CALL FOR PROPOSALS (CfP) / TERMS OF REFERENCE (ToR)

Production of Fairtrade Coffee Promotional Film and Photography Package – India

Project: Showcasing the Diversity, Quality and Origin Specialty of Fairtrade Coffee from India
Geographical Coverage: Andhra Pradesh, Kerala and Karnataka, India
Issued by: Fairtrade Network of Asia and Pacific Producers (Fairtrade NAPP)

---

1. Background and Project Overview

The Asia-Pacific region is home to diverse coffee-growing landscapes, varieties, production systems and distinctive Fairtrade coffee profiles. From the high-altitude coffee plantations of Araku in Andhra Pradesh to the specialty Arabica and Robusta varieties of Karnataka and the distinctive Fine Robusta and Monsoon Malabar coffees of Kerala, the region offers a wide range of products with unique origin characteristics and commercial potential.

Fairtrade Network of Asia and Pacific Producers (Fairtrade NAPP) seeks to strengthen the visibility, market positioning and commercial potential of Fairtrade-certified coffee from the Asia-Pacific region. As part of a broader regional initiative, Fairtrade NAPP intends to produce **a series of short promotional films showcasing Fairtrade coffee from across India.**

The assignment will cover three major coffee-producing regions in India:

1. Andhra Pradesh – Araku Coffee

2. Kerala – Fine Robusta, Monsoon Malabar

3. Karnataka – Robusta

The assignment will produce a comprehensive library of professional video footage, photography, interviews and promotional films that can be used by Fairtrade NAPP for regional marketing, buyer engagement, trade fairs, digital campaigns, social media and other commercial outreach initiatives.

2. Objectives of the Assignment

The key objectives are to:

1. Showcase the diversity of Fairtrade-certified coffee grown across Andhra Pradesh, Kerala and Karnataka.
2. Highlight the distinctive characteristics of different coffee varieties, including Araku coffee, Fine Robusta, Monsoon Malabar, Arabica and Robusta.
3. Document the complete coffee journey, from cultivation and harvesting to processing, quality assessment, packaging and preparation for export.

4. Capture the origin specialty, growing conditions, local terroir, processing techniques and unique attributes that distinguish each coffee-producing region.
5. Showcase the quality and commercial attributes of Indian coffee, including cupping scores, flavour profiles, aroma, acidity, body and other relevant sensory characteristics, wherever available and verified.
6. Highlight good agricultural practices, sustainable farming methods and quality management practices followed by producer organisations and farmers and other Fairtrade commercial value proposition for buyers such as EUDR ready, organic farming etc.
7. Capture authentic farmer and producer organisation perspectives through short interviews and field interactions.
8. Create high-quality commercial promotional content that attracts international coffee buyers, roasters, importers and potential business partners.
9. Develop a comprehensive, categorised library of professional photographs and raw video footage for future marketing and promotional requirements.
10. Produce multiple promotional formats suitable for websites, social media, trade fairs, buyer presentations and other marketing channels.
11. Capture Fairtrade Premium and/or Programme interventions where relevant.

3. Scope of Work

The selected production house will be responsible for the end-to-end planning, coordination, filming, photography, editing and delivery of the assigned content.

3.1 Pre-Production and Coordination

The production house shall:

- Coordinate with Fairtrade NAPP's designated team members to understand the assignment, content requirements and intended commercial positioning.
- Coordinate directly with the identified Fairtrade-certified producer organisations across Andhra Pradesh, Kerala and Karnataka.
- Work with the relevant producer organisations to identify coffee farms, processing facilities, quality laboratories, warehouses and other suitable filming locations.
- Develop a detailed filming schedule covering all three regions.
- Identify the specific coffee varieties and production activities to be documented in each region.
- Prepare a detailed shot list covering cultivation, harvesting, processing, quality assessment, packaging and transportation.

- Identify and shortlist farmers, cooperative representatives, quality experts, processing specialists and other relevant interviewees.
- Develop interview questions and filming briefs for each location.
- Prepare a detailed production plan, including travel, logistics, equipment requirements and timelines.
- Ensure that the filming schedule is coordinated with the actual coffee production and harvesting cycles, where relevant.

3.2 Production – Field Filming and Video Footage

The selected vendor shall undertake professional filming across the three identified coffee-producing regions. The indicative locations will be:

1. Wayanad, Idduki, Kannur – Kerala
2. Alluri Sitarama Raju District, Andhra Pradesh
3. Karnataka: Chikkamagaluru & Hassan

The footage should collectively communicate the journey of Indian coffee, from its origin to a finished, market-ready product.

A. Coffee Cultivation and Growing Practices

Capture footage of:

- Coffee plantations and the surrounding landscapes.
- Arabica and Robusta coffee plants and their distinctive characteristics.
- Coffee seedlings, nurseries and planting activities, where available.
- Coffee trees at different stages of growth.
- Flowering and cherry development.
- Shade-grown coffee and agroforestry systems, wherever practised.
- Soil management, irrigation and water conservation practices.
- Organic and sustainable agricultural practices, where applicable.
- Farmers undertaking regular farm maintenance and management activities.
- Intercropping and other associated agricultural practices.

B. Harvesting and Post-Harvest Activities

Capture footage of:

- Coffee cherries at different stages of maturity.
- Selective harvesting of ripe coffee cherries.

- Farmers undertaking harvesting activities.
- Cherry collection and sorting.
- On-farm handling and transportation.
- Drying and storage activities.
- Post-harvest quality management.

C. Processing and Specialty Techniques

Capture the different processing methods followed across the three regions, including:

- Washed/wet processing.
- Natural/dry processing.
- Honey processing, wherever practised.
- Pulping and fermentation.
- Washing and drying.
- Hulling and polishing.
- Sorting and grading.
- Specialty processing techniques.
- Monsoon Malabar processing and its distinctive monsooning practices.
- Fine Robusta processing and quality management.

The production house should capture the actual processing methods followed by the respective producer organisations rather than using generic coffee-processing visuals.

D. Quality Assessment and Cupping

This is an important component of the commercial positioning of the film.

Capture:

- Coffee bean grading and quality assessment.
- Green coffee bean evaluation.
- Coffee roasting activities, where relevant.
- Professional cupping sessions.
- Coffee experts assessing aroma, flavour, acidity, body and aftertaste.
- Cupping and sensory evaluation procedures.

Where available, the vendor should capture verified cupping scores, specialty classifications, tasting notes and quality certifications for the respective coffee varieties.

E. Packaging, Storage and Market Readiness

Capture:

- Green coffee beans after processing.
- Packaging and bagging activities.
- Storage and warehousing facilities.
- Quality inspection before dispatch.
- Export-ready coffee packaging.
- Labelling and traceability systems.
- Loading, transportation and dispatch activities, wherever accessible.
- Final coffee products and retail-ready presentations, where applicable.

The overall footage should communicate the quality, consistency, traceability and market readiness of Fairtrade-certified Indian coffee.

3.3 Product and Origin-Specific Storytelling

The vendor shall ensure that each geographical region and coffee variety receives dedicated coverage.

Andhra Pradesh – Araku Coffee

The footage should highlight:

- The distinctive Araku coffee-growing landscape.
- Its cultivation system and agroforestry practices.
- Harvesting and processing practices.
- Quality characteristics and cupping profiles, where available.
- Producer organisation and farmer perspectives.
- Specialty and commercial positioning of Araku coffee.

Kerala – Fine Robusta and Monsoon Malabar

Dedicated footage should be captured for:

- Fine Robusta: cultivation, harvesting, processing and specialty quality characteristics.
- Monsoon Malabar: origin, distinctive monsooning process, processing facilities and unique cup characteristics.

- Other Robusta varieties grown in the region, where relevant.

The film should clearly communicate what differentiates Fine Robusta and Monsoon Malabar from conventional coffee offerings.

Karnataka – Robusta

The footage should highlight:

- Robusta coffee-growing regions.
- Distinctive cultivation and harvesting practices.
- Processing methods followed by producer organisations.
- Quality assessment and cupping profiles.
- Specialty characteristics and commercial positioning.
- Farmer and cooperative perspectives.

4. Interviews and Farmer Perspectives

The production house shall capture short, focused interviews with selected stakeholders across the three regions.

Potential interviewees include:

- Coffee farmers, including women and young farmers.
- Producer organisation representatives.
- Coffee processing specialists.
- Quality assessors and professional cuppers.

The interviews should capture the following themes:

- What makes Fairtrade coffee from their region distinctive?
- What varieties of coffee are cultivated?
- What are the specific growing conditions and agricultural practices?
- How are Arabica and Robusta cultivated, harvested and processed?
- What makes their coffee unique in terms of flavour, aroma and cup profile?
- What quality management and processing practices are followed?
- What are the specialty characteristics that buyers should know about?
- What are the production capacities and commercial opportunities, where verified?
- What makes their coffee suitable for international markets?

- Fairtrade interventions and projects (such as CDP, EUDR etc)

Interviews should be concise and commercially relevant, with a preference for authentic farmer voices and technically informed responses.

The vendor shall also capture supporting B-roll footage of the interviewees undertaking their regular activities.

5. Photography Requirements

In addition to video production, the selected vendor shall capture a professional photography library documenting the coffee varieties, growing regions, farmers, production practices and finished products.

The photography package should include:

A. Coffee Landscape and Plantation Photography

- Coffee plantations and growing landscapes.
- Coffee trees, flowering and cherries.
- Arabica and Robusta varieties.
- Shade-grown coffee and agroforestry systems.

B. Farmer and Activity Photography

- Farmers working in coffee plantations.
- Harvesting and cherry collection.
- Processing and drying.
- Sorting and grading.
- Farmers holding coffee cherries and finished coffee products.

C. Processing and Quality Photography

- Processing facilities and machinery.
- Coffee drying yards.
- Green coffee beans.
- Cupping and quality assessment/coffee cupping labs.
- Roasting and packaging.

D. Product Photography

- Different coffee varieties.
- Green coffee beans.
- Finished coffee products in bulk packing.

- Product packaging and export-ready coffee.

Minimum expected output: 20–30 professionally captured and edited high-resolution photographs per region, with additional photographs of key coffee varieties and processing activities wherever required.

All photographs must be captioned with relevant details, including the location, coffee variety, activity and producer organisation, wherever applicable.

6. Deliverables

The selected production house shall deliver the following:

6.1 Main India Promotional Film

One comprehensive promotional film of approximately 08 **minutes**, showcasing Fairtrade coffee from Andhra Pradesh, Kerala and Karnataka.

The film should:

- Present an engaging overview of India's coffee-growing regions.
- Showcase the different varieties and origin specialties.
- Highlight cultivation, harvesting and processing practices.
- Communicate quality attributes and cupping profiles.
- Showcase the journey from farm to export-ready coffee.
- Feature relevant farmer, cooperative and technical expert interviews.
- Position Fairtrade-certified coffee as a quality-driven and commercially attractive product.

The film should be developed as a standalone India promotional film while ensuring that the footage and narrative can also be integrated into the larger Fairtrade Asia-Pacific regional promotional film.

The final film should be delivered with final:

- Voiceover and subtitles.
- Music and graphics
- High-resolution master file.
- Compressed digital version suitable for online distribution (Instagram within 1 GB)
- Fairtrade branding

6.2 One-Minute Regional Promotional Video/

The vendor shall develop dedicated one-minute promotional videos for the following:

1. Araku Coffee – Andhra Pradesh.

2. Karnataka Coffee – Robusta.
3. Kerala Coffee – Fine Robusta and Monsoon Malabar.

These videos should be designed as individual promotional pieces for buyers, roasters, importers and digital audiences.

6.3 Short Promotional Videos – Social Media

The vendor shall develop approximately **10–12 short promotional videos**, each of approximately 30 seconds, for social media and digital marketing.

Indicative distribution:

- Andhra Pradesh: 3–4 promotional videos.
- Kerala: 3–4 promotional videos.
- Karnataka: 3–4 promotional videos.

Suggested themes include:

- Discover Araku Coffee.
- The Specialty of Indian Arabica.
- Exploring Indian Robusta.
- Fine Robusta from Kerala.
- The Unique Monsoon Malabar Process.
- From Coffee Cherry to Green Bean.
- The Art of Coffee Processing.
- Understanding Coffee Cupping and Quality.
- The Farmers Behind Indian Coffee.
- Discovering the Diversity of Fairtrade Coffee from India.

The final selection of themes will be agreed upon with Fairtrade NAPP.

6.4 Raw Video Footage Library

The vendor shall hand over all raw and unedited video footage captured during the assignment.

All footage should be properly labelled to identify the location, activity, coffee variety and producer organisation.

The vendor shall ensure that the complete raw footage library is handed over to Fairtrade NAPP, without additional charges for access to the original files.

6.5 Technical Specifications and Formats

All video content must be captured using professional cinema-grade cameras and equipment.

Landscape format:

- Preferred resolution: 4K Ultra HD (3840 × 2160 pixels).
- Aspect ratio: 16:9.
- Minimum acceptable final delivery resolution: 1920 × 1080 pixels.
- Suitable for websites, YouTube, presentations, trade fairs and the regional master film.

Vertical format:

- Aspect ratio: 9:16.
- Preferred resolution: 1080 × 1920 pixels or higher.
- Suitable for Instagram Reels, Facebook Reels, YouTube Shorts and other vertical digital platforms.

The vendor should plan the framing and composition of field footage to accommodate both landscape and vertical edits without compromising the quality of the final output.

Photography:

- High-resolution professional images.
- Landscape and portrait formats, wherever relevant.
- JPEG and original RAW files.
- Minimum 3000 pixels on the longer edge, wherever possible.

All final videos should be delivered in widely compatible digital formats, preferably MP4 (H.264/H.265), along with the relevant source project files.

6.6 File Management and Handover

All raw footage, edited videos, photographs and final deliverables shall be uploaded to a designated OneDrive folder shared by Fairtrade NAPP.

The vendor shall:

- Maintain a clear folder structure.
- Label and organise all files according to region, variety and content category.
- Ensure that footage and photographs are properly backed up.
- Share regular updates on the upload and completion of files.
- Hand over all original footage, edited files and source project files.

The final submission must include a complete inventory of all files delivered.

7. Production Equipment and Technical Requirements

The vendor should also have adequate post-production infrastructure for editing, colour grading, sound design, motion graphics, subtitling and final rendering.

8. Responsibilities of the Selected Vendor

The selected production house will be responsible for:

1. Overall planning and execution of the filming assignment.
2. Coordinating with Fairtrade NAPP and identified producer organisations.
3. Developing the shooting schedule and detailed shot list.
4. Arranging the required production crew, equipment and logistics.
5. Conducting professional filming and photography across all three regions.
6. Identifying suitable interviewees and preparing interview questions.
7. Ensuring the accuracy of information relating to coffee varieties, processing methods and quality characteristics.
8. Obtaining necessary permissions and informed consent from individuals and producer organisations before filming.
9. Managing editing, post-production and delivery of all promotional materials.
10. Incorporating feedback and revisions from Fairtrade NAPP.
11. Maintaining backups and transferring all original footage and project files.
12. Ensuring adherence to Fairtrade branding and communication guidelines.

9. Responsibilities of Fairtrade NAPP

Fairtrade NAPP will:

- Provide an overall briefing on the project and its commercial objectives.
- Identify and facilitate introductions to the relevant producer organisations and designated team members in Andhra Pradesh, Kerala and Karnataka.
- Facilitate access to relevant producer organisations and locations, subject to their agreement.
- Share available background information on coffee varieties, production systems and quality characteristics.

- Review and approve the proposed concept, shooting schedule and interview framework.
- Review the preliminary edits and provide consolidated feedback.
- Provide relevant Fairtrade branding and communication guidelines.

10. Timeline and Work Plan

The assignment is expected to be completed within approximately 04-06 weeks from contract signing, subject to the availability of producer organisations and field filming schedules.

11. Vendor Qualifications and Experience

Interested production houses should demonstrate:

A. Relevant Production Experience

- Proven experience in promotional films, documentaries and commercial video production.
- Experience covering agriculture, food products, coffee, commodities or related sectors.
- Experience in product storytelling and origin-based promotional films.

B. Technical Capabilities

- Professional 4K filming and photography capabilities.
- Experience in landscape and vertical video production.
- Expertise in editing, sound design, colour grading and motion graphics.
- Capacity to manage large volumes of raw footage and structured file delivery.

C. Coordination and Field Production

- Experience coordinating with producer organisations, farmers and rural communities.
- Ability to undertake field filming across multiple locations.
- Strong project management and logistical coordination skills.

D. Creative and Commercial Storytelling

- Ability to translate technical product information into compelling visual narratives.
- Experience in showcasing product quality, origin specialty and commercial value.
- Understanding of coffee production, processing and quality attributes will be an added advantage.

12.Project Budget

The total indicative budget allocated for the assignment is **EUR 6,000** (all inclusive of travel, food, taxes)distributed equally across the three states covered under the project

13.Proposal Submission Requirements

Interested production houses are invited to submit a comprehensive technical and financial proposal outlining the deliverables and cost. The financial proposal should provide a detailed, itemised cost estimate covering the complete assignment including full team costs, equipment costs, estimated travel costs to the locations and the local travel at the sites, post-production costs.

13. Payment Terms

The proposed payment schedule will be:

- **20%** upon contract signing and approval of the production plan.
- **30%** upon completion of field production and submission of the required footage and photography.
- **50%** upon final approval and submission of all edited films, photographs, raw footage and source project files.

Payments will be processed upon submission of the relevant invoices and acceptance of the agreed deliverables by Fairtrade NAPP.

14. Copyright, Ownership and Usage Rights

All footage, photographs, interviews, edited films, audio recordings, scripts and other creative assets produced under this assignment shall be the property of Fairtrade NAPP.

The vendor shall:

- Hand over all raw and edited footage.
- Provide all relevant project and source files.
- Ensure that music, graphics, third party assets are appropriately licensed for the intended usage.
- Obtain written informed consent from individuals featured in the films and photographs.
- Obtain necessary permissions from producer organisations and filming locations.

The vendor shall not independently publish or commercially reuse the commissioned content without prior written approval from Fairtrade NAPP.

15. Proposal Evaluation Criteria

Proposals will be evaluated based on the following indicative criteria:

Evaluation Criteria	Weightage
Understanding of the assignment and creative concept	30%
Relevant experience and portfolio	20%
Technical capabilities and production equipment	15%
Field production and coordination methodology	15%
Team composition and implementation timeline	10%
Financial proposal and value for money	10%
Total	**100%**

Fairtrade NAPP reserves the right to seek clarifications, request revisions or conduct discussions with shortlisted production houses before finalising the selection.

16. Proposal Submission

Interested production houses are requested to submit their technical and financial proposals to:

Email: comms@fairtradenapp.org

Subject Line: Proposal Submission – Fairtrade Coffee Promotional Film and Photography Package – India

Submission Deadline: 20th November 2026

Only shortlisted proposals will be communicated via email for a final assessment call.