



Global Website for Fairtrade – post launch development and maintenance

24.10.2024

About us

Fairtrade changes the way trade works through better prices, working conditions and a fairer deal for farmers and workers in developing countries. By choosing Fairtrade products, people can create change through their everyday actions, and farming communities can improve their lives and invest in their future. A product with a Fairtrade mark means, producers and businesses have met internationally agreed standards which have been independently certified.

Fairtrade International (FI) is a nonprofit, multi-stakeholder association of 37 member organizations – three producer networks, 25 national Fairtrade organizations (NFOs) and 9 Fairtrade Marketing Organizations (market and promote Fairtrade in their territory, with Fairtrade International licensing the marks in these locations). We are responsible for the strategic direction of the Fairtrade system, the Fairtrade Standards and support to our member organizations worldwide.

Current context

As a brand, Fairtrade is present in several markets across the world rallying for the same mission. In several countries there is a specific national Fairtrade office with a local scope, objectives, and local communication teams. Historically, a big percentage of communication activities (campaigns, video material, social media management) has been managed separately and the same used to apply to our web presence. Meaning each market had a separate website, even if most of the core messages were similar. Within the context of our new strategy, we now seek to be more consistent in the way we portray the Fairtrade brand, better use our resources and have a clearer structure towards end users by building one global website. The Global Website is due to launch in November 2024 with over 20 local markets integrated into them up to the period of March 2025.

The website uses geo-location to identify the location of the visitor and display the relevant country website and language. However, users can always manually change this via the top menu. There will also be a global entity for more general, global topics. All these sites will be part of the same domain family.

The content varies depending on the country selected. With some content being the same for all and some being fully localised.

The backend uses adobe experience manager and specific contacts within each office are trained in order to be able to manage their pages independently.

Project context

The global website architecture and design has been finalised, whereas the content development is currently ongoing. The development phase of the project has started with an agreed set of features (MVP) by a responsible agency. (See annex)

However, we would like to already identify an agency with demonstrated experience in developing and maintaining site using Adobe Experience Manager for our long-term collaboration, that is, supporting the Fairtrade teams with the maintenance of the site should bugs or errors occur and further develop the website, e.g. through new features.

Scope of collaboration

- The agency would be the primary contact for the development of new features on a quarterly basis. We expect the Fairtrade team to highlight the need but would require the agency's expertise on user experience, design and development to suggest what would be the best solution within a reasonable budget and timeframe. We will also need the agency to – together with a Fairtrade team – identify how existing features could be used for new needs.
- The agency would be the primary contact when errors are identified on the website (site down, images not displaying, etc) we would require a ticketing system if possible in order to do this smoothly.
- The agency should also flag proactively if any expected changes to legislation or CMS should require action from the Fairtrade team.
- The agency should proactively suggest improvements and identify necessary developments for the website on a quarterly basis.
- The agency should take care of domain management and hosting and proactively communicate any advisable adjustments.
- There is already a backlog of features the Fairtrade teams would like to get developed in 2025, the selected agency would be expected to work on them. See section below.

Success indicators

I. Efficient launch of new features

Fast and efficient project management and turnaround, within a priorly agreed timeline.

II. Improved website engagement indicators

Time spent on page, bounce rate, pages per visit, returning visitors, newsletter subscriptions

III. Organic visibility

Consistent organic visibility in all countries, (e, slow increase within the first six months after go-live)

IV. Positive feedback from our stakeholders

Senior management, community stakeholders, key partners and clients as well as content creators and marketing teams

V. Strong google rankings, based on good SEO best practice

Backlog of features to be launched in 2025

- In-built search capacity within the website
- Team page with the ability to input photographs, position and email
- A component which displays an image with text as a quote.
- A component to display additional resources as a downloadable list of options
- A component to highlight facts & figures
- Additional Filter-Options e.g. for news / press releases: option to filter by date and by topic; integrated search engine option (keyword search specific to the news page)
- Backend: Possibility to flag updated content for local editors

Budget

We are open for your recommendation in order to meet our requirements. For the proposal please include two budget proposals:

1. One for a long term collaboration based on either a yearly/monthly retainer
2. One for the backlog of features to be further developed

Next steps and pitch requirements

Deadline for applications: 15 November

Proposal: Your proposal should contain the following information:

- Short agency presentation, values and how you like to work
- Past experience including urls of sites you have already developed and are very proud of (preferable global organisations)
- Budget estimations
- Process to work with clients on an ongoing basis

To apply: Please send your written proposal to digital@fairtrade.net

We are open to an RFP format that fits the style of the firm submitting. Please note the selected agency should be able to invoice countries separately for upcoming work.