



CALL FOR PROPOSALS (CFP)

Impact Communications Strategist & Story telling Agency For Fairtrade Farmfluencer Program- Asia Pacific Region

Project Name: Farmfluencer Program for young farmer producers

Consultation Mode: Remote

Duration: 03 Months

1. Background

The Fairtrade Network of Asia and Pacific Producers (NAPP) is launching the Farmfluencer Program, a youth-led digital storytelling initiative across 19 countries in Asia and the Pacific. www.fairtrade.net/napp-en

The program aims to develop a network of young farmer-producers ("Farmfluencers") who will use digital platforms to share authentic stories from farming communities, strengthen Fairtrade NAPP visibility, and influence ethical consumer behaviour globally.

To ensure strategic coherence, scalability, and long-term impact, Fairtrade NAPP seeks to engage a qualified Impact Communications Strategist & Storytelling Agency to design a comprehensive 3-year Farmfluencer Strategy and implementation framework.

2. Objective of the Assignment

The overall objective is to engage a professional communications agency or consortium to design and develop a 3-year integrated Farmfluencer communications, storytelling, and digital influence strategy, and to provide technical support in the initial operationalization of the program.

This will include:

- Strategic positioning of Fairtrade Farmfluencers from Asia Pacific region as global youth storytellers
- Development of storytelling architecture and content ecosystem in alignment with Fairtrade Communications and Branding Guidelines.
- Social media and digital influence strategy
- Capacity building and training framework for the 03 years (2026-28)
- Impact measurement and learning framework
- Scaling and sustainability roadmap

Additional Assignment

- Development of a transparent selection matrix and assessment tool for identifying Farmfluencers in the initial phase.
- Technical assistance in the selection of an initial pilot cohort of 5 Farmfluencers across the Asia-Pacific (APAC) region, following finalization of the strategy.

3. Scope of Work

The selected agency will be responsible for delivering a fully integrated strategic package, including:

3.1 Strategic Communications Framework

- Develop a 3-year strategic roadmap for Farmfluencer program
- Define vision, positioning, and theory of change
- Identify key target audiences (local, regional, global stakeholders)
- Develop narrative pillars aligned with Fairtrade values
- Define communication objectives and success indicators

3.2 Storytelling & Content Strategy

- Design storytelling architecture (themes, narratives, messaging framework)
- Define content formats (written impact stories, visual stories, reels, podcasts, photo essays, blogs)
- Develop tone of voice and storytelling guidelines
- Create content calendar framework aligned with Fairtrade priorities

3.3 Digital & Social Media Strategy

- Develop multi-platform strategy (LinkedIn, Instagram, YouTube, Facebook)
- Define audience engagement and growth strategy
- Design content amplification and virality framework
- Recommend influencer collaboration and partnership models across APAC region.
- Develop analytics and performance tracking system

3.4 Capacity Building Framework

- Design training curriculum for Farmfluencers across 19 countries
- Develop learning modules (storytelling, filming, editing, digital ethics, advocacy)
- Propose hybrid training delivery model (virtual + in-person)
- Create training toolkit and facilitator guides

3.5 Impact Measurement & Learning (MEL) Framework

- Develop KPIs for storytelling impact (reach, engagement, narrative shift, advocacy influence)
- Design monitoring and evaluation system
- Propose reporting formats for internal and donor reporting
- Define learning and feedback mechanisms

3.6 Scaling & Sustainability Strategy

- Develop roadmap for scaling Farmfluencer model beyond pilot cohort
- Recommend institutionalization strategy within NAPP
- Identify partnership and funding opportunities for expansion
- Provide long-term sustainability model for youth-led storytelling ecosystem

3.7 Additional Assignment (Selection Matrix and Technical assistance)

- Development of a transparent selection matrix and assessment tool for identifying Farmfluencers in the initial phase.
- Technical assistance in the selection of an initial pilot cohort of 5 Farmfluencers across the Asia-Pacific (APAC) region, following finalization of the strategy.

4. Deliverables

The selected agency will be required to deliver:

1. Inception Report (methodology + detailed work plan)
2. Comprehensive 3-Year Farmfluencer Strategy Document
3. Storytelling & Content Strategy Framework
4. Digital & Social Media Strategy Plan
5. Capacity Building Curriculum & Toolkit Framework
6. Monitoring, Evaluation & Learning Framework
7. Final Strategy Report + Presentation Deck
8. **Additional Assignment:** Selection matrix and assessment tool for identifying Farmfluencers in the initial phase. Technical assistance in the selection of an initial

pilot cohort of 5 Farmfluencers across the Asia-Pacific (APAC) region, following finalization of the strategy.

5. Contract Duration, Budget and Payment Terms

- Total duration: 05 Months from the date of signing
 - 03 Months for the consultation and development of the Strategy and overall plan
 - 02 Months additional for the development of the Selection Matrix and assistance for the selection of initial pilot cohort of 5 Farmfluencers across the Asia-Pacific (APAC)
- **Budget:** 3000 Euros + 500 Euros for developing Selection Matrix and technical assistance for selection upon the finalisation of the Strategy.
- Total : 3500 Euros
- **Payment Terms**
 - 30% upon the signing of the contract
 - 20% upon deliverables of the Inception report as mentioned under Sec 4 upon consultation with NAPP Internal team (Section 9)
 - 50% upon the final delivery of the Strategy Document and overall plan and framework.

6. Eligibility Criteria (for Agencies/Companies)

The applying agency/consortium must have:

- Minimum 7–15 years of experience in strategic communications or storytelling
- Proven experience in development communication, advocacy campaigns, or social impact storytelling
- Experience working with farmer organisations, international NGOs, UN agencies, or multi-country programs across Asia Pacific region.
- Strong expertise in digital media strategy and influencer-driven campaigns
- Experience in agriculture, sustainability, or rural development contexts (strong advantage)
- Demonstrated ability to design multi-country communication frameworks
- Strong creative + strategic capability (not only production-based agency)

7. Evaluation Criteria

Proposals will be evaluated based on:

- Technical approach and methodology (30%)
- Relevant agency experience and portfolio (25%)
- Understanding of Fairtrade / producer narratives (20%)
- Team composition and expertise (15%)
- Financial proposal (10%)

8. Submission Requirements

Agencies must submit:

- Technical proposal (max 5 pages)
- Detailed methodology and implementation plan
- Company profile and portfolio of similar work
- CVs of key team members
- Financial proposal (budget breakdown)
- Case studies of relevant campaigns or strategies

9. Coordination

The selected agency will directly work with Sr. Marketing and Communications Manager.

The agency is expected to coordinate closely with:

- Fairtrade NAPP program and thematic teams
- Regional General Managers
- Selected Farmfluencers post strategy development (where relevant)

10. Confidentiality & IP Rights

All materials, frameworks, and outputs developed under this assignment will remain the intellectual property of Fairtrade NAPP.

11. Proposal Submission



All proposals to be submitted to comms@fairtradenapp.org with **SUBJECT:** Proposal Submissions for Farmfluencers Impact Communications Strategy & Story telling

Deadline for submissions: 20th June 2026.