

TERMS OF REFERENCE (ToR)

Development of Fairtrade Impact & Commercial Documentary Film

Fairtrade-Certified Cotton Producer Organisations in Tajikistan

Location of Shooting: Tajikistan (Sugd and Khatlon) (02 Fairtrade-Certified Cotton Producer Organisations)

Duration: 05 Months from Contract Signing

Commissioned by: Fairtrade NAPP

1. Background

Fairtrade Network of Asia and Pacific Producers (Fairtrade NAPP) is a regional network that represents and supports Fairtrade-certified producer organizations across Asia and the Pacific. NAPP works to strengthen smallholder farmers, workers, and producer organizations by promoting Fairtrade standards, supporting capacity development, and improving market access for ethically produced goods.

Through the Fairtrade system, producer organizations receive better trading conditions and the **Fairtrade Premium**, which is an additional sum of money paid to farmers and workers to invest in social, economic, and environmental development projects. These investments often support community infrastructure, education, sustainable farming practices, and improvements in livelihoods. www.fairtrade.net/napp-en

In Tajikistan, two Fairtrade-certified cotton Producer Organisations cultivate high-quality cotton under agro-climatic conditions unique to the region. Cotton from this region is known for:

- Long staple fiber quality
- High strength and uniformity
- Suitability for premium textile production
- Increasing demand in ethical and sustainable textile markets

Fairtrade certification ensures that cotton production adheres to social, environmental, and economic standards while enabling market access through ethical trade relationships.

To enhance visibility, strengthen export positioning, and demonstrate measurable impact, Fairtrade NAPP seeks to commission a professionally produced documentary film capturing the **complete cotton journey** — from seed to export — highlighting both:

- **Impact Angle** (social, environmental, livelihood transformation)
- **Commercial Angle** (quality, traceability, export readiness, scalability)

The film will document the full value chain across **two Producer Organisations**, presenting cotton not just as a commodity but as a driver of sustainable rural development.

2. Objectives

The primary objective is to produce a high-quality documentary and supporting digital assets that:

2.1 Showcase the Complete Cotton Journey

The documentary will cover:

1. Land preparation and sowing
2. Crop management and growing practices
3. Harvesting
4. Ginning and processing
5. Quality grading and bale preparation
6. Export and market linkage

Each stage must clearly highlight:

- Fairtrade interventions
- Technical practices
- Traceability systems
- Environmental safeguards
- Social and economic impact

2.2 Highlight Unique Selling Propositions (USPs)

a. Regional & Technical Strength of Tajikistan cotton

The film must present:

- Agro-climatic advantages (continental climate, irrigation systems, fertile soils)
- Fiber length and staple quality
- Uniformity and strength parameters
- Suitability for premium yarn and fabric manufacturing
- Export competitiveness
- Processing footage (ginning, baling, warehouse storage) should demonstrate professional export readiness.

b. Ethical Production under Fairtrade Standards

All cotton featured must demonstrate compliance with Fairtrade standards, including:

- Minimum Price protection
- Fairtrade Premium for community development
- Democratic governance of Producer Organisations
- Safe labour practices
- Prohibition of child labour
- Transparent traceability

Premium investments should include projects related to:

- Economic benefits
- Social Sustainability
- Environmental Protection including organic certifications

c. Environmental Sustainability

The documentary should capture:

- Reduced chemical pesticide use
- Integrated pest management
- Efficient water use systems
- Soil health improvement
- Climate resilience practices
- Biodiversity initiatives
- Organic practices

Visual documentation should include:

- Irrigation systems
- Biological pest control methods
- Soil practices
- Environmental landscapes

d. Social & Economic Impact

The film must demonstrate tangible impact such as:

- Increased farmer income stability
- Access to international markets
- Empowerment of women farmers
- Youth engagement in agriculture
- Strengthened producer institutions
- Community infrastructure funded by Premium

Personal testimonials from farmers (men, women, youth leaders) are essential.

e. Export Potential & Market Positioning

The commercial angle should position Fairtrade cotton from Central Asia as:

- Export-ready
- Traceable and certified
- Suitable for ethical textile brands
- Competitive in international markets such as UK, EU and US
- Scalable in volume and quality

Include:

- Baling and labeling
- Warehouse storage
- Shipment preparation
- Export documentation processes (where possible)
- Interviews with PO leadership on buyer partnerships

3. Scope of Work

3.1 Documentary Production

The selected production house will:

Pre-Production

- Coordinate and conduct preliminary research on both Producer Organisations
- Develop storyline concept for voiceover integrating impact + commercial narrative

- Select farmer beneficiaries and management for the film interviews, understand their impact, and support in developing targeted scripts to align with the overall objective of the film.
- Submit detailed storyboard and script including interviews
- Prepare filming schedule and preliminary visit across both locations

Production

Field shoots must capture:

- Sowing and crop growth
- Farmer and management interviews
- Harvesting operations
- Ginning facilities
- Bale preparation
- Community development projects funded by Premium
- Landscapes and regional identity

Minimum production standards:

- 4K or Ultra HD footage
- Drone shots
- Professional audio recording
- English voiceover (primary)
- Subtitles

Post-Production

Deliver:

- 08-10 minute main documentary (with and without subtitles, voiceover, graphics, music)
- All the raw footages captured on field including interviews.

3.2 Digital Repository Development

The agency will create a structured digital repository including:

High-Resolution Photographs (50 Nos/Producer Organisation)

- Field practices
- Portraits of farmers
- Processing
- Premium projects
- Export processes

All content must be:

- Organized by PO and activity
- Provided in structured folders
- Accompanied by metadata sheet (CSV/Excel) including:
 - Date
 - Location
 - Crop stage
 - Activity type
 - Keywords

Editable files and RAW footage must be handed over.

4. Deliverables

#	Deliverable	Description	Format
1	Inception Report	Workplan, concept note, shooting plan	Word
2	Storyboard & Script	Full narrative flow	Word
3	Raw Footage	All videos & photos	Digital
4	Final Documentary	08-10 min Additional compressed file of 01 GB for Instagram	MP4 (Ultra HD)
5	Final Documentary without any subtitle, editing or graphics	2-3 clips	MP4 (Ultra HD)
6	Digital Repository	Organized archive + metadata	Folders + CSV

5. Production House Requirements

- Proven experience in sustainability impact and agricultural documentaries
- Experience filming value chains (farm to export)
- Capacity for multi-location rural shoots
- Strong storytelling and scripting ability
- Professional equipment and in-house technical team
- Understanding of ethical trade or sustainable supply chains (preferred)
- Ability to synthesize technical data into compelling narratives

6. Timeline & Budget

Total Duration: 05 Months

Budget: 3000 Euros (inclusive of all cost; travel, logistics, production, post-production, taxes)

Payment Schedule (indicative):

- 20% upon contract signing
- 30% after submission of storyboard and approval
- 50% upon final delivery

7. Ownership & Usage Rights

All footage, photographs, raw files, and final outputs shall remain the sole property of Fairtrade NAPP. The production house may not use any content without prior written approval.

8. Expected Narrative Flow of the Film

1. Opening: Landscapes of Tajikistan & Cotton Heritage
2. Seed to Soil: Sowing & Agro-climatic Strength
3. Background of Fairtrade cotton producers and their history and evolution, vision, mission
4. Growing with Responsibility: Fairtrade Standards in Practice
5. Harvest: Labour, Community, and Livelihoods
6. From Boll to Bale: Processing & Quality Assurance
7. Export to the World: Commercial Strength
8. Impact Stories: Premium Transforming Lives
9. Closing: Cotton that is Better for People and Planet

This documentary will position Fairtrade cotton from Tajikistan as:

- A technically strong fiber
- An ethically produced commodity
- A climate-conscious crop
- A scalable export product
- A powerful vehicle for rural transformation

9. Application Process

Interested agencies must submit:

- Company profile and portfolio
- Technical proposal (methodology, storyline approach, workplan)
- Financial proposal (itemized)
- Samples of similar work

Submission Deadline: 20th March 2026

All proposals to be emailed to comms@fairtradenapp.org with the subject marked as : Proposal Submission of Documentary Film Production in Tajikistan

NOTE: Only shortlisted companies will be communicated via email