



## CALL FOR EXPRESSION OF INTEREST FOR DEVELOPING ALTERNATIVE METHODS OF REMOTE DATA COLLECTION

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping.

Fairtrade International is the international non-profit, multi stakeholder body that is responsible for the strategic direction of Fairtrade, sets Fairtrade standards and supports producers. The organization has developed over time a solid monitoring system to track the performance of its certified producer organizations and measure its impact. The current monitoring system relies heavily on in-person visits to collect data at producer organization and producer/ worker level. The Covid-19 crisis is leading us toward alternatives for doing this while ensuring the health and security of producers, workers and staff responsible for data collection as our highest priority.

### Objective

Exploring alternatives for remote data collection that consider innovative and inclusive data collection services that do not require in-person interaction for approximately 1,800 producer organizations in more than 70 countries in Africa, Asia and Latin America. The service must include the following:

- Development of data collection tools in at least 4 languages. Innovative technologies will be highly valued. Proven experience in data collection in developing counties with populations with low literacy is key.
- Development of a non-in-person methodology and strategy for data collection that includes an optimal sample. The methodology should be supported on existing successful methods applied for these cases such as self-reporting data.
- Consideration of “low-tech” solutions to ensure that producer organizations without the necessary bandwidth to engage in data collection can still be involved.
- Possession of the infrastructure required to support the data collection, data quality control, the ETL and the data cleansing to deliver datasets compatible with Fairtrade business intelligence tools.

### Timelines

The Global Impact Unit of Fairtrade International would like to build a database of potential service providers of interest for description above. Interested parties to become part of these database can send their contact details and a short description of the services they offer in the scope and context previously explained. The Global Impact will evaluate different options and internal resources for the development of a Call for Tender to commission the service in the near future.

Parties interested of being part of the database can send their details and all additional information that allow to have a good understanding of the offered service to the following email address: [impact@fairtrade.net](mailto:impact@fairtrade.net) with subject “Expression of Interest For Developing Alternative Methods Of Remote Data Collection”, ***no later than October 30<sup>th</sup> 2020.***

**Note:** this is a Call of Expression and does not constitute a Call for Tender. Fairtrade International reserves the right to contact interested parties for requesting further information.