



Terms of Reference

This is a request for proposal to conduct a survey among Fairtrade certified traders and among potential applicants in the traders and producer categories.

Aim:

This survey will help us better understand the needs of traders and to provide them with value added trainings and services on a payment basis.

About Fairtrade NAPP:

Fairtrade NAPP supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. The producers share a 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. Currently, NAPP has close to 300 Producer Organizations across 21 countries in Asia and the Pacific Region, supporting more than 260000 farmers and workers. Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade, NAPP supports producers in securing better markets, contributing to greater sustainable development in the Asia Pacific region under Fairtrade – Network of Asia and Pacific Producers (NAPP).

To know more about NAPP & Fairtrade visit: <https://www.fairtradenapp.org>, <https://www.fairtrade.net>

The study comes with the following objectives:

1. Identify those trainings and capacity building programs for which the traders would be willing to pay.
2. Identify what these programs would need to include to make it worthwhile for the traders.
3. To give us indicative price points for these services which the traders would be willing to pay.
4. Reaction testing to be conducted once traders are made to realize that NAPP is considering commercializing services - what enhancement would they expect to our offering to justify the linked monetary component.
5. What makes traders go to external parties for training and what makes them come to us?
6. To suggest an ideal number of days for each training module and their periodicity in a year.
7. To suggest a continuous monitoring and feedback program to improve the services.
8. Any other services that think may be useful for them. They can probably compare competitors offering to determine this.
9. Any challenges that find within the Fairtrade system which they would like to highlight so that we can work on making the system user friendly.
10. The survey needs to be designed after doing literature review and assessing existing assessments on thematic aspects like risk assessments to contextualize area-specific risks, HREDD and CSDDD related training and development needs, etc.

Content of the Study:

The services/trainings are being conducted to build capacities in the traders and producers to:

1. Engage in a business world that is becoming highly regulated with regard to Human Resource & Environment Due Diligence.
 - a. To implement a specific set of activities that will be needed to be implemented in the supply chain.
 - b. To maintain documents to be adduced in support of the activities implemented.
2. To assist in developing a supply chain to deliver to an existing customer or to a new one.
3. Assist in providing market access by connecting to opportunities in the Global North or in the South.
4. To suggest value chain interventions that would assist them to scale the value chain.
5. To facilitate access to finance for both working capital and for capex.

Plan of Implementation:

This exercise is expected to be undertaken by a third-party survey agency which specializes in creating need based surveys. The survey is envisaged to be conducted virtually by circulating online forms amongst certified fairtrade traders and potential applicants amongst both trader and producer categories. This could be followed by phone calls if needed. This exercise is to be completed within a period of 45 days.

Requirement for application:

- A complete proposal and a financial quote needs to be submitted. The proposal should outline the methodology, data collection plan, data analysis and report plan, timeline of study etc.
- The financial quote should clearly demarcate the budget. (Kindly quote the price in Euros).
- CV of the consultant/s who are undertaking the study should be shared. In the case of an agency, CVs of team members who will be involved in the research & organizational background should be included.
- Any previous study reports on a similar line will be an added advantage.
- Please apply by email only, in English, with a subject line:
Fairtrade Trader Survey –to research@fairtradenapp.org with a copy to gideon.balasingam@fairtradenapp.org and ranjith.kumar@fairtradenapp.org
- The deadline for submission of the proposal is February 10th, 2025.
- Technical Proposals (with credentials) and financial quotes should be two different pdf files.
- The budget available to conduct the assignment is 4000 Euros (negotiable).