

Call for tender

Stakeholder management, intercultural awareness and communication training: creating a service-oriented approach

About Fairtrade

Fairtrade is a global system that connects farmers and workers in developing countries with consumers and businesses worldwide to make trade fairer. The system unites Fairtrade International as the umbrella organization with its members - three producer networks and 19 national Fairtrade organizations - all working collaboratively to advance fairer trading conditions. Fairtrade International is a non-profit, multi-stakeholder association that coordinates the system and sets the Fairtrade Standards, which address fair wages, safe working conditions, and environmental sustainability. Through its certification and labelling system, the Fairtrade label enables consumers to identify products that meet these standards.

Diverse staff reflecting our global reach

Fairtrade International is a mid-sized NGO with around 100 employees. Our staff represent 37 nationalities from across the globe. This diversity enriches our organization, bringing together a wide range of perspectives, experiences, and cultural insights.

Understanding and appreciating this diversity is essential for fostering a collaborative and inclusive working environment — not only among Fairtrade International staff, but also in our daily collaboration with the members of the Fairtrade system.

Background

Effective stakeholder management and intercultural communication are critical for successful collaboration in multinational and multicultural environments. Employees frequently interact with diverse teams, partners, and stakeholders, requiring the ability to navigate cultural differences, manage expectations, and build productive relationships.

This training aims to raise awareness and to equip participants with practical skills and frameworks to identify, engage, and communicate effectively with stakeholders across cultural contexts.

Objective

- Equip participants with the skills to manage relationships with both internal and external stakeholders, with the goal of developing a service-oriented approach that can be embedded in our organizational culture.
- Foster consistent communication, empathy, and cultural awareness across all interactions.

Learning outcomes

Participants will be able to:

1. Identify internal and external stakeholders, understanding their needs, expectations, and cultural nuances.
2. Apply effective communication and negotiation strategies to maintain trust, alignment, and a service-oriented approach among international colleagues.

3. Manage conflicts and sensitive conversations with confidence in both internal and external contexts.
4. Translate insights from stakeholder interactions into actionable improvements.

Scope

The training should cover the following topics:

- Internal and external stakeholders' needs analysis – gathering insights on expectations, requirements, and cultural preferences.
- Communication skills – tailored messaging, active listening, and persuasive communication in multicultural and international contexts.
- Intercultural competence – understanding cultural frameworks and adapting behaviour accordingly.
- Conflict management and negotiation – tools to handle difficult conversations in different stakeholder contexts.
- Relationship building – strategies for long-term engagement and trust-building.

Target audience

All members of the Fairtrade International workforce (approximately 100 employees).

Duration and format

- Duration: to be proposed by the provider
- Format: in-person training(s)

Deliverables

- Training materials and participant handouts
- Stakeholder mapping templates and intercultural communication tools
- Post-training evaluation report with recommendations

Evaluation

- Participant feedback collected through surveys and discussion
- Recommendations for potential follow-up learning or development activities

Reporting and coordination

- The training facilitator will report to the HR team.
- Coordination with HR will include logistics and participant scheduling.

What we are looking for

An experienced training provider who:

- Has a proven track record in designing and delivering similar training programmes
- Has experience working with international NGOs comparable to Fairtrade International
- Demonstrates a strong understanding of the working context and needs of international non-governmental organizations working on sustainability issues
- Proven experience in stakeholder management and intercultural communication
- Experience delivering training for multicultural teams

- Very good command of English language (native-speaker or similar)

Envisioned format

- Desired timing for the first session: September 2026
- Groups of 15–20 participants with the aim of training all employees
- In-person training in Bonn, Germany

Applications

Please include the following documents in your submission:

- A cover letter expressing your interest and outlining why you would be an appropriate partner for this project
- A proposal for a workshop or workshop series that meets the stated objectives
- Examples of similar work
- Proposed trainer biographies
- Fee structure

Process and timelines

Please send your tender documents by email to a.rosas@fairtrade.net and indicate “Stakeholder, intercultural awareness and communication training” in the subject line.

The deadline for submitting your tender documents is **May 11, 2026**.