

# 2026-28 Fairtrade Strategy: the Legislative Landscape

## *Invitation to Tender – March 2025*

### Background

Fairtrade is an international movement committed to ensuring that producers in low income countries are paid a fair price for their goods and are supported in achieving better working conditions and environmental practices. Through our certification system, we work to create a fairer, more sustainable global trade system that empowers small-scale farmers and workers, fosters local economic development, and champions environmental stewardship.

As part of our forward-looking strategy for 2026-2028, **Fairtrade** is launching a **legislative review** aimed at understanding the future legislative landscape and its potential impact on Fairtrade and the commodities within which it operates. Over the next few years, global trade regulations, sustainability goals, and consumer demands are likely to evolve significantly. These changes will affect how the Fairtrade system interacts with national and international policies, particularly in regions such as the **EU, UK**, and other key markets.

### Scope

The 2026-2028 strategy will focus on positioning Fairtrade at the forefront of emerging trends and legislative frameworks. This includes ensuring that future laws and regulations support fair trade practices, sustainable supply chains, and equitable market access for producers, as well as looking at how Fairtrade certification can integrate and support legislation. By identifying legislative shifts and opportunities, we aim to advocate for policies that will further the goals of social, environmental, and economic justice in global trade.

We are seeking a consultant with deep expertise in regulatory affairs, global supply chains and sustainability policy to conduct a comprehensive review of the future legislative landscape. The review will explore the legislative trends from 2026-2028 that are likely to impact Fairtrade supply chains, identifying key opportunities for advocacy and business services and providing actionable recommendations. This will ensure that Fairtrade remains agile in navigating, integrating and influencing changing policy environments to support its mission.

### Objectives

Fairtrade are seeking a consultant(s) to conduct a comprehensive review of the future legislative landscape, including:

1. Identify and analyze key legislative and regulatory trends likely to emerge over the next ten years, particularly in the EU (including EUDR, EUOR, CSRD, CSDDD, FLR), the UK, and other key global markets (non-EU countries, particularly the US and Canada) that impact Fairtrade's operations.
2. Highlight opportunities where legislation could support Fairtrade's mission, such as laws promoting sustainable sourcing, fair wages, ethical labour standards, and corporate responsibility.
3. Analyse the effects of regulatory trends on business reporting requirements and data transparency, and identify the opportunities these trends present for Fairtrade.
4. Assess how global trade policies (including those set by the WTO, regional trade agreements, and national governments) are evolving and how they could impact the trade landscape for Fairtrade-certified products.
5. Evaluate the integration of sustainable development goals (SDGs) and other environmental regulations into national and international legislation that affects agriculture and trade.
6. Identify legislative measures that support the long-term sustainability of the Fairtrade system, particularly as it pertains to securing market access, fair prices, and producer empowerment.
7. Provide evidence-based recommendations to shape Fairtrade's strategic priorities for 2026-2028, particularly in areas of policy engagement, advocacy, market access, and producer support.

## Timeline

This project must conclude by Monday 5th May 2025.

## Skills and Experience

We are looking for a consultant/researcher that can provide the services outlined in this invitation to tender.

The individual/collective team should have:

- Strong understanding (e.g a Masters degree in a relevant field or at least 5 years of relevant experience) of legislation and regulatory frameworks in the EU, UK, and other global markets, with a focus on fair trade practices, supply chain transparency, and ethical sourcing.
- Familiarity with Fairtrade principles and practices, including how we set and use Standards
- Familiarity with ISEAL's Code of Good Practice for Sustainability Systems
- Familiarity with other relevant standards, certification schemes and industry bodies (e.g. Global Gap, Rainforest Alliance, ETP)
- Understanding of key thematic areas such as living income/living wage, gender equality, climate resilience, and human rights (including HREDD)
- Understanding how regulatory frameworks and legislative requirements affects industry based standards
- Excellent English writing skills and ability to communicate in English
- Ability to present complex information clearly and concisely to a variety of audiences

## Data Protection

The protection of peoples' data is non-negotiable, and we expect applicants to be aware of and compliant with the relevant protection laws in the UK (GDPR) and those of relevant Fairtrade tea markets and sourcing origins.

## Proposal Process and Budget

The deadline for proposals is 12:00 (midday, BST) 7<sup>th</sup> April 2025.

Please send proposals to [marie.rumsby@fairtrade.org.uk](mailto:marie.rumsby@fairtrade.org.uk) and [mandy.gardner@fairtrade.org.uk](mailto:mandy.gardner@fairtrade.org.uk) with the subject: '2026-28 Fairtrade Strategy: the Legislative Landscape'

Your proposal should include the following:

- Your proposed approach to the project
- Detailed costings, including day rates and costs for paid-for-data and additional activities
- How you/the team meet the criteria set out under the 'Skills and Experience' section above
- Relevant past consultancy experience and how that will support this project
- Please include CVs (max. 3 pages per person) of the proposed consultant/project team members
- Please outline any potential conflicts of interest within your proposal.

We are currently working to a budget for assessment services of £5,000- £8,000. Additional budget may be available and will be discussed upon receipt of proposals.

For any queries, please contact Marie Rumsby, Communications and Advocacy Director on [marie.rumsby@fairtrade.org.uk](mailto:marie.rumsby@fairtrade.org.uk) or Mandy Gardner, Associate Director of Strategy and Planning on [mandy.gardner@fairtrade.org.uk](mailto:mandy.gardner@fairtrade.org.uk).