



## Terms of Reference of initial research (2020)

### Call for Expressions of Interest

#### Research on Fair Trade Public Policies

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. To achieve its overall goals and bring about change Fairtrade counts with several interventions, in particular to develop and lead advocacy & campaigns to promote the Fairtrade model and raise awareness about unfair trading practices among consumers, governments and the industry.

The Fairtrade system is a non-profit, multi-stakeholder association of 22 member organizations – three producer networks (Africa, Latin America and Asia) and 19 national Fairtrade organizations. It also includes Fairtrade International, eight Fairtrade marketing organizations, and FLOCERT (the main independent certification body of the global Fairtrade system). The system is governed by a General Assembly and a Board of Directors and it has a central office in Bonn, Germany.

All members in the Fairtrade system are guided by the principles of empowerment, capacity, transparency and fair pricing as the prerequisites of sustainable development.

#### **CONTEXT**

Fairtrade International's current strategy "Changing Trade Changing Lives 2016-2020" includes an ambition to help achieve the Sustainable Development Goals (SDGs). Specifically, we work with members, allies and partners to advocate for government policies that create an enabling environment for fair trade, including interventions to promote the priorities of small-scale producers and workers at national, regional and global levels.

We believe that achieving the SDGs requires fundamental changes to the way business is done such as sustainable pricing to ensure living incomes and living wages for producers and workers in Fairtrade supply chains. We aim to pressurise governments and institutions to develop and enforce adequate regulations, set boundaries for the market, and incentivise a more equal global economy.

Under the Framework Partnership Agreement project (EU-funded grant), a consortium led by Fairtrade International (FI), which includes the Fair Trade Advocacy Office (FTAO), Fairtrade Africa (FTA) Fairtrade Network of Asia & Pacific Producers (NAPP) and the Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC), wish to commission a piece of research on Fair Trade public policies across the world. This consultancy builds on previous work which the FTAO, together with CLAC initiated in 2015 resulting in the publication of relevant research (available in [Spanish](#) and [English](#)). CLAC published an updated report (in [Spanish only](#)) in 2017.



There is currently no system consolidating information on enabling Fair Trade Public Policies across the world, unlike for sectors such as [Organic Farming](#), [Social Enterprises](#), and [Cooperatives](#).

As a first step towards having such a system in place, FI and FTAO wish to commission an analysis of existing or past public policies on Fair Trade around the world.

## **SCOPE OF WORK**

The scope of work includes public policies specifically related to Fair Trade at the national level (e.g. France, Ecuador, Brazil) or, when relevant, continental (e.g. EU) level, as described in the International Fair Trade charter ([www.fair-trade.website](http://www.fair-trade.website)). These public policies include all enabling environments to promote uptake of Fair Trade, including legislation and government strategies, guidance documents and programmes on public procurement, taxation, entrepreneurship, international cooperation, economic diplomacy, aid for trade and import-export programmes, amongst others.

### **Deliverables:**

1. Inception report, including information on the selection of countries, short list of case studies and outline of main findings
2. Power Point (or equivalent) presentation with main findings and overview of case studies
3. Draft report, including draft 6-8 case studies
4. Final report, including 6-8 case studies
5. Participation in two webinars (organised by Fairtrade)

### *Tentative structure of research piece (final report)*

- Introduction (objectives of research)
- Executive summary (one page of top-line learnings and recommendations)
- 6 to 8 case studies (see proposed structure below)
- Conclusions
- (separate annex) Recommendations to Fair Trade movement

### *Tentative structure of country 6-8 case studies (2-4 pages maximum per case study)*

1. Summary of the key elements of the main Fair Trade public policies (with links and references to read more)
2. Motivation (including information on the public policy context, who were the champions and main advocates for this policy, also if there were any opponents)
3. Policy implementation (How well were these policies implemented? What impact/change has it all made - including unintended consequences)
4. Evaluation



## 5. Recommendations for improvement, next steps

### **METHODOLOGY**

- Desk research
- On-line interviews with government officials, Fair Trade movement actors in selected countries
- No physical travel or meetings foreseen

### **CANDIDATE PROFILE**

#### **Requirements**

- University Bachelor's degree or equivalent
- Experience in analysing public policies and drafting policy recommendations
- Experience of working in Europe and/or Latin America
- Experience or knowledge on Fair Trade, social solidarity economy, cooperatives, organic agriculture
- Proficient oral and written English skills
- Good understanding of written and oral Spanish
- Good understanding of written and oral French is an asset
- Experience in Fair Trade organisations or in research specifically on Fair Trade Public Policies, or similar, is an asset

The consultant (or company) should be based in the European Union or in a developing country according to EU regulation. Please check:

<https://ec.europa.eu/europeaid/prag/document.do?nodeNumber=2.13> - Annex 2a)

#### **Language**

The working language in Fairtrade International is English and outputs must be written in English

### **APPROXIMATE TIMELINE** (dates to be confirmed in contract)

Early August	Publication of Call for Expression of Interest
31 August	Deadline to apply
Week of 7 September	Process of selection of a consultant
Mid September	Signing contract with the selected consultant



October	Desk research; Interviewing government officials, Fair Trade movement, etc.
Early November	Inception report  Webinar to present main findings, collect feedback Decision on final choice of 6-8 case studies.
Mid November	Draft final report
November	Consolidating feedbacks, presenting final set of analytical case studies
15 December	Final report
December	Fair Trade movement webinar to discuss next steps

### **VISIBILITY**

Deliverables for this project must follow EU visibility rules. An annex listing visibility rules is available upon request, but are summarised as ensuring that the European Union is visibly recognised as the donor in all workshops, publications, and communications.

### **CONFIDENTIALITY AND OWNERSHIP**

All information gathered and documents produced in the course of the assignment are the property of Fairtrade International, as consortium leader, and Fair Trade Advocacy Office. The consultant will be recognized as author of the study in the publication.

Consultants must comply with confidentiality regulations, as provided by Fairtrade International upon issuance of a contract.

### **BUDGET**

Maximum budget available for this research is 15,000 EUR (all taxes included)

Consultant fee: the offer submitted should include VAT (if applicable)

Other expenses: details are to be specified and agreed upon between Fairtrade International and the contracted consultant



## **APPLICATION**

Your tendering should be submitted in English and consist of a cover letter and curriculum vitae with an indication of related past experience and brief examples of previous work. It should also include an outline of your proposed approach, and an indication of your consultant fee requirements (including VAT if applicable) and other costs.

Please send your tendering documents by email to: [m.kuhlmann@fairtrade.net](mailto:m.kuhlmann@fairtrade.net) and indicate: “**Fair Trade Public Policies**” in the subject line.

The deadline for submitting your tendering documents is: 31st August 2020

Only those tenderers that are shortlisted will be contacted.