigns, activation possibilities, events, news (local and international news), teams and have a local finder for FT restaurants, flower & coffee shops, gold etc. Part of this project also entails aligning the local and international office along common objectives that can be tackled via the site.

Project context

The project has been discussed on several occasions, however we now have:

- A [new global strategy culminating in 2025](#). As part of the communication measures to support our goals, the senior communications group identified one global website as imperative for us to succeed.
- The Fairtrade brand had a revamp last year, being updated in terms of values, identity and design. This also means that in many cases the website's style/look is outdated, it's not competitive and not consistent across all regions.
- Maintaining a plethora of website also means there are a lot of duplications in terms of content, and in some cases even SEO cannibalization.
- In many instances the website's content is dated: this website overhaul is an opportunity to update tone and messaging alongside the 'look'. This is an opportunity to review and reduce excess content built up over the current site's years in service. Our goal is to have consistent and strong messaging across all regions. There have also been changes to Fairtrade's model which are currently not being reflected.
- Many offices are not currently happy with their current CMS.

Current project set-up

- We have already set-up a core project team consisting of four people from different offices with stream owners for content, technology and design/UX. In addition there is a wider project team available for advice and feedback. In addition we have an extended team with who we meet regularly for advice.
- It will be important at specific points in time to reach to all different offices, as to gather their input on specific matters and build a website that resonates with them as well.

Scope of project

The scope for this project is to build a new, global website with embodies our brand and is attractive to our core users. It should have a powerful CMS that is easy to manage for the global and local content teams. This site will replace all currently existing local websites, showing the global reach of Fairtrade, a clear & unique global vision/mission (USP), while allowing local adaptations as the user dives deeper into the content. This website should be designed primarily around user needs and behaviors with a clear journey ending in a strong and compelling call to action. Including:

- a. Client Portal for existing partners
- b. Simple and clear process for prospects to get certified and the benefits of it
- c. Clear pathways for consumers to find Fairtrade products and learn why ethical sourcing is important

It needs to meet accessibility standards and GDPR requirements. The content needs to be fully SEO optimized and better segmented based on the user type and journey (eg. prospect, client, consumer).

We are also looking for support in building a coherent content strategy for it, and copywriting for the launch.

We fully support having a research phase at the beginning of the project where the learnings from the current Fairtrade websites and stakeholder expectations can be understood.

Specifically our selected partner should work on:

- Audience mapping and journeys
- Site architecture and design
- Content strategy to improve current and new site content (maybe skimmers, swimmers, divers methodology for the content of the website)
- Front- and backend, with an easy to use CMS that enables our colleagues to be fairly independent
- Copywriting for the basic pages to be launched (EN only)
- Technical and content SEO optimizations
- Synchronization with our CRM platforms (please note not all markets use the same)
- Completely fresh design with an emphasis on the home page, the basics (why Fairtrade/what is it), business section, consumer product finder integration, blog/press center, simple splash page for events and large campaigns, and 1-2 other more simple pages for general use
- User training on how to use the CMS
- Project management

Project success indicators

I. An efficient launch

Fast and efficient project management and turnaround, within a prior agreed timeline. We aim to go live end of 2023.

II. Improved website engagement indicators

Time spent on page, bounce rate, pages per visit, returning visitors, newsletter subscriptions

III. Organic visibility

Consistent organic visibility in all countries, (no massive drop after the go-live, slow increase within the first six months after go-live)

IV. Positive feedback from our stakeholders

Senior management, key partner and clients as well as content creators and marketing teams

Initial website functionality and requirements

- Fully responsive design, with a beautiful, contemporary, user-experience centered design that is just as enticing on a computer as it is on mobile.
- Geolocation to redirect user automatically to the local version of the website and easy to switch language or country at any time. We welcome other solutions
- Clear and compelling navigation that ushers each audience group through a journey that anticipates their needs, gives them what they want and has clear calls to action along the way.

This needs to entail an early split between consumers and businesses

- (prospects/clients).
- Salesforce and Pardot connector or other third party connectors
 - Permissions-based user groups (admins, site-wide editors, single-content type editors, etc)
 - Ability to develop clearly distinct content types and merge elements of multiple content types into front-end display templates (e.g., seeing a press release, then seeing 'related news' beneath it based on taxonomy + entry date, etc).
 - Ability to preview new or modified content before it is pushed live
 - follow the graphic guideline of the international movement
 - A blog/news area that integrates press, blogs, blogs from the FI system's websites, and ideally at least one of our social media feeds (likely Instagram) so that our website always feels fresh
 - Easy integration of embed and multimedia content

In addition, some current features have been marked as extremely relevant to keep. You will find more information about this in the annex.

Budget

We are open for your recommendation in order to meet our requirements. For the proposal please include two scenarios. One that meets requirements, and one that goes above and beyond.

Timeline

We would like to kick-off the project still within September 2022 and go-live by the end of 2023. However, we are aware that this highly depends also on the final concept.

Next steps and pitch requirements

Deadline for applications: 30 september

Proposal: Your proposal should contain the following information:

- Short agency presentation, values and how you like to work
- How would you approach such a project from a project management and stakeholder engagement perspective? What do we need in terms of work streams and in-house skills?

- How would you solve the conflict between global messaging vs. local requirements and activations?
- Technological recommendation
- List of urls of sites you have already developed and are very proud of (preferable global companies)
- Timeline recommendation
- Budget estimation, can also be 2-3 budget scenarios (please explain the difference between the scenarios)

To apply: Please send your written proposal to digital@fairtrade.net

We are open to an RFP format that fits the style of the firm submitting.

We will check if your application contains all requirements and reach out to the top 3 for a virtual presentation and discussion of your proposal. This call will also be a good opportunity to get to know each other and have an idea of how a future collaboration would look like. The three agencies invited for the pitch call will all be rewarded (500 Euro).

Annex

Current sites list

Local websites:

- Australia <https://fairtradeanz.org/>
- Austria <https://www.fairtrade.at/>
- Belgium <https://www.fairtradebelgium.be/>
- Canada <https://fairtrade.ca/>
- Denmark <https://fairtrade-maerket.dk/>
- Finland <https://reilukauppa.fi/>
- France <https://maxhavelaarfrance.org/>
- Germany <https://www.fairtrade-deutschland.de/>
- Ireland <https://www.fairtrade.ie/>
- Italy <https://www.fairtrade.it/>
- Japan <https://www.fairtrade-jp.org/>
- Luxembourg <https://www.fairtrade.lu/willkommen.html>
- Netherlands <https://www.fairtradenederland.nl/>

- New Zealand <https://fairtradeanz.org/>
- Norway <https://www.fairtrade.no/>
- Portugal <https://www.fairtrade.es/>
- Spain <https://www.fairtrade.es/>
- Sweden <https://fairtrade.se/>
- Switzerland <https://www.fairtrademaxhavelaar.ch/>
- United Kingdom <https://www.fairtrade.org.uk/>
- United States <https://www.fairtradeamerica.org/>

Fairtrade Marketing Organizations, also have a local website:
<https://www.fairtrade.net/about/fairtradeorganizations>

- Czech Republic
- Hong Kong
- India
- Poland
- Slovakia
- South Korea
- Taiwan

International website: www.fairtrade.net

Initial assessment of features and current scenario

We have surveyed different Fairtrade offices about their websites and how features are working. [Here](#) is what they had to say.

Brand Guidelines

The Fairtrade brand was revamped last year, with a brand new set of brand guidelines being released. They give indications on design matters but also tone, language and approach. You can download them [here](#).

Websites – some inspiration

These are some websites we liked:

 [Sustainable Fishing | MSC](#)

 [Home](#)

[Onepark - Book your parking space at the best price](#)

 [Home](#)

[TerraCycle](#)

 [Home - B Lab Europe](#)