



Call for Proposals

Production of a Fairtrade Premium Impact Documentary Film of Sportsball Producer Organisations in Sialkot, Pakistan

1. Background

Fairtrade aims to create sustainable livelihoods and strengthen equitable trade systems through ethical production and responsible consumer engagement. Within Pakistan's sports ball sector, Fairtrade-certified plantations contribute not only to high-quality global products but also to improved social and economic outcomes for workers and their communities.

The documentary will provide a broader overview of sports ball sector in Pakistan, including mapping Fairtrade-certified producer organizations and their geographical presence across production regions. It will showcase the diversity and contribution of participating producer organizations, strengthen their visibility within ethical global supply chains, and position Fairtrade-certified sports balls as products rooted in quality, responsible production, and social impact.

This assignment seeks to produce a compelling documentary film that traces the powerful journey of a Fairtrade-certified sports ball—from its origins in the skilled hands of workers in Sialkot, Pakistan, to its place in the global game. At its core lies a story of craftsmanship, community, and fairness.

The film will document each stage of the production process—from stitching, quality control, packaging, and export—to reveal the people behind the product and the systems supporting them. It will demonstrate how Fairtrade certification strengthens each stage of this journey through safe working conditions, fair wages, ethical practices, and long-term sustainability.

Beyond compliance, the documentary will bring to life the impact of the Fairtrade Premium—investments chosen by workers themselves to improve education, healthcare, gender equality, and environmental 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 sports balls from Pakistan while communicating the transformational outcomes of Fairtrade Premium interventions.

For more information:

www.fairtrade.net

www.fairtrade.net/napp-en

2. Objectives of the Assignment

The key objectives of this assignment are:

- Produce one powerful, high-quality documentary film with a commercial angle that builds visibility for Fairtrade-certified sports balls from Pakistan and showcases Fairtrade interventions across each stage of the production-to-export journey.
- Demonstrate the impact of Fairtrade Premium projects and other Fairtrade-supported interventions across four Fairtrade-certified sports ball hired labour organizations in Sialkot, Pakistan.
- Highlight the number of beneficiaries and capture real-life inspirational stories from workers and communities.
- Present the stories primarily from beneficiaries' perspectives, complemented by insights from management teams, Fairtrade Premium Committees, and relevant stakeholders.
- Develop compelling communication tools for advocacy, marketing, and outreach targeting impact investors, commercial partners such as brands and retailers, and consumers.
- Transport viewers to the source of Fairtrade products and provide a firsthand perspective of Fairtrade's contribution to addressing social, economic, and environmental challenges.
- Strengthen awareness and positioning of Fairtrade as a sustainable and ethical brand while contributing to increased market demand.

3. Scope of Work

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

3.1 Pre-Production

The selected production company shall:

Coordinate directly with 04 featuring four Fairtrade-certified sports ball producer organizations and relevant stakeholders to gather information on:

- Project background, including pre-intervention conditions and key challenges addressed.
- Project activities, outcomes, beneficiary numbers, and measurable results supported with evidence.

- Fairtrade interventions and Premium-funded initiatives.
- Commercial production processes from raw material handling to export.

Develop compelling 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:

- Workers
- Women
- Youth
- Premium Committee members
- Community members
- Management representatives

Support interviewees through:

- Interview preparation and pre-shoot guidance.
- Development of personalized interview prompts.

Prepare detailed profiles including:

- Full name
- Age
- Years of employment/work experience
- Family background
- Community role

Obtain:

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

Submit:

- Documentary concept note
- Film narrative

- Script and storyboard

For review and approval by Fairtrade NAPP within fourteen (20) days after contract signing.

3.2 Production and Post-Production

The production house shall:

- Develop the complete shooting and interview direction.
- Identify and finalize filming locations including production facilities, Premium projects, worker communities, and households.
- Conduct filming across all agreed locations in Pakistan.
- Capture production journey sequences including:
 - Stitching
 - Quality control
 - Packaging
 - Logistics and export
- Produce interviews and supporting footage.
- Conduct directing, editing, sound design, color grading, narration, voice-over recording, and subtitling.
- Incorporate Fairtrade branding and communication guidelines throughout post-production.
- Ensure storytelling balances commercial product positioning with social impact narratives.

4. Deliverables

4.1 Documentary Film

The production company shall deliver:

- One high-quality documentary film of approximately 8–10 minutes to be submitted in two versions/formats

Versions with and without:

- subtitles
- narration

- music
- One Final film compressed to 1 GB for Instagram post.
- Interview files
- All B-roll footages edited and un edited collected from the field.
- Source files
- Photography and Interview packages as mentioned below in 4.2 and 4.3

4.2 Interview Package

Interview footage and narratives shall feature:

- Workers
- Women and youth
- Premium Committee members
- Plantation management
- Community representatives
- Beneficiaries of Fairtrade Premium projects
- Photographs and video shots of all interviewees.

4.3 Photography Package

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

Portraits

- 10 strong portraits of workers and beneficiaries

Product Images

- 10 images of workers holding Fairtrade-certified sports balls or products

Action Photography

- 10 action images capturing workers during production activities

Project Documentation

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

Additional:

- Portraits of all interview subjects

4.4 Image Specifications

All images must:

- Be high resolution (minimum 1920 x1080)
- Be delivered in landscape and portrait orientation where relevant
- Include image captions indicating:
 - Name
 - Designation
 - Age

Images shall be uploaded to Google Drive and shared with:

comms@fairtradenapp.org

5. Payment Terms

Total Fixed contract value: €4,000 inclusive of all 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:

- Proven experience producing documentary films for NGOs, INGOs, multilateral agencies, or development organizations.
- Experience in sustainability and community development storytelling.
- Strong ethical storytelling approaches.
- Ability to engage respectfully with communities.
- Strong portfolio demonstrating authentic human-centered narratives.

7.2 Documentary Production Capacity

Applicants should demonstrate:

- Full production capability from concept to final delivery.
- Scripting, interviewing, directing, cinematography, editing, and post-production expertise.
- Demonstrate the capacity to deploy high-end professional cinema grade production equipments capable of delivering broadcast-quality outputs suitable for global communications, marketing, and advocacy purposes.
- Experience filming under challenging field conditions.
- Strong visual storytelling and cinematic techniques.
- Ability to meet deadlines and manage multiple stakeholders.

7.3 Communication and Coordination Skills

Applicants should demonstrate:

- Strong coordination and organizational skills.
- Ability to synthesize complex information into relatable stories.



7.4 Knowledge of Fairtrade and Ethical Trade (Preferred)

Added advantage:

- Knowledge of Fairtrade principles
- Understanding of ethical supply chains
- Familiarity with Fairtrade Premium systems
- Understanding of SDG frameworks

8. Proposal Submission Requirements

Interested production houses are invited to submit:

- Technical proposal with details of production tools and equipment's to execute the assignment (Professional cinema-grade cameras capable of shooting in 4K or higher resolution, drones etc)
- Professional post-production infrastructure, including editing, color grading, sound design, graphics, and subtitle integration software.
- Financial proposal
- Proposed methodology and workplan
- Team and Resource composition and roles (script, directions, graphics etc)
- Timeline
- Relevant documentary portfolio
- Photography samples
- At least three references from previous assignments

Proposals should be sent to:

comms@fairtradenapp.org with the SUBJECT: Proposal Submission for Fairtrade Premium Impact Documentary Film of Sportsball Producer Organisation in Pakistan.

Submission Deadline:

15th June 2026