



Call for Proposals (CfP) / Terms of Reference (ToR)

Project Title: Fairtrade Premium Impact Documentary Film and Photography Production of Small-scale Coffee Producer Organisations in Papua New Guinea (Eastern Highlands Province)

Fairtrade aims to create sustainable livelihoods and strengthen equitable trade systems through ethical production and responsible consumer engagement. Within Papua New Guinea's coffee sector, **Fairtrade-certified small-scale coffee producer organisations** play a vital role in producing high-quality coffee while improving social, economic, and environmental conditions for **coffee farmers and their communities**.

The documentary will provide a broader overview of the coffee sector in Papua New Guinea, including mapping Fairtrade-certified **small-scale coffee producer organisations** and their geographical presence across the Eastern Highlands Province. It will showcase the diversity and contribution of participating producer organisations, strengthen their visibility within ethical global supply chains, and position Fairtrade-certified coffee as a product rooted in quality, sustainability, and social impact.

This assignment seeks to produce a compelling documentary film that traces the journey of Fairtrade coffee—from its origin in the hands of small-scale coffee farmers in the highlands of Papua New Guinea, through each stage of production, to its final processing and market readiness. More information www.fairtrade.net/napp-en

At its core lies a story of resilience, community, and fairness.

The film will document each stage of the coffee value chain—from **sowing coffee seedlings, nurturing and growing coffee trees, harvesting ripe coffee cherries, to processing activities such as pulping, fermentation, washing, drying, sorting, and preparation for market**. It will highlight the people behind the coffee and the systems supporting them.

It will demonstrate how Fairtrade certification strengthens each stage of this journey through fair prices, safe and sustainable farming practices, community development, and long-term resilience.

Beyond compliance, the documentary will bring to life the impact of the Fairtrade Premium—investments chosen democratically by **coffee farmers** to improve education, healthcare, clean water, infrastructure, gender equality, and climate resilience. These investments represent pathways to dignity, opportunity, and community transformation.

The film will combine both commercial and impact storytelling approaches to build visibility for Fairtrade-certified coffee from Papua New Guinea while communicating the transformational outcomes of Fairtrade Premium interventions.

2. Objectives of the Assignment

The key objectives of this assignment are:



- Produce one powerful, high-quality documentary film showcasing Fairtrade-certified coffee from Papua New Guinea and its journey across Fairtrade small-scale producer organisations in the Eastern Highlands.
- Demonstrate the impact of Fairtrade Premium projects and Fairtrade-supported interventions across **three (03) Fairtrade-certified small-scale coffee producer organisations**.
- Highlight the number of beneficiaries and capture real-life inspirational stories from **coffee farmers and their communities**.
- Present stories primarily from farmers' perspectives, complemented by insights from cooperative management teams, Fairtrade Premium Committees, and relevant stakeholders.
- Develop compelling communication tools for advocacy, marketing, and outreach targeting impact investors, commercial partners, and consumers.
- Transport viewers to the origin of Fairtrade coffee and provide a firsthand perspective of how Fairtrade transforms rural livelihoods.
- Strengthen awareness and positioning of Fairtrade as a sustainable and ethical brand, contributing to increased market demand for Fairtrade coffee.

3. Scope of Work

The selected production house shall oversee end-to-end development of an authentic, engaging, and emotionally compelling documentary film and photography package.

3.1 Pre-Production

The selected production company shall:

Coordinate directly with **three Fairtrade-certified small-scale coffee producer organisations** and relevant stakeholders to gather information on:

- Project background, including pre-Fairtrade conditions and key challenges faced by coffee farmers.
- Project activities, outcomes, beneficiary numbers, and measurable results supported with evidence.
- Fairtrade interventions and Premium-funded initiatives.
- Coffee production processes from farm to processing stage.

Develop storytelling materials, including:

- Film treatment and narrative concept

- Script and voice-over narrative
- Character mapping and storyline flow
- Interview structure and shooting plan

Identify and shortlist strong lead characters including:

- Coffee farmers (men and women)
- Women engaged in coffee farming and cooperative leadership
- Youth involved in coffee farming
- Fairtrade Premium Committee members
- Community representatives
- Cooperative management representatives

Support interviewees through:

- Interview preparation and pre-shoot guidance
- Personalized interview prompts

Prepare detailed profiles including:

- Full name
- Age
- Years in coffee farming
- Family background
- Community role

Obtain:

- Written informed consent for filming and image use
- Permissions from organisations and individuals

Submit:

- Documentary concept note
- Film narrative
- Script and storyboard

For review and approval by Fairtrade NAPP within **20 days after contract signing**.

3.2 Production and Post-Production

The production house shall:



- Develop complete shooting and interview direction
- Identify filming locations including coffee farms, processing units, Premium project sites, farmer households, and cooperative facilities
- Conduct filming across all three producer organisations in Eastern Highlands Province, Papua New Guinea

Capture coffee production journey including:

- Sowing and planting coffee seedlings
- Growing and maintaining coffee gardens
- Harvesting ripe coffee cherries
- Processing activities such as pulping, fermentation, washing, drying, sorting, and packaging
- Conduct interviews and supporting B-roll filming
- Carry out directing, editing, sound design, color grading, narration, voice-over recording, and subtitling
- Ensure adherence to Fairtrade branding and communication guidelines
- Balance commercial storytelling with social impact narratives
- Deliver all raw footage (unedited), including interviews, field activities, and B-roll

4. Deliverables

4.1 Documentary Film

The production company shall deliver:

- One high-quality documentary film of approximately **8–10 minutes**, covering three coffee small-scale producer organisations
- Final film delivered in multiple versions:
 - With subtitles
 - Without subtitles
 - With narration
 - Clean version without music/graphics
- One compressed version (1 GB) for digital/social media use
- All raw footage (unedited)
- Source project files

4.2 Interview Package

Interview footage and narratives shall feature:

- Coffee farmers
- Women and youth involved in coffee production
- Fairtrade Premium Committee members
- Cooperative management representatives
- Community representatives
- Beneficiaries of Fairtrade Premium projects
- Supporting photographs and video excerpts of all interviewees

4.3 Photography Package

Minimum fifty (50) high-resolution images per producer organisation including:

Portraits

- 10 strong portraits of coffee farmers and beneficiaries

Product/Farm Images

- 10 images of farmers holding coffee cherries or Fairtrade coffee produce

Action Photography

- 10 images capturing farmers working in coffee gardens (sowing, weeding, harvesting, drying, sorting, processing)

Project Documentation

- 20 images documenting Fairtrade Premium projects, tools, facilities, community activities, and branding

Additional

- Portraits of all interview subjects

4.4 Image Specifications

All images must:

- Be high resolution (minimum 1920 x 1080 or higher)
- Be delivered in landscape and portrait formats where relevant
- Include captions indicating:
 - Name

- Designation
- Age

All files shall be uploaded to Google Drive and shared with:
comms@fairtradenapp.org

5. Payment Terms

Total Fixed Contract Value: **€4000 inclusive of taxes, travel, logistics, and operational costs**

Payment schedule:

- 20% upon contract signing
- 30% upon completion and approval of:
 - Pre-production work
 - Script
 - Storyboard
 - Narrative concept
- 50% upon final submission of:
 - Final edited film
 - Approved scripts
 - Raw footage
 - Captioned photographs
 - Subject profiles
 - Consent documentation

6. Timeline

All deliverables must be completed within a maximum of **05 months** from contract signing.

7. Required Qualifications and Experience

7.1 Social Impact Storytelling Experience



Applicants should demonstrate:

- Experience producing documentary films for NGOs, INGOs, or development agencies
- Experience in agriculture, livelihoods, sustainability, or rural development storytelling
- Ethical storytelling approaches and community engagement skills
- Strong portfolio of human-centered impact narratives

7.2 Documentary Production Capacity

Applicants should demonstrate:

- End-to-end production capability (concept to final delivery)
- Expertise in scripting, directing, filming, editing, and post-production
- Ability to work in rural and remote highland farming environments
- Strong cinematic storytelling skills
- Ability to meet deadlines and manage multiple stakeholders

7.3 Communication and Coordination Skills

Applicants should demonstrate:

- Strong coordination and organizational skills
- Ability to translate technical agricultural and premium data into compelling narratives

7.4 Knowledge of Fairtrade and Ethical Trade (Preferred)

Added advantage:

- Understanding of Fairtrade principles
- Knowledge of coffee value chains
- Familiarity with Fairtrade Premium systems
- Understanding of SDG frameworks

8. Proposal Submission Requirements

Interested production houses are invited to submit:

- Technical proposal including production equipment (professional cinema-grade 4K or higher cameras, drones, audio gear, etc.)
- Post-production infrastructure (editing, grading, sound design, graphics, subtitles)



- Financial proposal
- Methodology and work plan
- Team composition and roles
- Timeline
- Relevant documentary portfolio
- Photography samples
- At least three references

Proposal Submission:

comms@fairtradenapp.org

Subject Line:

Proposal Submission for Fairtrade Premium Impact Documentary Film of Small-scale Coffee Producer Organisations in Papua New Guinea

Submission Deadline:

20th June 2026