



CONSULTANCY TERMS OF REFERENCE

FAIRTRADE PRODUCER NETWORKS PROJECT MANAGEMENT

PROJECT NAME: CAN LIAISON OFFICER

BACKGROUND

Fairtrade is a simple way to make a difference to the lives of the people who grow and create the things we love. It is all about making trade fair.

Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments and connects farmers and workers with the people who buy their products. By choosing Fairtrade, people can create change through their everyday actions. A product with the FAIRTRADE Mark means producers and businesses have met internationally agreed standards which have been independently certified. Farmers and workers have a strong voice at every level of Fairtrade, from how they invest in and run their local organizations to having an equal say in Fairtrade's global decision-making.

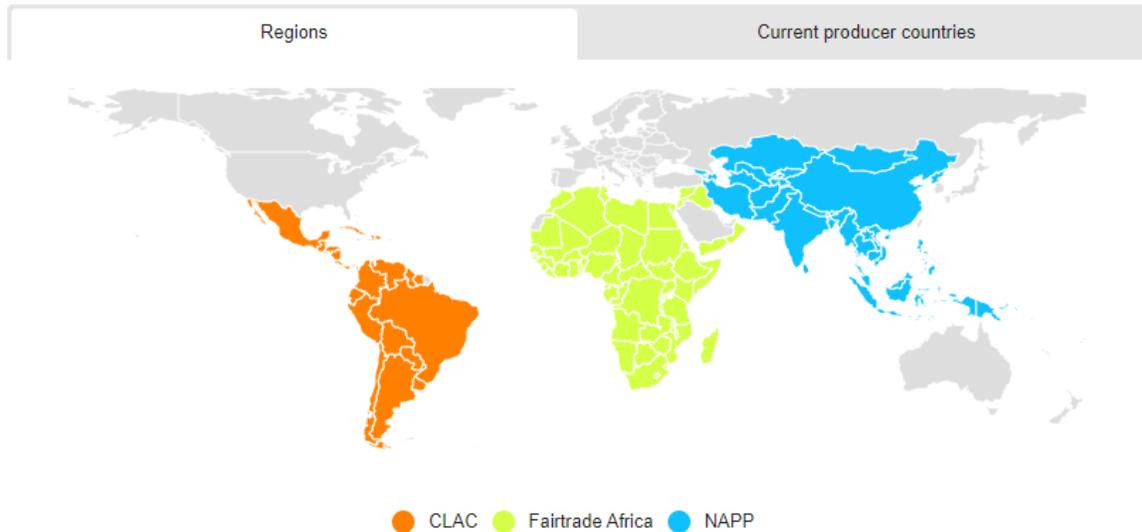
Read more about Fairtrade's impact for farmers and workers at the following website:
<https://www.fairtrade.net/impact>.

Producers have a strong say in Fairtrade. Fairtrade producers have 50 percent of the vote at our General Assembly, and farmers and workers are also consulted during the process for establishing new standards and policies for Fairtrade. Fairtrade has three producer networks in the Caribbean and Latin America (CLAC), Africa and Middle East (Fairtrade Africa) and in Asia Pacific (NAPP). The three regional Fairtrade producer networks play a prominent role on the Board of Directors at Fairtrade International, ensuring even greater producer representation.

The three producer networks are led by independent Boards and Directors but often execute joint project through a governance body called CAN.



Producer networks



- CLAC is the *Latin American and Caribbean Network of Fair Trade Small Producers and Workers*
- Fairtrade Africa represents *farmers and workers in Africa and parts of the Middle East*
- NAPP is the *Fairtrade Network of Asia & Pacific Producers*

Last updated: May 2019

INTRODUCTION

CAN is embarking on operationalizing its 2023-2025 strategic activities which aims at delivering greater impact for farmers and workers in the CAN region. Through this project, CAN seeks to:

- **Efficiently add value and impact for producers and the Fairtrade strategy** whilst reducing **duplications** across the Fairtrade system.
- Strengthen **alignment, collaboration and accountability** between producer and market driven organizations/services.
- **Build and strengthen integrated teams** between consuming and production countries
- Effectively manage producer data collection and dissemination tools as part of the **Fairinsight** responsibility taken up by the PNs
- Increase **donor funding** opportunities at the continental and intercontinental level
- **Differentiate Fairtrade** from its competitors, promoting producer-driven impact and market transformation.



- Support the development of a functional and flexible **South-to-South market proposal** by piloting and sharing learnings of different approaches taken up in each region in coordination with the S2S market responsible for every PN.
- Manage and coordinate CAN **consultancies and meetings** on product-related and thematic topics.

ASSIGNMENT DESCRIPTION

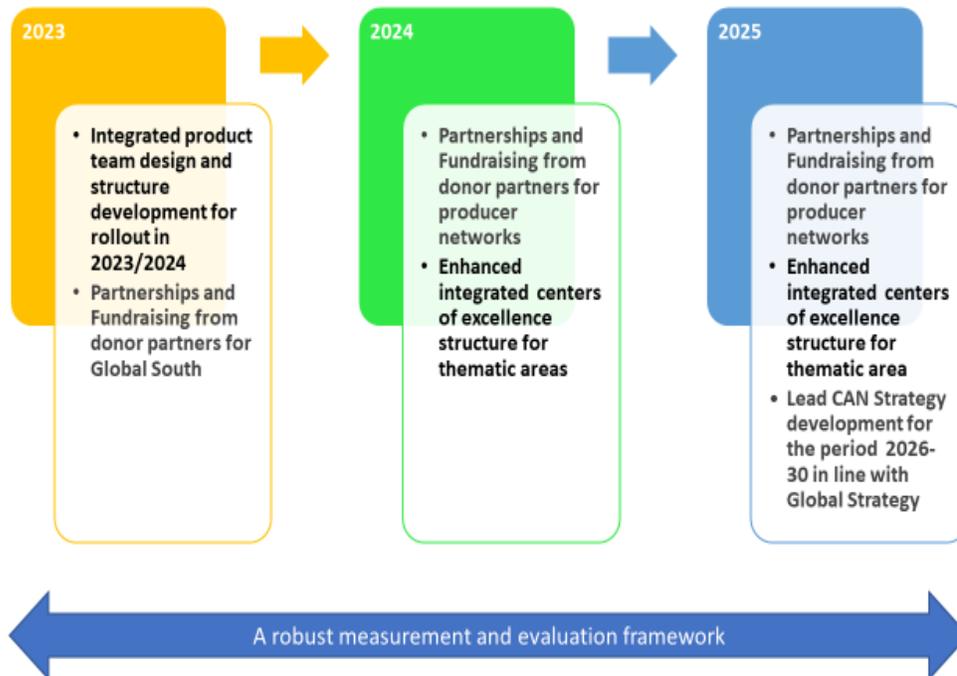
The assignment involves the coordination and strengthening of services amongst the Producer Networks and through Integrated Teams, supporting the design and testing of various strategic and operational approaches that will be responsive to producer needs as outlined above. The target product value chains in this assignment to be supported by integrated teams are; Coffee, Bananas, Cocoa, Flowers, Tea, and Cotton.

DELIVERABLES

Supporting the designs and workflows plans and scale up during the life of the project. The assignment deliverables are:

1. Facilitate the Integrated product team design and structure development for rollout in 2023/2024
2. Partnerships and Fundraising frameworks for successful resource mobilization
3. Supporting the development of a S2S market proposal 2023-2025 through a process of piloting, learning, drafting of proposals, testing and develop a final proposal for consideration.
4. Facilitate the management and strengthening of the use and implementation of FairInsight 2023
5. Coordination of meetings and management of CAN consultancies
6. Facilitate the integration of centres of excellence structure for thematic areas.
 - a. Human and Environmental Due Diligence
 - b. Living Income
 - c. Living Wage
 - d. Youth and Gender
 - e. Policy and Advocacy
7. Lead CAN Strategy development for the period 2026-2030 in line with Fairtrade Global Strategy

The proposed activity flow is depicted below:



NOTE:

CAN will facilitate all workshops as desired

CAN will directly pay for any third-party costs, aligned to its procurement policies
 Extensive stakeholder engagement is desired along the whole process

ASSIGNMENT TRACKER

1. Inception stage
 - a. Inception meeting with CAN
 - b. Methodology / approach alignment
2. Information and data collection preparation
 - a. Access granted to relevant internal data
3. Design work and Plan of Operations
 - a. Data / Information collection and immersion with key stakeholders.
 - b. Continuous review and consultation
 - c. Monitoring and evaluation frameworks
 - d. Progress reporting to CAN leadership team and CAN Coordination
4. Testing and validation of models and structures



5. Detailed structure and three-monthly workflow reports, findings, and recommendations
6. Scale-up / institutionalization into Fairtrade system

PROPOSED TIMELINES

The assignment is projected to begin in January 2023 for three years. The assignment engagement may be staggered of the life of the project.

REQUIRED QUALIFICATION

- Masters' degree in a relevant area;
- Possess strong project management experience across multiple countries.
- Demonstrable experience in organizational development in a complex environment.
- Good understanding of global agricultural supply chains
- Knowledge and experience in marketing and product development of ethical and sustainably branded products
- Strong command of written and spoken English, with demonstrated ability to produce well written documents, in clear, concise, and correct language.
- Have access to relevant funding circles
- Bilingual capabilities, especially Spanish, will be an added advantage.

APPLICATION PROCESS

Interested applicants are requested to submit their proposals in electronic format by **8th February 2023** to procurement@fairtradeafrica.net no later than 17:00H EAT