



**World Fair Trade Organization Europe asbl (WFTO-Europe)**

Rue Washington 40, 1050 Brussels, Belgium

RPM Region Brussels Capital, 888.374.005

Website: [www.wfto-europe.org](http://www.wfto-europe.org)

Phone: (0)2 640 63 86

# Terms of Reference

## **Market survey and development of guide for West African POs on entrance to the EU market.**

Brussels, 1 June 2021

### **1. Background**

The ***Building Fair Bridges, West Africa*** project is designed to support an increase in the uptake of Fair Trade practices in the targeted West African countries, enabling producer organizations, especially women, to take full advantage of market opportunities e.g. on the EU market. The project will be carried out by a consortium led by WFTO-Africa (based in Nairobi, Kenya) and including WFTO-Europe (based in Brussels, Belgium) and Fair Trade Lebanon (based in Beirut, Lebanon). Whereas COVID 19 remains a moving target, what is clear is that businesses would have to adapt to a new normal. Businesses – like the Producer Organisations (POs) covered in this project – would also require technical support to build resilience and adapt to new market challenges and opportunities in the short and medium terms and to shift their business models to a post COVID 19 world. Among the key challenges are: Environmental challenges and how to encompass environmental standards in trading practices to be more resilient and at the same time competitive into the market; and gender issues and diversification of livelihood securities among and for women in the targeted value chains, as women constitute the majority actors among Fair Trade POs in West Africa (over 90%).

The project is targeting POs in the following countries: Benin, Burkina Faso, Ghana, Ivory Coast Mali and Togo. The World Fair Trade Organization (WFTO) currently has members in Burkina Faso, Ghana, and Mali, broadly represented by the following value chains; textile/fashion accessories (including recycled products), home décor, baskets, pottery and wood products, for the handmade category. In the commodity sector, there are mangoes and hibiscus. In addition, the network is already engaged with POs in Mali and Benin, and potentially Togo, that are involved in multiple value chains for natural ingredients for food, personal care products and essential oils, which also form part of the target under the project.

To this end, WFTO-Europe is looking for a study with technical recommendations for how to best support West African POs in gaining access to the EU market as a way to strengthen their business and to give them the capacity to address the challenges described above, with the support of the project consortium over the next two years. WFTO-Europe's role in the project is to bring the products from the West African POs to the EU market, of which this market survey is an important part.

## **2. Description of the assignment**

### 2.1 Global Objective

The objective of the Terms of Reference (ToR) is to appoint an independent consultant to conduct an independent research to give WFTO-Europe key recommendations and identify key potential buyer organisations to bring products of the producers of the project to the European market.

### 2.2 Specific Objectives

The key objectives of the market study are:

- to make recommendations for the West African producers on how to bring their products to the European market;
- to provide a list of potential buyer organisations that could be either in the form of a list of specific companies, or a list of characteristics of what we should be looking for and how to look for them;

### 2.3 Requested services

The consultant will undertake the following tasks:

- Reading the key documents about WFTO to understand general Fair Trade terms (documents will be identified by the WFTO-Europe secretariat)
- Mapping of potential buyer organisations within the EU (and potentially the UK).
- Identifying and elaborating recommendations for approaching buyer organisations, for setting up trading relationships/partnerships with them, and for export by the POs into the EU (and UK) market in general.
- Practical recommendations on export into the EU/EEA (regulation, procedures, paperwork, etc.).

- Consultation with a select group of the mapped buyer organisations for gathering feedback and further information on the identified recommendations.
- Preparing the report publication to be distributed by WFTO-Europe.
- Presenting recommendations to project consortium and (potentially) to the involved POs (e.g. by virtual means in an online workshop/webinar, as feasible).

## 2.4 Required outputs

2.4.1 Preliminary findings report

2.4.2 Final report

2.4.3 Briefing document/executive summary with key recommendations to POs and/or supporting organisations (project consortium).

2.4.4 Participation with presentation for a training/webinar

The consultant will work in close cooperation with the WFTO-Europe secretariat (based in Brussels), which will provide necessary support and will provide feedback for steering the report work.

## **3. Expert profile**

Qualifications and skills:

- University degree or equivalent.
- Working level French proficiency.

General professional experience:

- At least 3 years' consultancy experience.
- Experience in market studies and analysing market potential for products.
- Understanding business practices and international supply chains.
- Expertise on import/export regulation and procedures into/from the EU/EEA.

Specific professional experience:

- Experience in working on the topic of POs in West Africa
- Knowledge of the Fair Trade market in Europe.
- Experience in presenting recommendations to businesses and to support organisations (interest groups, business networks).

Desirable:

- Knowledge of the Fair Trade movement

#### **4. Tentative timeline**

The starting date of the assignment is upon the signature of the contract, foreseen around 1 July 2021.

The submission date of the Preliminary Report is 1 October 2021.

The submission of the Final Report is 31 January 2022.

An updated timeline will be agreed when the contract is signed. Failure to meet agreed deadlines will result in a financial penalty of up to 20% to the total eligible payment (see below).

#### **5. Reports**

The consultant shall prepare two reports (see 2.4). The reports should be written in French or English.

The draft reports should be submitted to WFTO-Europe contact person for review and comments. The consolidated comments from WFTO-Europe on each report will be submitted to the consultant within 10 working days. If no comments on the report are received within this period, the report is considered approved. The final payment will be made after the approval of the final report by WFTO-Europe.

Failure to meet agreed deadlines, without prior notice to the WFTO-Europe contact person, and written consent to postponement, will result in a financial penalty of up to 20% of the total eligible payment.

#### **6. Submission of offers**

Interested parties in carrying out this assignment should submit offers by 23 June 2021 by email to [coordination@wfto-europe.org](mailto:coordination@wfto-europe.org).

The offer should include: a price, a short draft proposal (maximum 3 pages) on how the consultant plans to meet the objectives of the study, the proposed timeline, (if possible) other examples of similar studies done and a CV of the consultant together with publications references.

The maximum total budget available (VAT and all taxes included) is EUR 4,000. The financial offer to be submitted by interested parties must be inclusive of all potential on-costs, such as sourcing data, material and the consultants own travels (if needed).

In case of questions, the main contact person at WFTO-Europe is Mikkel Kofod Nørgård ([coordination@wfto-europe.org](mailto:coordination@wfto-europe.org)).