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TERMS OF REFERENCE

Fairtrade Impact Film for Advocacy and Lobby Purposes

Project Title: Fairtrade Impact Film for Advocacy and Lobby Purposes

Country: Philippines

Deadline of submission of application: September 25, 2021

Proposal to be addressed to: Fairtrade Labelling Organizations International e.V., Bonner Talweg 177, 53129 Bonn, Germany

I. Background

Fairtrade Labelling Organization International e.V. is part of a global fair trade movement that shares a vision of a world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential. The Fairtrade movement believes that:

- Trade can be a fundamental driver of poverty reduction and greater sustainable development, but only if it is managed for that purpose, with greater equity and transparency than is currently the norm.
- People who are marginalised and disadvantaged by conventional trading structures can develop the capacity to take more control over their work and their lives if they are better organised, resourced and supported, and can secure access to mainstream markets under fair trading conditions.
- People and institutions in the developed world are supportive of trading in this way when they are better informed and provided with opportunities to support change and improvement.

In pursuit of this vision, the members of Fairtrade work individually and collectively, and in partnership with others, to connect the aims of those in more affluent parts of the world who seek greater sustainability and justice with the needs of those in the Global South who most need those changes. Its work enables citizens to make a difference to farmers and workers through their actions and choices as consumers. Being driven by informed consumer choice, its work provides support for campaigning to reform international trade rules and create a fairer economic system.



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II. Objective and Result

The purpose of the film is to inform and raise awareness on the impacts created by Fairtrade in the lives of coconut farmers and producers by highlighting various sustainable developments in the farming communities. The film should also raise awareness about the main challenges facing small scale farmers in countries like the Philippines and how fairer terms of trade can make a difference to their lives – this would be a direct call to policy makers and businesses to promote fairer terms of trade and pay sustainable prices to producers. The film will be used as a tool for actors involved in lobbying and advocacy for capturing the interest of policy makers, commercial partners and consumers in buying Fairtrade products and in supporting Fairtrade producer communities in the Philippines.

III. Scope of work

The Videographer will take the overall responsibility of developing pre-shoot scripts, identifying main story characters (with the support of NAPP), taking videos, information collection, preparation, creative designing and editing of the documentary. He/She will receive other information for the documentary through Fairtrade NAPP.

A. Duration:

The actual video coverage will last for maximum of 15 days plus 45 days to complete the work. Maximum of 2 months.

A. Deliverables:

- Develop the documentary overall concept and scenario
- Develop the documentary script and story board to be used in shooting and production of the documentary
- Conduct field visits in 5 Producer Organization

Name of Producer Organization	Location
Hiniusang Maguuma sa Balingasag Consumers Cooperative	Balingasag, Misamis Occidental
Sweet Harvest Coconut MPC	Carmen, Cotabato



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Tical Tribal Multipurpose Cooperative	Malita, Davao Occidental
Davnor Fairtrade Coco Farmers Association	Malita, Davao Occidental; Brgy Busaon, Tagum City ; Sta. Cruz, Davao Del Sur
Fairtrade Farmers Coconut Multipurpose Cooperative	Padada, Davao del Sur

- Conduct interviews and perform appropriate video filming and shoot interviews NAPP
- Create a 10 minute film with English covering the impact story of 5 coconut producer organizations in the Philippines, building the case for the need of more trade justice and the payment of sustainable prices to small holder producers
- Present a draft documentary /Film version to NAPP Fairtrade International team with English sub titles . The film should be beneficiaries driven, motivational, told mainly from the perspective of the beneficiaries (farmers and producers), with interviews and inputs from managements, trader and local communities.
- To deliver the material online within 40 days after the last production day structured as follows:
- Pre-selected full resolution pictures (All Image Size (1920*1080 pixel) mandatory whether in landscape mode or portrait mode.
- Film footage cut as best-of sequences in full resolution, clearly labelled on what's illustrated in the scenes.
- Written summary of the deliveries
- Full transcripts of interviews
- To capture the interviews and scenes from the protagonist's life. Preferred is a videographer with publications in TV or renowned online resources. The film material needs to be consistent in high quality video, photo and audio
- The material (all photography, videography and written words) needs usage rights for



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Fairtrade International and all its members for their communication. The material should also be available to be used by press and educational institutions. Time and regional distribution should not be limited.

- Develop infographics, campaign and promotional brochures for print and online viewers

B. Questions to ask the farmers/workers:

- What is your name? Do you have a family and children?
- How many years have you been member of Fairtrade certified organization. How has Fairtrade changed your community/ family's life?
- How has COVID-19 affected you, your income, your family and community?
- How did your community face the COVID-19 crisis? What can you community do to be better prepared for such unpredictable crisis.
- How Fairtrade sales help you and your community? Compare the situation before and after fairtrade?
- What are the other supports provided by Fairtrade?
- Do you experience climate change here? In what way?
- What is your message to people who buy your Fairtrade product?
- *(For managers / people in leadership positions)* How has your organization changed since you became Fairtrade certified? What do you hope for the future?

Mandatory to capture only images of farmers wearing proper COVID 19 protective materials (face mask, gloves or face shield)

C. Technical guidance for images, videos and accompanying information

Consider the best locations to shoot. Observe the following technical and aesthetic considerations to ensure all Fairtrade films look consistently on-brand.

1. Formats / Quality: Finished movies should be supplied as best quality master files (Apple ProRes 4444 or equivalent) for archive purposes, plus any smaller exports such as mp4 for web upload.

2. Quality /Aspect ratio: Footage should be shot in High Definition, at 1920x1080p resolution. Always shoot in 16:9 widescreen format.

3. Shot Checklist

- Strong still-life portraits with bold lighting for good colour of individuals (individuals distributing



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and receiving the Relief Materials)- some of these with motion (eg: wearing masks, using hand sanitisers, holding or reading ICU materials, using the relief and resilience provided support materials). All images should be front facing with faces of subjects clearly shown. In particular photos of young cooperative members (20s-30s) - the new generation of farmers.

IMPORTANT NOTE: Blur images, images where faces of farmers and workers are not visible, images showing the back shots of farmers and groups during activities and training where the faces of participants are not visible to be strictly avoided

Groups of people conducting the relief and resilience activity, various action shots of using any facilities that have been paid for by the Donor funded project, farmers and producers in conversation, groups using or holding resilience and relief products, groups pictures in front of the Project banners with logos of donors and partners clearly visible,

- Action inside the community- interaction at the meeting with backdrops of the Project clearly, holding a meeting / training / out in the fields in conversation with farmers etc.
- Any use of the FAIRTRADE Mark and logos of donors and partners seen.

4. Possible video shots and B-roll

Raw footages shall be non-edited, individual files with interviews, primary action, and b-roll. No post-editing will be made by the videographer.

- Interviews of producers (farmers, workers) using questions under Mandatory questions to ask producers (only farmers and workers):
- Interview of Farmers, workers, managements
- Action shots: farmers, workers, communities conducting the relief and resilience activity,
- More overall shots of SPO projects, Fairtrade Development projects and/or projects supported by the Fairtrade System
- Farmers laughing, chatting with each other
- A farmer at home getting ready to go to the fields / making his or her way to the field.
- Farmers and workers in action

5. Project Activities

	Stages	Description	Time/Day
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FAIRTRADE
NETWORK OF ASIA & PACIFIC PRODUCERS

1	Pre-Production	Brainstorming and analyzing target audience	2
		Story line and visual sequence	1
		Planning, data collection of sites, layout, etc	1
2	Production	Site Visit	14 to 18
		Location, lighting, shoot description	
		Shoot of marked site	
		Recording of interviews and facility	
3	Post production	Data editing & Graphics	3
		Music, Voice over, etc	2
		Content Finalization with approve changes	2
		Final screening HD	1
Total Project Days		25 to 30 days	

IV. Application Process

Interested parties are invited to send their consultancy proposal, including budget, (preferably not exceeding 5 pages) as well as the below listed accompanying documents to natashaerika.siaron@fairtradenapp.org. The deadline for submission is September 25, 2021.

Required documents:

1. Business registration certificate (business permit) (If company/agency)
2. Detailed Curriculum Vitae (If professional practitioners)
3. Price offer inclusive of tax and incidental charges (in Euros): food, transportation, etc.
4. Proposal with Production Equipment, Team Structure and description of deliverable
5. Price offer with explanation on why the bidder is suited for this project

Evaluation Criteria

- Timely submission of proposal



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- Professionalism and Work Reference
- Proposal content and Price competitiveness

Successful applications will be shortlisted and invited for an interview, upon which a final decision will be made. Please note only selected applicants will be informed.