



Fairtrade Resilience Fund Impact Documentary Film TOR for Southasia Region

On World Fair Trade Day, Fairtrade International had announced the launch of a “Fairtrade Producer Relief Fund” and the establishment of a “Fairtrade Producer Resilience Fund” in response to the global COVID-19 pandemic. The two funding mechanisms were intended to meet the immediate needs of the farmers, workers, and their communities, while also establishing a foundation for longer-term economic recovery efforts.

With specific reference to NAPP region, the project encompasses short-term prevention and relief measures, as well as support for short to mid-term economic recovery activities. This include helping ensure business continuity and improving the resilience of producers through crop and income diversification.

With a specific emphasis on South Asia, the Resilience Fund has expanded its support to three key countries: Bangladesh, India, and Sri Lanka. This initiative has provided assistance to 34 Producer Organizations (SPOs) involved in the production of a diverse range of Fairtrade products. These include coffee, sugarcane, coconut, cotton, tea, and a plethora of fresh fruits, including mangoes, among others.

Fairtrade NAPP is in the process of developing the final Fairtrade Resilience Funding Impact documentary film to communicate the benefit of the Project and its possible impact on the lives of the farmers and workers across the beneficiary SPOs in South Asia. As per the internal discussion between the Marcomms, Advocacy, and Partnership Manager, and Regional General Manager the below projects were selected to be a part of the main film storytelling. Post the shooting the main B roll footages and interviews of beneficiaries have been completed for the below organisations.

1. Ferro cement RWH tanks construction at Small Tea Growers Consortium, Kerala
2. Distribution of Mango Harvester, Shredder cum Pulveriser, and Vermi Bed Bags among 634 members of the Ananmalaihalli Ganga Kaveri Organic Mango Grower Society, Tamil Nadu
3. Implementation of a custom hiring center for agricultural machinery, 917 members of Anandhi Textyles Pvt Ltd., Tamil Nadu
4. Compost production at Small Organic Growers Association, Wegoda, Sri Lanka.



The above projects have been captured in the form of video clips, testimonials and interviews of beneficiaries etc to be included in the final documentary film. Now FT NAPP is in the process of developing a main film combining all the above film clips and interviews of 04 projects along with other projects details and images that have been completed across India and Sri Lanka.

1. Objectives:

The objectives of creating the main Southasia Resilience Impact documentary film shall be:

- The film 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 documentary should be beneficiaries driven, motivational, told mainly from the perspective of the beneficiaries.
- The film will inform and raise awareness on the positive changes and impacts created through the Fairtrade Resilience funding in the lives of the farming families and communities in SA Region.

2. Deliverables

The production house will develop a 10-15 min final Resilience Impact Film of SA region by:

1. Using the footages, interviews, narration collected for the above 04 selected projects
2. Using narration, images and details shared by FT NAPP for the remaining projects across SEA region
3. The overall film should highlight the various support and benefits created in the lives of the farmers and their communities through the investment and support of resilience funding which should include :-
 - *Overall background of the project (situation before the Funding support 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*



The production house should upload all raw and final video footage in one drive and share to Marcomms within 10 working days of the receiving of all the materials .

3. Budget and Payment Terms: 1500 EUR

50% upon confirmation of the work by the Production House
50% upon full completion and delivery of the final work.

4. VIDEO AND IMAGE USE

Fairtrade Network of Asia and Pacific Producers 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 International, Fairtrade producer networks and marketing organizations, and partners of Fairtrade International.

5. 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 in connection with this documentary filmmaking process, including, without limitation:

- information provided by or pertaining to Fairtrade, Fairtrade NAPP or its producers, resilience projects, etc and
- other information that is, or that reasonably should be understood to be, confidential or proprietary. Promptly following any request from Fairtrade NAPP, 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 NAPP of applicable Service Fees, shall be attributed to Fairtrade NAPP 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 NAPP receiving, storing, processing and transferring any or



all data and information (excluding sensitive personal data and information of individuals) that has been provided to NAPP), to the extent reasonably necessary for Fairtrade NAPP operational needs and processes.

6. **Timeline** : 30 working days starting from the handover of all the materials by FT NAPP.

Interested parties are requested to send in their organization profile and work samples to comms@fairtradenapp.org. The last date to apply for the project is 15th May 2024.