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CALL FOR TENDERS

Fairtrade International is seeking expressions of interest from qualified consultants to undertake a final evaluation of **the EC DEAR Project “Trade Fair, Live Fair: Raising Awareness and Mobilizing the European Public to Advance Consumption patterns that Nurture the Sustainable Development Goals”**

TERMS OF REFERENCE

Publication date: December 17, 2019

1. CONTEXT AND BACKGROUND

21 organizations from the Fair Trade and Ethical Fashion movements across Europe have joined forces under the project **Trade Fair Live Fair** in order to foster more resilient livelihoods for producers and workers behind many of the products that European citizens consume. At the heart of this is the analysis that only through a better understanding of how supply chains work EU citizens and consumers can foster the change necessary to achieve the Sustainable Development Goals (SDGs): change in their own behaviour, and the behaviour of both government and corporations. Together, leading organisations in the Fair Trade and Ethical Fashion movements have been committed to awareness-raising, campaigning and advocacy efforts throughout 19 countries in Europe during the 3 years of the Action, and expected to reach 49 million European citizens. The overall goal is the European public increases awareness of sustainable consumption and engages in driving changes in public policies and private sector practices that contribute to the achievement of SDG 12 (responsible consumption and production), and other correlated SDGs (1, 2, 5, 8, 13 & 15).

The project started on 1 September 2017 and will end on 31 August 2020.

2. OBJECTIVES

The final evaluation will have the following objectives:

- a. Assessment and qualitative analysis of the impact and objectives achieved, quality of implementation, main challenges found, lessons learnt and recommendations for the continuation of certain activities and eventual replication/scale up through other resources. A collaborative assessment of the project’s logframe and underlining Theory of Change in particular its usefulness and the impact of CSOs’ work around SDG 12 (and other correlated SDGs) through advocacy and campaigning tools.
- b. Assessment of the changes in the awareness of private sector representatives about sustainable sourcing practices, transparency in supply chains and Human Rights Due Diligence. Qualitative analysis on what was the main project driver(s) influencing targeted private sectors’ behavioral change: consumer demands, capacity building trainings or legislation.
- c. Map policy makers' understanding of and engagement with sustainable production and consumption (in particular concepts of fair prices, living income, living wages, competition policy, power in supply chains, alternatives to shareholder-primacy models of business) at EU, national and local levels. Analyze the effectiveness of the project's advocacy interventions seeking to influencing regulatory mechanisms for sustainable production & consumption.



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3. SCOPE AND METHODS

3.1 Geographical scope

The study should provide an overview of both changes in *attitudes* of the general public and the private sector companies on project relevant themes (related to the SDGs and to sustainable and fair consumption and trade) in Europe; as well as the actual *perceptions and engagement* of decision makers at EU, national and local level in Europe. A total of 19 EU countries are covered by the project: Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Italy, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.

3.2 Methodology

- A kick off meeting to discuss and agree on methodologies would be required
- Desk study of the project documentation, including the logframe, interim reports, activities and results, monitoring tools, baseline study recommendations, and other project outputs
- Consultation with implementing partners through a physical workshop in Bonn
- In-person and telephone interviews with policy makers and businesses engaged through project interventions
- Travels to Brussels and Bonn for interviews and meetings will be required

3.3 Sampling strategy, research questions and indicators

For technical details on the size of the sample, which would be feasible within the available timeline and budget (see section 6 below), we look forward to proposals from interested researchers. It is expected that submitted proposals also contain proposed research questions and indicators to be included to measure the objectives of the study, through SMART/OECD methodology. The decision on final research questions, as well as the final samples (e.g. persons to be included for qualitative interviews) will however be taken jointly by the researchers and the project's Evaluation Study Revision panel, which includes representatives of Fairtrade International and other project partners.

4. OUTPUTS

The expected evaluation outputs to be submitted to Fairtrade International are:

1. Detailed draft and final narrative report following an in-depth review by Fairtrade International and its partners in a format agreed between the research team and Fairtrade International. The report should have a clear graphical presentation and narrative discussions.
2. One complete report covering all 3 objectives, as well as 3 separate reports per objective to present to different audiences would be required.
3. The report should provide detailed results, but also an overall synthesis of findings and recommendations for the project.
4. A report section on the methodology and data analysis tools used and research ethics and protocol followed should be included, including a detailed description of how to assure compliance with EU data protection regulation.



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5. Executive summary, conclusions and recommendations on the 3 elements of the study, namely project achievements, decision maker awareness and private sector awareness and action.
6. PowerPoint presentation summarizing the main findings and key recommendations presented to the project team in Brussels (Belgium) and/or Bonn (Germany).
7. All raw data and interview protocols collected through the research process are made available in an agreed format to Fairtrade International, allowing for future analysis on the data, while respecting EU data protection regulation.

5. CONSULTANCY TEAM EXPERTISE

The project will be awarded to a recognized research institution that proposes a research team meeting the following criteria:

- Experience of OECD evaluation criteria (relevance, efficiency, effectiveness, impact, sustainability)
- Experience of conducting qualitative interviews with policy-makers
- Experience of conducting programme evaluations (including complex, multi-country, large consortium/multi-partners, citizen/consumer behaviour change and policy influencing projects, experience of evaluating other EC DEAR projects)
- Experience in conducting project evaluation in the field of sustainable production and consumption, fair trade, SDGs and poverty reduction
- Strong understanding of the functioning of decision making at the EU, national and local level to facilitate the organization of qualitative interviews with key decision makers
- Ability to present data concisely and clearly
- Fluency in English -proficiency in other relevant EU languages (in particular French and German) is desired
- Demonstrable policy on research ethics and on compliance with EU data protection and privacy regulation
- Disclosure of any possible conflict of interest

The tender documents submitted should include:

- Detailed research proposal based on this ToR that includes a clear description of the intended scope (samples sizes, etc.), research questions and methods to be used, work plan, potential risks, research policy and ethical standards to be followed and a detailed timeline (using the broad timelines provided below in section 6).
- Detailed budget for this study based on the broad budget range indicated below. The presented budget must be inclusive of the applicable 19% VAT.
- Evidence or description on the researchers' compliance with EU data protection regulation.
- Description of the research team highlighting relevant prior relevant EC DEAR programme evaluation experience, and experience in impact assessment of public campaigns landscape analyses, including



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social media campaigns, qualitative interviews with political decision makers and private sector representatives, and MEL expertise.

- Detailed CVs of all members of the proposed research team highlighting research experience relevant to the study.
- References: Names and contact details of two organizations for whom similar work has been conducted in the past five years.
- Submission of two examples of recent research work undertaken by the tendering party in a related field.

6. ESTIMATED BUDGET AND TIMELINE: The estimated total project budget is approximately 25,000 Euro (including travel costs and 19% VAT). The final selection and contract award is expected on February 2020. The study is expected to be undertaken between March and July 2020 (completion).

7. TIMELINE FOR RESPONDING: Interested research teams are requested to submit their proposals to Margret Loeffen at m.loeffen@fairtrade.net by January 24th, 2020 at 18:00 CEST

<A detailed project description is available and can be requested by email>

ADDITIONAL NOTES ON ELIGIBILITY AND VISIBILITY (PLEASE READ)

The services provided under this tender are part of a EU-funded project. Accordingly, this tender process follows EU regulation on procurement by grant Beneficiaries in the context of European Union external actions. Participation in tender procedures managed by the Beneficiary is open on equal terms to all natural persons who are nationals of, and legal persons that are effectively established in, one of the following eligible countries/territories/beneficiaries:

(a) *EU Member States*

(b) *Instrument for Pre-Accession Assistance (IPA)¹ II beneficiaries* (listed in the Annex I of IPA II Instrument)

(c) *European Economic Area*

(d) Developing countries and territories, (included in the OECD-DAC list of ODA recipients^[1]), which are not members of the G20 group^[2]:

(i) *Least Developed Countries (LDCs)*

(ii) *Other Low Income Countries*

¹ https://ec.europa.eu/regional_policy/en/funding/ipa/

^[1] Please check the DAC List of ODA Recipients, effective for reporting on 2018, 2019 and 2020 flows.

^[2] Non eligible G20 Members developing countries are: India, Indonesia, Argentina, Brazil, China, Mexico, South Africa. South Africa will be eligible when the action will be co-financed with the EDF. *Turkey* is also a developing country (upper middle income) G20 Member but is eligible as a beneficiary listed in the Annex I of the IPA II.



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- (iii) *Lower Middle Income Countries and Territories*
- (iv) *Upper Middle Income Countries and Territories*
- (e) *Overseas Countries and Territories (OCTs)* covered by Council Decision 2013/755/EU of 25 November 2013 on the association of the overseas countries and territories with the European Union
- (f) *Member States of the OECD* are also eligible when contracts are implemented in a Least Developed Country^[3] or in a Highly Indebted Poor Country (HIPC)^[4].
- (g)
 - (i) *Developing countries, as included in the list of ODA recipients, which are members of the G20 group;*
 - (ii) *any other countries and territories (ie. all countries of the world).*

The entities of these countries can only participate in procedures, where the country itself is a beneficiary of the action. This can happen in particular, in thematic programmes, programmes financed under the Partnership Instrument² or where the success of a regional programme necessitates the participation of the said country.

- (h) any countries for which *reciprocal access* to external assistance is established by the Commission.”

Deliverables for this project need to follow EU visibility rules. An annex listing all these visibility rules is available upon request, but are summarized as ensuring that the European Union is visibly recognized as the donor in all workshops, publications, and communications.

^[3] See [appendix 4](#) for the full list of LDCs.

^[4] HIPCs are: Afghanistan, Benin, Bolivia, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Côte d’Ivoire, Democratic Republic of Congo, Ethiopia, Ghana, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Nicaragua, Niger, Republic of Congo, Rwanda, São Tomé & Príncipe, Senegal, Sierra Leone, Tanzania, The Gambia, Togo, Uganda, Zambia.

² https://ec.europa.eu/europeaid/funding/funding-instruments-programming/funding-instruments/partnership-instrument_en