



**INVITATION TO TENDER FOR ANNUAL NEED ASSESSMENT ON
ADVOCACY REQUIREMENTS AMONG PRODUCER ORGANIZATIONS IN
THE FAIRTRADE NETWORK OF ASIA & PACIFIC PRODUCERS
(Fairtrade NAPP)**

TERMS OF REFERENCE

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1. Rationale

Fairtrade International together with its producer network members is a recipient of European Commission Framework of Financial Framework Partnership Agreement (ECFFPA) entitled “The Future is Fair – empowering Producer Organisations to achieve the SDGs” from 2024-2027 (4 years). This project covers 59 countries in 6 continents (Latin America & the Caribbean, Africa & the Middle East, Asia, Oceania/the Pacific, Europe and North America) including Producer Networks.

The Producer Networks encompass a wide array of countries and products/supply chains, each with varying capacities will benefit in the project through continuous learning exchange and apply learnings in their support to Producer Organisations’ advocacy by influencing work at regional and country levels. Producer Networks will increase coordination for capacity building to strengthen Product and Country Networks as important bodies representing the needs and priorities of producers and workers. Advocacy will focus on Fairtrade producers’ priority supply chains in each region.

In Asia and the Pacific, the Producer Network is called Fairtrade Network of Asia and the Pacific also known as FTNAPP. FTNAPP advocacy framework is aligned with the ECFFPA Project Output 1 - Advocacy workstream which aims to enhance the Fairtrade network’s capacity to exert greater influence on trade related legislation, public policies and private sector practices at global, regional and national levels that impact Producer Organisations.

Members of FT NAPP in Asia and the Pacific region face unique challenges and opportunities in advocating for fair trade practices, sustainable agriculture, and equitable market access. FTNAPP has product network and country network engaging with each other to advance their priority agendas. Every year, FTNAPP conducts its producer support and relations (PSR) needs assessment wherein country plan and priorities are defined and shared. PSR needs assessment is the basis of the FTNAPP customized support and services. Thus, the conduct of annual needs assessment of advocacy requirements will compliment the PSR annual needs assessment.

The findings from this exercise will directly inform capacity-building plans, allowing Fairtrade NAPP to continuously adapt its support based on the evolving needs of Producer Organizations. These assessments will guide the development of targeted advocacy initiatives and ensure that the voices of producers are effectively represented at both national and international levels.

Why conduct an advocacy assessment?

- The advocacy landscape in Asia and the Pacific is dynamic. Advocacy landscapes are constantly evolving due to changes in policies, market conditions, and socio-economic factors. An annual assessment ensures that FTNAPP stays updated and can adjust its support strategies accordingly.
- Producer Organization operates in a unique context with distinct challenges and opportunities. Annual assessments help identify these specific needs, enabling FTNAPP to provide more impactful, customized support.
- Evaluating POs' strengths and weaknesses allows FTNAPP to design targeted interventions, building on existing strengths and addressing areas needing improvement, thus enhancing overall advocacy effectiveness.
- Regular assessments create a feedback loop for continuous improvement. FTNAPP can measure the impact of previous interventions and make necessary adjustments for future support.
- Understanding the advocacy requirements and capacities of POs helps FTNAPP allocate resources more efficiently, ensuring that they are used where they can achieve the greatest impact. Conduct of annual assessments foster transparency and accountability, engaging POs in the process and promoting a sense of ownership and collaboration.
- Strengthened advocacy capacities of FTNAPP Producer organizations can lead to more effective policy influence at local, national, and international levels, resulting in better conditions for fair trade and improved livelihoods for farmers and workers.

2. Objectives:

- Conduct an annual needs assessment of the advocacy requirements of Fairtrade NAPP member Producer Organizations in five (5) countries including India, Uzbekistan, Indonesia,

Philippines and Sri Lanka, while also evaluating their strengths, weaknesses, and current capacities in advocacy work.

- Identify **key advocacy issues** that Producer Organizations need to address at national (country level), regional (Asia and Pacific), and international levels (global), focusing on areas such as fair trade policies, living income, living wage, human rights, climate change, and sustainability.

3. Scope of Work

The selected consultant will be responsible for:

- Meetings (remote) with relevant Fairtrade NAPP, Fairtrade International staff, Fairtrade Marketing Office/National Fairtrade Organization in Asia and Pacific, Advocacy leads, and other relevant stakeholders (i.e: representatives of the Fair Trade Advocacy Office in Brussels) to understand the scope of advocacy work currently being done by the Fairtrade system.
- Organize Meeting (remote) with producer organization, product network convener and country network to gather comprehensive data on advocacy needs and capacities
- Conduct annual needs assessments of the advocacy requirements of Fairtrade NAPP Producer Organizations over a three-year period (2025-2027), while also evaluating their strengths and weaknesses in terms of advocacy including their ability to influence policy, engage with government, and mobilize communities.
- Identifying the most pressing advocacy requirements of Fairtrade certified Producer Organizations in 5 countries, including India, Sri Lanka, Philippines, Indonesia, and Uzbekistan based on country context and products.
- Review existing capacity-building programs and suggest adjustments considering changing political and regulatory changes based on the assessment results to enhance the advocacy skills and influence of Producer Organizations.
- Provide recommendations to adjust and enhance advocacy strategies in each country and capacity-building programs based on the findings of each annual assessment.
- Proposing a plan for continuous monitoring, adaptation, and improvement of advocacy efforts, including revisions to the capacity-building plans.

4. Deliverable

The consultant will be expected to deliver the following outputs:

1. On year 1, prepare and submit inception report detailing the methodology, work plan, and engagement strategy with stakeholders for a three year period.

2. Comprehensive annual report and consolidated final report and list of priority areas delivered each year on advocacy needs, strengths, weaknesses, and capacity gaps of Producer Organizations.
3. Submission of draft reports to the FNAPP team for review and validation of key findings on advocacy needs, strengths, weaknesses, and preliminary recommendations.
4. Final version of the report, incorporating feedback from FTNAPP, including detailed recommendations for adjusting advocacy capacity-building plans.
5. Framework or tools for assessing the effectiveness of future advocacy efforts and guiding capacity-building initiatives.
6. Summary of key findings and recommendations presented to FTNAPP team and other stakeholders selected by FTNAPP annually

5. Timeline

The consultancy will span three years (2025-2027), in Q2 of each year, with an expected commitment of 20 working days per year. Each year will follow this timeline:

- Inception Phase: First 5 days – methodology, planning, and initial stakeholder engagement.
- Data Collection and Analysis: Next 10 days – consultations, data gathering, and analysis of advocacy needs.
- Report Drafting & Submission: Final 5 days – drafting, review, and submission of the annual report and recommendations.

Key milestones and deadlines will be finalized in the inception report.

6. Expected impact of the assignment to producer organization:

The following narrative outlines the anticipated impacts of this initiative:

6.1. The annual assessment will provide a comprehensive understanding of the specific advocacy needs of POs in the FTNAPP region. Through systematic data collection and analysis, FTNAPP will gain insights into the unique challenges and opportunities faced by each PO. This deeper understanding will enable FTNAPP to design more targeted and relevant support interventions, ensuring that advocacy efforts are aligned with the actual needs of the producers.

6.2. A thorough evaluation of the strengths and weaknesses of POs in their advocacy efforts will be a key output of the assessment. In identifying areas where POs excel and where they require additional support, FTNAPP can develop a nuanced picture of the advocacy landscape. This evaluation will serve as a foundation for creating customized capacity-building plans that build on existing strengths and address specific weaknesses, leading to more robust and effective advocacy initiatives.

6.3. Based on the assessment findings, FTNAPP will adjust and refine its support strategies to ensure they are highly relevant and effective. These plans will include specific interventions designed to enhance the advocacy capabilities of POs, such as training programs, workshops, and resource allocation. The efficient use of resources will help enhance the overall sustainability of FTNAPP's advocacy initiatives.

6.4. Conducting an annual assessment fosters greater engagement and ownership among POs in the advocacy process. POs involvement in the assessment demonstrates FTNAPP commitment to transparency and accountability. POs will have the opportunity to provide feedback and contribute to the development of support strategies, leading to a stronger sense of collaboration and partnership.

7. Required Qualification and Experience

The consultant should possess the following qualifications:

- Proven experience in conducting advocacy needs assessments or similar assignments, particularly within fair trade, sustainability, or small-scale agriculture contexts.
- Strong analytical, report-writing, and stakeholder engagement skills.
- Familiarity with Fairtrade principles and Producer Organizations in the Asia and Pacific region.
- Experience working with international organizations, NGOs, or industry associations.

8. Reporting

The consultant's work shall be supervised by Fairtrade NAPP COO, Fairtrade NAPP Advocacy Manager and the ECFFPA Project Officer for Asia Pacific.

9. Submission of Proposals

Interested consultants are invited to submit:

- A technical proposal outlining the approach, methodology, and work plan.
- CV of the proposed consultant(s) highlighting the minimum qualification requirements above, and at least three (3) references.
- Examples (reports/written samples) of similar assignments

- Declaration of relationships – describe if your organization/employees have any business or personal relationships connected to Fairtrade NAPP

The financial proposal shall be in EUR and include:

- Fee rate excluding VAT and time inputs required as presented in the work- and time plan;
- The total price shall be in a broken down by specific deliverables and outputs;

If a consultancy firm, additional requirements:

- 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 Fairtrade NAPP; and
- A statement of availability of key consultant/s during the timeframe of the assignment period; and
- Certificate of incorporation or registration.

Budget:

15,000Euro

Proposals should be submitted by email to at hr@fairtradenapp.org or natashaerika.siaron@fairtradenapp.org by no later than **30th of November 2024**

Important Note: Submission deadline is extended until 20th of December 2024.