



Video project - The Fairtrade code

Four clips to raise awareness of the Fairtrade Organisation Code, why it is important, and its values.

- 1. About Fairtrade**
- 2. Aim of project**
- 3. Materials for reference**
- 4. Application**
- 5. Process and timeline**

1. About Fairtrade

Fairtrade is a global organisation that is co-owned by more than 2 million farmers and workers who earn fairer prices, build stronger communities, and have control over their futures.

Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future, while protecting the sustainability of the planet.

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 organisations to having an equal say in Fairtrade's global decision-making.

The Fairtrade System is made up of Fairtrade International, three continental Producer Networks, and 19 National Fairtrade Organisations working to promote Fairtrade products and a sustainable future for all.

The activity is co-funded by the European Commission Funding Framework Partnership Agreement (EC FFPA) program. The EC FFPA is strategic partnership program, that aims to strengthen Fairtrade as a representative, member -based regional, EU and global Civil Society umbrella organization, giving voice and empowering over 1900 Fairtrade Producer Organizations globally.

Fairtrade International has adopted this Fairtrade Organization Code to provide a clear framework for how the Fairtrade System implements its values, principles, policies and procedures towards a global compliance management framework.



2. Aim of project

Fairtrade International would like to raise awareness about the Fairtrade Organisation Code, its values and purpose, among member organisations as well as external public, including producers, consumers, civil society organisations, private sector and other stakeholders. As part of this we would like to produce four short videos and we are looking for a professional agency to help us bring them to life.

It is important to note our main aim is awareness raising. We would like viewers to have an overview of the purpose of the Code, its values and benefits. The videos aim to act as a communication channel for a wider audience. The intention is not to provide an e-learning video.

The language should be easy to understand and avoid jargon or technicalities. Each clip should be between one to three minutes. We are very open to the style of the video as long as it respects our brand guidelines.

The videos would be in English, with additional versions integrating subtitles.

We would like the agency to:

1. Develop a script for the clips (we are also open to have it be more than four if there is a strong case for this, or have slightly lengthier videos)
2. Develop the visual concept and style
3. Arrange and manage the voiceover for it. This should be in UK English with a close to neutral accent.
4. Add subtitles to the videos based on the script in EN, FR, ES and EN

We would like to have the videos ready by the first week of December.

3. Materials for reference

- [Fairtrade Organisation Code](#)
- [Fairtrade Brand guidelines](#)
- [Visual Identity System guidelines \(illustrations\)](#)
- [Vocabulary and Messaging – Do's and Don'ts](#)

4. Application and Eligibility criteria

If you are interested in this project, please send a proposal which includes the following:

1. A cover letter expressing your interest and outlining why you would be an appropriate partner for this project
2. A rough proposal of how you envision the video project planning wise
3. Examples of similar work with past clients
4. Budget breakdown for the items outlined above.



Co-funded by the European Union



Please note that participation in this Call for proposals is open to all natural persons who are nationals of, and all legal persons who are effectively established in a Member State of the European Union or in a country eligible for the EC's Neighbourhood, Development and International Cooperation Instrument (NDICI - Global Europe) programme . For details please see the [Annex A2a1](#) of the new Multiannual Financial Framework for the years 2021-2027, where the countries corresponding to the EC's **rules of nationality** under NDICI – Global Europe are listed.

5. Process and timeline

1. Please send your application by 1 October to Eleonora Gutwein (e.gutwein@fairtrade.net)
2. Depending on proposals and candidates Fairtrade may schedule a short call to clarify a few aspects
3. Agencies will be informed of outcome by October 7