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INVITATION TO TENDER FOR DEVELOPING A FUNDRAISING STRATEGY INCLUDING RESEARCH ON PROSPECTING DONORS IN THE ASIA-PACIFIC REGION FOR FAIRTRADE NETWORK OF ASIA PACIFIC PRODUCERS (NAPP)

1) INTRODUCTION

The Constitution of Fairtrade NAPP was established in 2014. The organization is a member of Fairtrade International. Producer Networks are regional associations that Fairtrade certified producer organizations may join if they wish. They represent small-scale producers, workers and other producer stakeholders.

Fairtrade NAPP supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. In 2024, the organization got registered as a Company limited by Guarantee in Singapore. The producers share 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. As a Producer Network, NAPP ensures their voice is heard in the system. Currently NAPP has 270 Producer Organizations across 20 countries in Asia and Pacific Region supporting more than 260000 farmers and workers.

NAPP’s mission is to facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia and the Pacific through an existing wide range of products and services. For more information please visit: www.fairtradenapp.org.

Currently NAPP is working in 20 countries and supporting 15+ product categories through numerous services to the producer organizations (as below).





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The Fairtrade system approved a new global strategy covering the period 2021-2025, [The Future is Fair](#). FT NAPP also developed NAPP Strategy for 2021-25 completely in alignment with Global strategy. Under CAT6 Sustainable Collaborations it states- Develop partnerships and funding channels with organizations and corporates linking their CSR programs and also Sustainable Collaborations Foster accordant partnerships and advocacy initiatives. Facilitate access to friendly finance.

FT NAPP wants to develop a fundraising strategy for its different regions (South Asia, South East Asia, Central Asia and Pacific) including Research ON PROSPECTING DONORS IN THE ASIA-PACIFIC REGION FOR FAIRTRADE NETWORK OF ASIA PACIFIC PRODUCERS.

2) PURPOSE AND OBJECTIVES OF ASSIGNMENT

Currently FT NAPP is working with multiple donors, funding partners, commercial partners and International Organizations who are funding or supporting FT NAPP with multiple donations/grants to work across thematic areas, producer organizations and products in the FT NAPP regions.

However FT NAPP couldn't meet/fulfill the requirement of the producer organization or face shortfall with the current funding/ grants from the above donors; these could be due to various factors such as advancement of technological interventions in the agriculture sector, impact of climate change, economic crisis & inflation, increase in demand for organic commodities results in high investment in farming, input prices, land, environmental regulation, transportation, market dynamics, and labor etc.

FT NAPP is registered in Singapore as a company limited by guarantee and it doesn't have regional offices in its any operational countries. This also gives great challenge in attracting institutional donors funds.

Considering the above factors and current funding options; NAPP aims to engage a regional consultancy firm to facilitate and develop Fundraising Strategy including research on prospecting donors in the Asia-Pacific Region for FT NAPP. The key objectives of the engagement shall be:

1. To understand the current fundraising practices in FT NAPP, gaps and areas of improvement
2. To have an extensive database of potential donor in the Asia-Pacific Region who are aligned with our work (country-wise, thematic area wise, and product-wise)
3. To have a formal fundraising strategy for the FT NAPP for 2024-2027 (3 years)
4. To have a road map for the implementation of the fundraising strategy

Through this process and in long run, FT NAPP envisage to have the following: a) Building new partnerships & business relationships b) Stable/continuous funding from the donors; c) Increased Visibility of FT NAPP in global forums and FT NAPP able to support more number of producer organization/farmers; d) This will help FT NAPP to Adaptation to Changing Needs (Economic, social, environmental, technological and political factors); e) This will help FT NAPP to explore new Innovation and Creativity to support the producer organization; f) Directly or indirectly contributing to the capacity building of FT NAPP; g) Shall bring more accountability and transparency into the system; h) This will help FT NAPP to foresee the



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potential risks and its management; i) finally, This will aid for FT NAPP's long term planning, increased impact and Strategic Growth;

3) SCOPE OF WORK:

1. To assess the current status of FT NAPP on fundraising, donor, resource allocation and thematic requirements and suggest areas of improvement/ recommendations in the current practices.
2. To consult (remote/virtual activity) with FT NAPP – CEO, COO, Fundraising team members, country focal points, thematic leads and the EC FPA Project Manager Asia Pacific and multiple stakeholders from the system.:
 - To understand the requirements specific to current challenges in fundraising or funding options
 - How they are visualizing and expecting the fund raising strategy to be.
 - To understand the requirements – product wise, country wise and thematic area wise
 - To understand the potential donors (who and why)
3. To do extensive research, and come up with a potential donor mapping in the Asia-Pacific Region
4. Database of the donor approached by the consultancy agency (those who expressed interest, those who have not expressed interest and those who rejected with reason for rejection)
5. Basis the scope 1,2 and 3; develop a fundraising strategy for the FT NAPP for 2024-2027 (another 3 years)
6. Develop a road map for the action plans of implementation of the fundraising strategy (Long- and short-term objectives/targets, milestones, HR requirements, timeline, risk & mitigation measures etc)
7. To present the FT NAPP fundraising strategy for 2024-2027 and road map for the implementation to FT NAPP – CEO, COO, Fundraising team members, country focal points, thematic leads and the EC FPA Project Manager Asia Pacific (physical one day workshop)
8. On basis of the review and feedback from the FT NAPP – CEO, COO, Fundraising team members, country focal points, thematic leads and the EC FPA Project Manager Asia Pacific; consultancy agency need to revise the FT NAPP fundraising strategy for 2024-2027 and road map for the implementation and submit the same.

5) EXPECTED KEY DELIVERABLES:

- An Inception report, to be approved by FT NAPP and EC FFPA team. The report should include a tentative timeline for consultation with the FT NAPP – CEO, COO, Fundraising team members, country focal points, thematic leads and the EC FPA Project Manager Asia Pacific (virtual/ remote).
- A Presentation outlining details of activities with proposed methodology and timeline/delivery dates.
- Summary report on the basis of a systematic secondary research and consultation with the internal stakeholders (by/before end of 2nd month)
- Draft FT NAPP fundraising strategy for 2024-2027 for our review and comments.



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- Draft road map for the implementation for our review and comments.
- Database of potential donor in the Asia-Pacific Region (country-wise, thematic area wise, and product-wise) [minimum 50 donors is required]
- Schedule of validation workshop with relevant internal & external stakeholders (to be communicated atleast 2 months before the scheduled date as international participants needs to plan their travel accordingly)
- Submission of Revised & final FT NAPP fundraising strategy for 2024-2027 and road map for the implementation.
- Timeline- The final report is to be submitted within 3 months of contract signing.

6) ELIGIBILITY CRITERIA:

The eligible consultant or the team of consultants/ consultancy agency should have the following:

- At least 10 years' experience in delivering consultancy assignments including institutional assessment, international granting, development of database, stakeholder mapping exercise, development of fundraising strategies & its roadmap or similar assignments.
- The consultants/ consultancy agency (team composition) should have strong academic background in the fields/ related to international relationship & development, foreign fund/grants/donors related laws and legislations in Asia Pacific region, Institutional development, financial management, grant management, agriculture or related subjects.
- The consultants/ consultancy agency should have past working experience with the UN/ the World Bank agencies, International NGOs, CSR, Public Sector Enterprises and International organizations.
- The consultants/ consultancy agency should have past working experience in same field.
- Good understanding of the local context of the Asia Pacific region as well as in-depth knowledge of the NGO sector, Agri & allied sector, country specific foreign fund related laws and legislations.
- Excellent knowledge and extensive practice applying participatory approaches and methods to implementation, monitoring and evaluation.
- Excellent interpersonal skills and ability to engage and network at various levels, including peer-organization, community-based organization, local authorities and local communities.
- Good research, analytical, reporting, presentation and drafting skills; as well as excellent training /facilitation skills.

7) TIMEFRAME AND PAYMENT

The assignment is expected to be completed within **Three months** from the date of signing of the contract by both parties, subject to adjustments as required and mutually agreed upon. The consultant, therefore, is required to prepare and submit a work and time plan that allows the achievement of all deliverables within the timeframe. The payment shall be based on approved deliverables and outputs and upon submission of the corresponding invoice.



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8) REPORTING

The consultant's work shall be reporting and closely working with FT NAPP COO, FT NAPP Fundraising Manager and the EC FPA Project Manager Asia Pacific. A task team consisting of FT NAPP members will be set up to assist in the review of outputs as and when deemed necessary.

9) PROPOSAL SUBMISSION

Consultants that wish to submit a proposal shall submit a technical proposal and a financial proposal.

The technical proposal shall include:

- Justification of why s/he is the most suitable consultant for the work, and a brief methodology on how the work will be conducted;
- Work and time plan including the scheduling of main activities and time inputs required per consultant/s.
- List of deliverables along with the timeline.
- CV of the proposed consultant(s) highlighting the minimum qualification requirements above, and at least three (3) references.
- Any previous reports on similar project/line will be an added advantage.

The financial proposal shall be in EUR and include:

- Fee rate excluding VAT/GST/applicable tax and time inputs required as presented in the work- and time plan. The total fee shall be broken down by specific deliverables and outputs;
- The financial proposal can be up to a maximum of **12000 Euro only** inclusive of all cost .
- Financial proposal should also include the payment terms & schedule.
- The financial proposal should include all the cost to be paid to the consultancy firm.
- Please note that the **consultancy firm will enter into contract with Fairtrade International, Germany**

The proposal shall also be accompanied by:

- Company profile (clearly stating full contact details, physical address and telephone lines);
- Declaration of relationships – describe if your organization/employees have any business or personal relationships connected to NAPP; and
- A statement of availability of key consultant/s during the timeframe of the assignment period; and
- Certificate of incorporation or registration.
- Technical Proposals (with credentials) and financial quote should be two different pdf files. Files to be named as Technical Proposal and Financial Quote.
- **Please apply by email only, in English, with a subject line: “Proposal for Development of FT NAPP Fundraising Strategy”** to bindu@fairtradenapp.org with a copy to producerfund@fairtradenapp.org
- Deadline for submission of RFP is on **or before 23rd August 2024.**