Terms of Reference
Evaluative study on the contributions of Fairtrade¹ towards driving positive change in the
Mauritian sugar cane sector
Deadline for applications 19 August 2020
Publication date: May 2021

Fairtrade International is seeking expressions of interest from qualified consultants or
research teams to undertake a study of existing contributions of Fairtrade towards a
sustainable sugar cane sector in Mauritius

Introduction
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 has several
types of interventions:

- **Set of standards**: the standards include a range of economic, environmental and social
criteria that must be met by producers and traders in order to acquire or retain Fairtrade
certification. For detailed information about our standards, visit our website:
  [https://www.fairtrade.net/standard/about](https://www.fairtrade.net/standard/about)
- Fairtrade engagement on the ground – e.g. producer programs, capacity building and
  projects, including amongst others “Good Labour Practices Program”, financed through
  Fairtrade Sourcing Programs
- **Advocacy & campaigns** to promote the Fairtrade model and raise awareness about unfair
  trading practices among consumers, governments and the industry.

Background of the sugar sector in Mauritius
For products originating in producer countries and produced by groups of small farmers and their
workers, buyers of Fairtrade products are required to pay a Fairtrade Premium over and above the price
for sugar². The Fairtrade Premium is set at USD 60 per metric ton for conventional sugar and USD 80 per
metric ton if the sugar is also certified organic. The Premium is paid for the sugar sold on Fairtrade
terms.³

The farmers sugar cane¹ is processed into sugar by two factories in Mauritius. All farmers in Mauritius
benefit from the sugar (& by/coproduce) sales and prices of all sugar types. Like in other ACP⁴ countries
there is a revenue sharing system of which 78% of the price is paid to the farmers and remaining to the
factories.

On their side, farmers are required to comply with a set of stringent Fairtrade standards⁵ pertaining to the
good governance of their respective organizations, management of production practices, protection of the
environment; labour conditions and business and development practices. In the process leading to

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¹ Standards, Certification, Interventions & Sales
² There is no FT minimum price for sugar/cane. For more information: [https://www.fairtrade.net/standard/fairtrade-
  standards#scope](https://www.fairtrade.net/standard/fairtrade-standards#scope).
³ Even if producers in Mauritius and elsewhere are producing sugarcane, the premium is set at the level of SUGAR.
⁴ ACP = African Caribbean Pacific countries
⁵ [https://files.fairtrade.net/standards/SPO_EN.pdf](https://files.fairtrade.net/standards/SPO_EN.pdf);
   [https://files.fairtrade.net/standards/Cane_Sugar_SPO_EN.pdf](https://files.fairtrade.net/standards/Cane_Sugar_SPO_EN.pdf)
Fairtrade certification, the farmers are also required to submit a Fairtrade Development Plan\(^6\), which includes a decision on the investment of the Fairtrade Premium, which has to be democratically approved by the members of their respective organizations. The use and investment of the Fairtrade Premium should be based on a needs assessment to improve the social, economic and environmental conditions of the producers and their communities.

The Fairtrade certified producer organizations are supported by a regional Producer Network\(^7\), which in the case of Mauritius, is Fairtrade Africa (https://www.fairtradeafrica.net/).

Currently there are 21\(^8\) Fairtrade certified cane sugar producer organizations in Mauritius. A cluster of a few coops in 3 regions will be selected\(^9\) for the study. It is suggested that the clusters include two coops, who were recently decertified and are or will be reapplying for Fairtrade certification. Both have a long positive history in Fairtrade. The majority of the producers within the cluster however need to be certified coops (for at least 3 years).

Mauritius is a successful exporter of various world class sugar types\(^10\) and a bestseller of Fairtrade certified sugar. The contribution of the sugar cane industry to the Mauritian economy is of critical importance. Sugar exports still represent 16% of the country’s export revenue. Moreover, the sugar cane sector is a major employer and other sectors also directly depend on this industry, such as power generation, distilleries, transport and other support services.

Fairtrade certification started in 2009 in Mauritius. In addition to the certified farmer organizations, the Mauritius Sugar Syndicate "MSS" as the non-profit exporter is Fairtrade certified. Alteo, one of the factories is included in MSS’ certification. The second factory Omnicane became Fairtrade certified (against the Trader Standards) independently.

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Fairtrade International (FI) is seeking a consultant or team of consultants/researchers) for an evaluative study to assess whether the adoption of Fairtrade standards and the journey with Fairtrade has brought about change and improvement in the sugar cane landscape in Mauritius from Fairtrade farm level up to a change at country level.

1. Overall objective

Over the period of certification of roughly 10 years, has Fairtrade been a useful tool in assuring the economic sustainability of small farmers growing\(^11\) cane and how has Fairtrade certification impacted the image\(^12\) of Mauritius as a sugar producing origin and a seller of Fairtrade certified sugar.

The assessment will provide answers to the following questions and summarize whether the overall objective had been met:

1. To what extent have the Fairtrade production, business, social & environmental

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6 FDP: Is a document that describes activities and the premium investment with the intention of promoting the progress of the business, organization, members, workers, community and/or environment.
7 https://www.fairtrade.net/about/producer-networks
8 Who are spread over the whole country.
9 Selection process falls within the purview of MSS & the Federation. FTA to be involved or informed.
11 and remaining in cane
12 Has FT brought the Mauritians into segments that they weren't previously in?
standards & certification driven change in producing Fairtrade sugar/cane at Fairtrade small farmer level with regards to sustainable production & economic sustainability?

Sub questions:
- 1.1. What kind of overall change (competitiveness, clean cane campaigns?) in the field of cane sugar production and environmental practices can be attributed to the Fairtrade standards and interventions\(^\text{13}\)?
  - 1.1.1. What is the effect of the use of chemical inputs (fertilizers, herbicides, etc) on the productivity of sugar cane production (that had been financed by premium)?
  - 1.1.2. Are there any specific Good Agricultural Practices (GAP) including organic practices of which the adoption can be attributed to the Fairtrade standards? If so, what GAPs and what are the impacts of those GAPs?
  - 1.1.3. What kind of changes (e.g. on soil erosion, production on mountainous areas, coastal zones) were brought about by compliance with the environmental criteria in the production section of the Fairtrade SPO Standards? Please mention, whether this is due to adoption of standards, or interventions like trainings, information sharing and if so, by whom those were supplied.
- 1.2. What kind of changes can be attributed by the first set of trainings on the Good Labour Practices Program\(^\text{14}\), and compliance with the labour criteria in the production section of the Fairtrade SPO standards? If due to interventions like trainings, information sharing, please identify by whom those were supplied.
- 1.3. What are the demonstrable impacts of Fairtrade (versus non-Fairtrade at comparable\(^\text{15}\) small farmer level) with regards to economic sustainability of cane planters ensuring they were able to continue to grow cane vs significant land abandonment over the last 10 years in Mauritius. *Increased abandoning of land previously under cane is a significant challenge for Mauritius as a sugar cane producer.*

2. To which extent have the Fairtrade Standards impacted the way cooperatives operate in Mauritius?

Sub questions:
- 2.1. How have Fairtrade standards & interventions impacted internal operations of Fairtrade certified SPOs (with a focus on governance, interactions of members & management)?
- 2.2. What has been the notable change or the value addition of Fairtrade certification within Mauritius and globally - at community, neighbouring cane farmers, sugar factories, research institutes, government, MSS and globally towards buyers, other Fairtrade producers?
- 2.3. How has Fairtrade sugar from Mauritius from Fairtrade certified entities (SPOs & MSS) impacted the image of Mauritius as a Fairtrade certified origin both within the country as well as in the eyes of other sugar producer origins and global buyers?

\(^{13}\) Interventions: Can be PN trainings, knowledge gained through Fairtrade, exchanges with producers within the same Producer Network or across PN networks.

\(^{14}\) As part of the FSI financed program.

\(^{15}\) Size must be comparable to currently certified SPOs.
3. To which extent did the Fairtrade Premium investment (paid to the coops for Fairtrade sugar sold by the MSS to Fairtrade buyers) contribute to the economic sustainability and sustainable sugar cane farming in Mauritius?

Sub questions:

- 3.1 What kind of impact can be attributed to the Fairtrade Premium investment in making sugar cane cultivation in Mauritius more economically sustainable?
- 3.1.2. Where the premium had been used to top up the cane/sugar price, please compare FT with FT and/or non FT farms, who don’t offer this service, and what kind of impact derived of this measure?
- 3.2. What is the notable impact in increasing production financed by the premium in the execution of GAPs? (The research team would be asked to list the most successful investments and provide evidence of their successful and the difference they make in comparison to a counterfactual case).
- 3.3 What are the most successful examples of how Premium investments have driven change at 1) agricultural, 2) environmental and 3) social (community) level? (The research team would be asked to list the most successful example per category and provide evidence of why they were chosen to be successful). Is there a notable positive pattern to demonstrate the evolution or learnings with regards to the premium investment over the period of certification?
- 3.4 Comparing Mauritius’ position as a seller of SUGAR before and after Fairtrade certification, how has access to Fairtrade certified sugar impacted Mauritius as a seller of sugar towards clients? Has Fairtrade brought the Mauritians into segments that they weren’t previously in – including MSS’ role as an exporter of Fairtrade sugar?
- 3.5 How has Fairtrade certification impacted the role of MSS as global exporter, as well as potential joint efforts of the sector & government for their (and what kind of) engagement towards driving Fairtrade certification up to successfully selling Fairtrade sugar?

2. Scope of Work

There are currently 21 SPOs certified, some of which are certified since 2011. The study is expected to cover 3 regional clusters in Mauritius of around 6\(^{16}\) coops (including 2 applicants). For comparison purposes, it would be advisable to also include at least 2 non-Fairtrade certified cooperatives. The number of certified coops needs to be significantly higher than 2 applicants and potentially 2 non Fairtrade certified coops.

The work is expected to make use of mixed methods and look at producer level as well as sector and country level impacts measured through a combination of robust quantitative and qualitative methods, comparing Fairtrade impacts to counterfactuals to determine attribution. This data collection is expected to take place in Q4, 2020. We look forward to proposals from interested research teams on adequate and feasible methodologies.

3. Timelines

It is proposed that this project starts in Q4 and should be concluded by beginning of 2021 (Everyone within Mauritius and abroad needs to operate in a safe environment. Given uncertainties of coronavirus, flexibility is therefore needed, which could mean to start later, or earlier depending on the situation).

The study would involve a preparation phase, including the review or relevant documentation (literature

\(^{16}\) To be determined before the start of the research.
review), which results in an inception report laying out the desk review results, the detailed study approach and final, Fairtrade-agreed research questions to be covered, including the proposed research methodology and sampling frame. This inception report is expected to be delivered one month after the contract has been signed.

1) **Internal data collection and preparation of external data collection:** Data collection tools and a detailed sampling plan and procedures and consent forms would be developed in the fourth quarter of 2020 (based on the agreed detailed research plan).

2) **Data collection (fieldwork) at PO level** is expected to take place in Q4 2020.

3) **Data analysis:** January 2021. Report writing in February.

4) **Data validation sharing** with Fairtrade certified coops, MSS and the local sugar cane sector Fairtrade Africa, FI-GPM, GI after data analysis.

5) **Reporting and the development of other outputs** (e.g. presentations), submission of draft reports (at least 2 review rounds) with at least 2 weeks per review round for Fairtrade to provide feedback for both the first draft and the final draft report: End of March/April 2021. The final report is expected to include a full, edited and designed version for web-publication as well as a Powerpoint presentation and a short, well designed summary in flyer format summarizing key positive findings (if any). The output will serve as a reference guide for SPOs best practices and for MSS as a marketing tool. External facing documents need to comply with the European data protection codes.

6) **The final report shall be finalized and accepted by May 2021.**

4. Deliverables
   - See point 5.
     An edited and designed final report of a maximum of 50 pages including an executive summary of maximum 4 pages), description of methodology, data analysis, results, recommendations (excluding appendices) will be submitted to Fairtrade International to comply with above deadline.

   - A designed flyer-format version of the key positive results to be used as a reference guide for SPOs and for MSS as a Marketing tool to comply with above deadline.

   - A presentation of the methods, results and recommendations in Powerpoint, presented via webinar to sugar cane stakeholders in Mauritius.

5. Review process and timelines:
   An initial draft of the report will be presented by March for a review by the project team. Subsequently, a revised draft of the report will be prepared and submitted to Fairtrade for final Fairtrade comments. The final edited report and flyer are to be delivered by May.

6. Methodology
   While mixed methods will be used, the research is expected to deliver some statistical evidence (at a minimum correlation, but ideally proof of causality) of the extent to which compliance with Fairtrade standards and expenditure of the Fairtrade Premium funds are linked to and support better economic

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17 The results and outcomes should be transformed into a report and marketing/communication document for the use of the Mauritian Fairtrade certified coops and The Mauritius Sugar Syndicate (MSS), the non-profit commercial arm of the sugar sector in Mauritius and responsible for the marketing and export of all the sugar including the Fairtrade sugar. The MSS is a private and independent organization governed by its members, all of whom are sugar producers comprising corporate and independent sugarcane growers as well as millers.
conditions for Mauritian sugar cane farmers and contribute towards more environmental sustainability in the cultivation of sugar cane. The methodologies are expected to include surveys among the cooperatives and other supply chain actors in the Mauritian sugar cane sector. This primary data is expected to be strengthened with a number of qualitative interviews and the analysis of secondary data on for example prices and incomes. The research team shall in the concept note explain how it will deal with the counterfactual situation, such as non-certified organizations or organizations certified by other labels.

Requirements for the research team:

The project will be awarded to an institution which can propose a consultant/researcher/team meeting the following criteria. It is also possible to work with an interdisciplinary team of people from different organizations with defined rules and one organization carrying the principle responsibility:

Fairtrade welcomes research teams around the globe!
Because of the unpredictability of the coronavirus pandemic, Fairtrade also welcomes researchers from within Mauritius or interdisciplinary teams consisting of teams from other countries and Mauritius.

Essential:
- The consultant(s)/ researcher(s) should have demonstrable experience in research with producers and along supply chains; specifically research experience in sugar supply chains would be an advantage.
- Studies in agriculture / experience with sugar cane production desirable
- Research experience in certified supply chains, preferably in Fairtrade specific settings.
- Willingness to receive training on and abide by Fairtrade protection policy policies and ethical guidelines
- Fluency in English. French & Fluency in Mauritian Creole would be an advantage.
- Ability to present data concisely and clearly and to facilitate meetings and learning workshops
- Demonstrable policy on research ethics and the EU GDPR (General Data Protection Regulation)

8. Budget

The available budget for this study is EUR 34,000 inclusive of 19% VAT. 19% VAT is applicable to all organizations. Offers without 19% VAT will not be considered.

This implies that the net budget shall not exceed EURO 27,500 maximum to cover all deliverables listed above in section 4 and answer all research questions and sub-questions in section 1.

9. Demonstrable policy on research ethics and on the EU GDPR (General Data Protection Regulation). Willingness to abide by the Fairtrade research ethics policy, our protection policy, anti-fraud policy and other relevant Fairtrade policies.

10. Application process

Interested parties are encouraged to send their concept note for this study (not exceeding 10 pages) with a detailed budget and the below listed accompanying documents (one month after publication)

Required documents:
- Concept note not exceeding the length of maximum 10 pages
- Detailed budget in Euro, inclusive of 19% VAT (which is applicable)
- CVs of all members of the research teams and partners, including a description of foreseen roles and responsibilities for each involved partner
- Evidence of writing and analytical skills through the submission of at least 1 recent report from the lead researcher (as the main author) responsible for composing the final report.
Please send your applications to – referencing Mauritius Sugar Impact Study:
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