



Call for tender: Exploring DEI in comms for Fairtrade

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1. About Fairtrade

Fairtrade is the most recognized and trusted sustainability label in the world. We are a global organization that is co-owned by more than 1.9 million farmers and workers who earn fairer prices, build stronger communities, and have control over their futures.

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.

The Fairtrade system is made up of Fairtrade International, three regional producer networks, and 25 national organizations working to promote Fairtrade products and a sustainable future for all.

2. Challenge and aim

Fairtrade International is looking for a consultant, consultancy or organization that can provide an initial training or series of trainings to our global group of communications and marketing colleagues working for fair and sustainable trade. Our goal is to increase our collective awareness about ethical storytelling, and identify concrete changes we can make to increase diversity, equity and inclusion in pursuit of impactful communications that benefit the farmers and workers at the heart of Fairtrade's mission.

Some challenges include the nature of our global system, where staff work in different regions that historically have been predominantly "producing" countries and "consuming" countries. While the line is blurring due to rising middle classes and awareness of sustainability and Fairtrade, we want to be more conscious about how we tackle this divide. We want to meaningfully integrate and amplify producers' own stories, viewpoints and communications, without placing additional burden on them or approaching stories with a certain cultural lens.



We are interested in what the consultant/organization brings to the table. Some of our ideas are:

- Understanding development work in the context of colonialism, racism, and power imbalances, and how communications can either reinforce or challenge these structures
- Gaining a common understanding of what Diversity, Equity and Inclusion (DEI) means
- Elements of ethical storytelling and concrete steps to implement*
- Building a deeper understanding of how the dynamics between race, gender, age, class, disability and/or other identity markers impact development work and how communications can be mindful of these (without being performative)
- Using inclusive language, including avoiding the “us” and “them” trap in our communications, especially when reaching consumer audiences outside of regions where Fairtrade products are produced
- Short-term and longer-term actions we can take to improve our communications for diversity, equity and inclusion, respectfully and ethically (ideally based on one or more case studies of recent materials or campaigns)

*Note: we have brand guidelines, a “Dos and Don’ts” language guide and recently developed guidelines for ethical photography and film content development, which we will provide to the selected consultant before the workshop. We envision these as a starting point and as living documents that we will update as our knowledge and practices improve.

We welcome proposals for a series of workshops. Envisioned format:

- 2 to 3 hours per session, conducted online/remotely
- Desired timing for first session: November

3. Application

In your proposal, please include:

1. A cover letter expressing your interest and outlining why you would be an appropriate partner for this project
2. A proposal of a workshop or workshops to meet the stated aims
3. Examples of similar work and at least two references of previous clients
4. Proposed trainer bios
5. Budget breakdown

4. Process and timeline

Please send your application by 30 September to communications@fairtrade.net.