



Terms of Reference

Development of country communication materials for marketing and promotion and conduct of social media marketing training

I. Project title:

Developing capacity of the Fairtrade producer organizations in the Philippines (2022)

II. Project objective:

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 marginalized and disadvantaged by conventional trading structures can develop the capacity to take more control over their work and their lives if they are better organized, 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 creates a fairer economic system.



III. Activity objective:

To develop creative country communication materials for marketing and promotion of Fairtrade organizations and their products in the Philippines vis-a-vis conduct of social media training to interested farmers and workers

Specifically, the activity aims to:

1. Develop creative communication materials both in English and Tagalog inspired by Filipino Fairtrade communities
2. SPO to develop their expertise in social media marketing to promote their organization and products will help garner new clients in the future
3. Instill values of transparency and traceability in promoting Fairtrade products using print and online communication tools to general consumers

IV. Expected Results:

1. Create several communication materials featuring Fairtrade Filipino farmers and workers such as 3 posters, 3 flyers, 5 online and print promotional materials
2. Develop 1 short animated video about Fairtrade basic concept and Fairtrade community in the Philippines both in English and Tagalog (Filipino context)
3. At least 25 farmers/workers attend the 2 day social media marketing training



V. Implementation Strategy

1. Hiring of an external expert on graphic art and design

Scope of work:

- Review the existing materials of Fairtrade International and NAPP in their websites and submit a sample work plan for 5 months;
- The design must follow the corporate Fairtrade NAPP branding requirements;
- Printed materials should be large enough so images and words can be easily seen from a distance
- Create 3 sample designs in each material: Poster, Animated video, flyer, banner, online advertisement, product for monthly activities and thematic programs such as gender equality (women's month celebration), child labor (International day against child labor campaign), and environmental development
- Create and submit design script and animation script/concept

2. Hiring of social media expert to conduct training, develop training design and submit training proceedings

Scope of work:

Social media trainer is expected to do the following:

- Review the objective of the training
- Develop a social media training plan
- Prepare necessary training materials
- Submit module to be used during the training
- Incorporate workshop / learning exercises
- prepare an assessment component of the training
- get feedback from participants
- submit training proceeding report
- Conduct of 2-day social media training



VI. Application Procedure

Interested vendor may submit their **credentials, price offer / budget and activity plan** to the following:

Natasha Erika Jane Siaron

natashaerika.siaron@fairtradenapp.org

or

Anu Rai

anu.rai@fairtradenapp.org

The deadline of submission of applications is until [March 10, 2022](#).

Only selected applicants will be contacted for an interview.