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## Terms of Reference

### Project: Fairtrade Premium Impact Documentary Films Production Directing

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#### 1. Background and Strategy

Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments while connecting farmers and workers with the people who buy their products. By choosing Fairtrade, people can create change through their everyday actions.

Fairtrade Premium is an amount paid to producers in addition to the payment for their products. The use of the Fairtrade Premium is restricted to investment in the producers' business, livelihood and community (for a small producer organization or contract production set-up) or to the socio-economic development of the workers and their community (for a hired labour situation). Being able to plan more for the future with more security and stronger relationships with buyers. The specific use and investment are democratically decided by the producers.

The farmers and workers decide together how to spend the Fairtrade Premium to reach various sustainable development goals (SDGs), such as improving their farming productivity and businesses, investment on health and education support for the community, projects to generate additional source of income, creating an emergency fund for mitigating sudden global crisis, etc.

In 2018, a total amount of 7729549.71 EUR of Fairtrade Premium was spent across different product categories in Asia and Pacific region. 42 percent of the amount was spent for the development of small-scale coffee farmers followed by 32 percent spent on the welfare of workers across tea plantations, 11 percent on Herbs, herbal teas & spices producers and 05 percent on cotton producers.

As per the country wise data, out of the total Fairtrade premium amount, 33 percent was generated and invested in India while 25 percent was generated and spent in Indonesia for various sustainable developmental activities, followed by 13 percent in China and 8 percent in Vietnam.

This unique concept of Fairtrade welfare and social development of the farming families and communities needs more visibility and outreach. Therefore, Fairtrade NAPP is in the process of producing a series of documentary films to capture the overall aspects of Fairtrade Premium Projects its benefits and impact across the Fairtrade farming communities. The overall project will be funded by the European Union.



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## 2. Objectives:

- The objective of this assignment is to produce a documentary movie that captures the overall aspect of Fairtrade Premium Projects, the no. of beneficiaries covered under the Project and their impact stories along with the social, environmental and economical impacts created in the farming families and the local communities.
- The documentary should be beneficiaries driven, motivational, told mainly from the perspective of the beneficiaries ( farmers and workers), with interviews and inputs from managements and local communities.
- The documentary will be used as a communication and advocacy tool for lobbying and capturing the interest of govts, policy makers, civil societies, like minded organisations, donors, commercial partners and consumers in supporting Fairtrade products and producers for the overall progress of farming communities in the developing countries across Asia and Pacific region.
- The viewers watching the documentaries will be transported to the origin of the Fairtrade products and become a part of the transitioning journey of the growers and their communities starting from their fight against various developmental challenges to overcoming all the social, economical and environmental barriers that holds their communities back.
- The film will inform and raise awareness on the positive changes and impacts created through Fairtrade premium projects in the lives of the farmers and workers by highlighting the various sustainable developments in the farming families and communities.
- The film will capture and communicate the success and inspiring stories of farmer members and their families and communities falling under various SGDs.
- The film will help in raising further awareness about Fairtrade as a sustainable, ethical brand to the audiences in national and international platforms and subsequently boost the marketing of marketing of Fairtrade products nationally and internationally.



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### 3. Scope of Work

The production house will supervise the production of an authentic, engaging and empathetical film that can effectively communicate to the end consumers on the various sustainable developments created in the lives of farmer families and communities through their investment and support for Fairtrade products.

The Production will take the overall responsibility for:

1. Coordinating with the producer members and NAPP team to understand the:
  - Overall background of the project (situation before the Project intervention and the development challenges the project aimed to address)
  - Need intervention (activities and outputs that contributed to the change)
  - Key results and outcomes of the Projects, other insights and interesting facts stemming from the Project intervention (to be supported with evidence of tangible numbers and real-life events wherever possible)
  - The actual change that took place due to the Project intervention and how this could lead to large-scale impact at system level and significant progress towards achievement of the goal of the project
2. Interviewing, shortlisting and identifying main strong characters for the film with a compelling background story (farmers to be given high preference; youth and women to be included). All important information of the interviewee to be kept in record ( full name, age, family background, no of years in farming; etc)
3. Getting the agreement of all subjects in the video and the images for the right to be photographed and filmed and the right to use their images and the video. The production house should obtain guidance from the cooperative beforehand. By NO means should money or gifts be given to children
4. Developing a story line and creating the pre-shoot scripts, filming, directing, editing, voicing/narration and sub titles and translations where necessary
6. Creative designing, post- production and final delivery of the documentary.

Raw footages shall be non-edited, individual files with interviews, primary action, and b-roll. No post-editing will be made by the videographer. The First draft of the documentary script and storytelling should be provided to NAPP within 14 days after signing of the contract.



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**FAIRTRADE**  
NETWORK OF ASIA &  
PACIFIC PRODUCERS

#### Requirement for Selection of Production House:

- Minimum of five years of experience in the area of documentary production, directing and editing
- Access of high quality filming, light, sound and editing equipment
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism
- Ability to communicate and conduct interviews in local language and English
- Track record of successful materials filmed in the region and /or on similar topics would be an asset

#### 4. Deliverables

4.1 05–08-minute Documentary film

4.2 Images (additional delivery):

- Strong still-life portraits with bold lighting for good colour of individuals
- Action shots of beneficiaries ( showcasing FT premium funded projects)
- All images should be front facing with faces of subjects clearly shown.
- Mandatory to capture only images of farmers and workers with proper COVID 19 protective materials (face mask, gloves or face shield)
- All Image Size ( 1920\*1080 pixel ) mandatory whether in landscape mode or portrait mode.

#### **5. PAYMENT TERMS:**

- Total fixed Amount .....
- The amounts above include VAT, and covers all services and travel expenses.
- 30% Amount will be given with the signing of contract
- 30% Among will be given on the completion of tentative footage and submitted for feedback and review
- 40 % shall be remitted upon the completion of the final film and delivery of the images with captions and details of subjects, and all the raw footages.

The production house should upload pre-selected images in separate collections based on the categories and dates with caption on each pictures and videos. All images and video footage (with the exception of duplications and low quality shots) should be sent to Fairtrade International or handed over to Fairtrade NAPP on a CD/hard drive within 15 days of the completion of shoot.



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## 6. VIDEO AND IMAGE USE

Fairtrade International has full rights to all images and video footage for all PR, media, marketing, commercial and non-commercial purposes on any and all social media and media, including but not limited to TV, print, internet and new media for an unlimited period. The rights extend to all national Fairtrade organizations, producer networks and marketing organizations of Fairtrade International.

### Confidentiality; Intellectual Property; Indemnification

1. The Production house shall take all reasonable steps to safeguard Confidential Information from accidental disclosure to, and misappropriation by, other persons and entities. “Confidential Information” is information, in any form (whether oral, written, digital observed, in electronic media or otherwise), that is obtained or developed by them connection with this documentary film making process, including, without limitation:

- information provided by or pertaining to Fairtrade International, Fairtrade NAPP or its producers, premium projects, etc and
- other information that is, or that reasonably should be understood to be, confidential or proprietary. Promptly following any request from Fairtrade International, the production house shall return all materials and documents containing Confidential Information.

### 2. Rights to Intellectual Property and Work Product:

(a) All information, data, reports, analyses, materials, documents, work product and deliverables in any form (collectively, the “Work Product”), and all patents, copyrights, trademarks, trade secrets, discoveries, inventions, and designs and such tangible intellectual property and proprietary rights (collectively, the “IP Rights”), authored, made, conceived, learned, developed, produced or provided by or for the Production house in connection with the Services or this Agreement, shall, upon payment by Fairtrade International of applicable Service Fees, shall be attributed to Fairtrade International and the Production house shall not be allowed to use the Work Products under any circumstances.

**3. Data Transfer:** The Production House on behalf of itself and its employees, subcontractors and others, consents to Fairtrade International receiving, storing, processing and transferring any or all data and information (excluding sensitive personal data and information of individuals) that has been provided to FI), to the extent reasonably necessary for Fairtrade International’s operational needs and processes.

## 7. Timeline

45 working days since starting from the signing of contract date



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### 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 [comms@fairtradenapp.org](mailto:comms@fairtradenapp.org). The deadline for submission is revised to 30th October, 2021.

### 04 separate Film Production houses required for Shooting at the below Locations:

- Kerala, South India
- Karnataka, South India
- North India
- Sri Lanka

### Required documents:

- Consultancy proposal, including suggested methodology (maximum of 5 pages)
- Detailed budget in Euro, inclusive of VAT
- CV of consultant(s), with a list of similar consultancy assignments and clients