

# **DONOR MAPPING & ENGAGEMENT FOR COCOA PROGRAMMES**

Terms of Reference, June 2024

## **BACKGROUND**

Behind the famous FAIRTRADE Mark found on everyday products, including chocolate, bananas, coffee, tea and flowers, is one of the largest and most diverse global movements for change. For three decades, Fairtrade Foundation have been working towards a fairer future for farmers and workers in low-income countries, through fairer prices and fair production standards and practices.

Fairtrade certification, our best-known tool for bringing about change, is a critical step towards building resilient supply chains that improve economic, environmental and social outcomes for farmers and workers. It targets improved working conditions and human rights, promotes fairer pay, and builds climate resilience through sustainable farming to protect biodiversity and the environment.

Beyond certification, Fairtrade is deepening its impact by delivering specialist programmes co-funded by commercial partners, and institutional and private donors. Through these strategic partnerships, Fairtrade tackles the deep-rooted and systemic issues that block transformational change. Our holistic programmes are designed with farmer needs at heart and address challenges at the farm and community level and broader enabling environment. This is the most effective way to scale our work and achieve greater impact for farmers and workers.

Fairtrade Foundation (FTF) has particular experience in delivering programmes to tackle systemic issues facing cocoa farmers and co-operatives. We are looking to grow our cocoa programmes by engaging with new and existing donors and identifying co-financing opportunities.

The purpose of this assignment is to carry out a donor mapping & engagement exercise to help Fairtrade Foundation build partnerships and unlock additional finance for our cocoa programmes.

## **SCOPE OF WORK**

The study will include:

- Reviewing and understanding Fairtrade Foundation's programmatic approaches in cocoa:
  - Desk review of relevant resources including proposals, workplans, budgets and reports.
  - Review of living income model, gender model, and climate model.
  - Opportunity to discuss with team.

- Reviewing and understanding of the current context within the cocoa sector:
  - Understanding of key challenges facing cocoa farmers and co-operatives, including geographic context.
  - Understanding of programmatic interventions being delivered across the sector.
  
- Mapping out of current and historic donors and partners:
  - Produce a long-list of relevant funding opportunities for cocoa programmes.
  - Include identification of donors' and partners' priority funding areas and interests.
  - Analyse and prioritise opportunities, taking requirements into account.
  - Develop a plan to approach.
  
- Mapping out of new donors and partners:
  - Produce a long-list of relevant funding opportunities for cocoa programmes.
  - Include identification of donors' and partners' priority funding areas and interests.
  - Analyse and prioritise opportunities, taking requirements into account.
  - Develop a plan to approach.
  
- Mapping out of co-financing opportunities for current programmes:
  - Time spent with Project Leads to understand needs and opportunity to scale approaches.
  - Developing a plan to approach.
  
- Mapping out of current and potential sector partners:
  - Identifying other key organisations across the sector with strategic alignment.
  - Identifying how we might collaborate with these organisations to complement our work and unlock funding.
  
- Review process with Fairtrade Africa team:
  - Understand strategic priorities at Fairtrade Africa in relation to cocoa programmes, what their approach is and how we can build on that.
  - Input from the Fairtrade Africa team as our key implementing partner on cocoa programmes.
  
- Final Outputs:
  - Develop a slide deck outlining Fairtrade's unique proposition for funders, and where we fit within the sector.

- List of potential opportunities for accessing additional funding from existing donors and partners. Identify key opportunities, both short and long-term, and strategies for engagement.
- List of potential opportunities for accessing funding from new donors and partners. Identify key opportunities, both short and long-term, and strategies for engagement.
- List of potential co-financing opportunities for existing programmes. Identify key opportunities, both short and long-term, and strategies for engagement.
- Develop a guideline on effective fundraising in line with Fairtrade Foundation's strategic aims, using information from the research and aligned to our cocoa programmes.

Estimated level of effort:

<b>Literature review &amp; donor research</b>	5 days
<b>Consultation with FTF team</b>	2 days
<b>Mapping &amp; write up</b>	5 days
<b>Review &amp; finalisation</b>	3 days

## TIMELINES

Below is an outline of the anticipated timeline, but this will be agreed and discussed with the selected consultant. If the work can be completed in a shorter timeframe, then this is welcomed.

Topic	Additional information	Projected Timelines
<b>Assignment advertised</b>		Until 22 July
<b>Review of proposals</b>	Review of proposals and selection	w/c 22 July
<b>Contracting and start-up</b>	Contracting of selected consultant	w/c 29 July
<b>Kick off meeting</b>	Meeting with key stakeholders	w/c 5 Aug
<b>Desk Research</b>	As outlined above.	12 – 26 Aug
<b>Write-up and review</b>	Write up of findings and review with Fairtrade Africa and Fairtrade Foundation.	w/c 26 Aug
<b>Completion of Contract</b>	Including in-person presentation to FTF team.	By 31 Aug

## SKILLS AND EXPERIENCE

We are looking for a consultant(s) that can provide the services outlined in the ToR.

Applying consultants should have:

- In-depth knowledge of the fundraising environment and global giving trends.
- In-depth knowledge of agricultural supply chains, particularly in the cocoa sector, would be advantageous.

## **BUDGET**

The total budget available for this study is 5,000 GBP, inclusive of all travel and taxes (local travel if London-based).

## **NEXT STEPS**

If you are interested in conducting this assignment, please submit a proposal to [florence.collenette@fairtrade.org.uk](mailto:florence.collenette@fairtrade.org.uk) detailing:

- Your approach and methodology to deliver the scope of work.
- Your relevant experience.
- Timeline – work must be completed by 30 August 2024.
- Budget.

**The deadline for proposals is 22 July 2024.**