TERMS OF REFERENCE (ToR)

Agency Selection for Wall Murals on Fairtrade Premium Awareness – Tea Estates in Sri Lanka

1. Background

Fairtrade Network of Asia & Pacific Producers (Fairtrade NAPP) works alongside producer organisations, farmers and workers across Asia and the Pacific to promote sustainable livelihoods, workers' rights and responsible trade practices.

The Fairtrade Premium is an additional amount paid by buyers on top of the price of Fairtrade-certified products. It belongs to workers and is intended to support their families and communities through investments decided through democratic and participatory processes.

However, awareness and understanding of the Fairtrade Premium, its management, the role of the Fairtrade Premium Committee, workers' participation and their rights remain important areas for continued education and communication within tea estates.

To strengthen awareness among tea estate workers in Sri Lanka, Fairtrade NAPP intends to undertake an educational wall mural initiative across nine selected tea estates in Horana, Hatton and Bogawanthalawa.

Through creative visual storytelling and hand-painted illustrations, the murals will communicate key information about the Fairtrade Premium in an engaging, accessible and locally relevant manner.

The initiative will use traditional narrative mural art, depicting authentic tea plantation settings, women tea pluckers, male and female workers, worker representatives, committee meetings and community development activities.

2. Objectives of the Assignment

The primary objective is to design and execute a series of educational wall murals that communicate Fairtrade Premium-related information to tea estate workers.

The specific objectives are to:

1. Increase awareness and understanding of what the Fairtrade Premium is, how it is generated and who it belongs to.
2. Explain the role, composition and responsibilities of the Fairtrade Premium Committee (FPC).
3. Promote workers' participation in Premium-related decision-making, planning and monitoring.
4. Improve awareness of workers' rights, representation and access to information.
5. Communicate the different categories of Fairtrade Premium investments and the applicable rules governing their use.

6. Create permanent educational and visual communication resources within tea estates that workers can access in their everyday surroundings.

3. Project Locations and Coverage

The selected agency will undertake mural painting across the following locations:

Location	Number of Estates	Murals per Estate	Total Murals
Horana	3	3	9
Hatton	3	3	9
Bogawanthalawa	3	3	9
Total	9	3	27

Each tea estate will have a complete set of three educational murals covering the following themes:

- Mural 1: Understanding Fairtrade Premium – Its Generation, Ownership and Purpose.
- Mural 2: Fairtrade Premium Committee – Representation, Decision-making and Workers' Rights.
- Mural 3: Fairtrade Premium Investments – Categories of Investment, Cash Benefits and Workers' Rights.

4. Scope of Work

The selected agency will be responsible for the following activities:

4.1 Preliminary Site Assessment

- Closely coordinate with the 03 Tea Plantation Management
- Conduct site visits to all nine selected tea estates.
- Identify suitable wall spaces for the three murals at each estate.
- Assess wall dimensions, surface conditions, accessibility, visibility and suitability for outdoor painting.
- Recommend appropriate wall locations to ensure workers can easily view and understand the murals.
- Submit proposed wall measurements and photographs to Fairtrade NAPP for approval before commencing work.

4.2 Artwork Adaptation and Layout Planning

Fairtrade NAPP will provide the approved mural concepts, educational content, visual references and overall creative direction.

The agency will be responsible for:

- Translating the approved concepts into practical wall-painting layouts.
- Maintaining consistency in the artistic style, colour palette, character illustrations and visual identity across all nine estates.
- Adapting the composition to suit the dimensions and physical conditions of individual walls.
- Ensuring that all approved text, illustrations, headlines and educational messages are accurately reproduced.
- Preparing scaled digital mock-ups or wall layout drawings for approval before execution.

The agency must not independently change the educational messages or Fairtrade Premium-related information without prior approval from Fairtrade NAPP.

4.3 Execution of Wall Murals

The agency will execute three murals at each of the nine estates, resulting in 27 completed murals.

The agency will undertake:

- Surface preparation, cleaning, plaster repairs where necessary and base coating.
- Procurement of suitable paints, brushes, materials and other painting equipment.
- Execution of the approved artwork by experienced mural artists
- Application of high-quality, durable and weather-resistant paints suitable for outdoor wall exposure.
- Finishing, detailing and protective coating wherever required.
- Ensuring consistent quality, colour accuracy and legibility across all locations.

4.4 Artistic Style and Painting Format

- Hand-painted illustrations with fine, expressive outlines and natural brushwork.
- Realistic human faces, expressions and body proportions.
- Earthy and natural colour palettes, including tea green, olive, terracotta, ochre, dusty rose, muted blue, beige and warm cream.
- Detailed backgrounds depicting authentic tea plantations and estate environments.
- Natural interactions between workers, committee representatives and estate management.
- Consistent characters and illustration techniques across all three murals.

4.5 Mural Composition and Format

Each mural should maintain the following visual balance:

- Approximately 60% illustrations and visual storytelling.
- Approximately 40% written content and educational messages.

The illustrations should be the dominant feature, supported by concise, readable text and clear headlines.

The agency should avoid overcrowded compositions, excessive text, small illustrations and overly complicated graphic layouts.

The murals should be readable from a reasonable viewing distance and should use clear typography, appropriate text sizes and sufficient spacing.

Suggested format:

- Three separate murals at each estate.
- Vertical or horizontal composition depending on available wall space.
- Suggested aspect ratio: 4:5 or 3:4 for vertical murals, subject to site conditions.
- Final dimensions to be determined following site assessment and approval by Fairtrade NAPP.

4.6 Language and Text Reproduction

The educational content and approved text will be provided by Fairtrade NAPP.

The agency will be responsible for reproducing the approved text accurately and ensuring appropriate visual placement and legibility.

5. Deliverables

The selected agency will be required to submit the following:

Deliverable	Description
Site assessment	Wall measurements, site photographs and suitability assessment for all nine estates.
Design adaptation	Three mural layout adaptations, including scaled mock-ups for approval.
Material procurement	Procurement of all painting materials, tools and equipment.
Surface preparation	Cleaning, repairs, priming and base coating of identified walls.
Mural execution	Completion of 27 hand-painted educational murals across nine estates.
Quality assurance	Final inspection and corrections wherever required.
Documentation	High-resolution photographs before, during and after painting.
Completion report	Report covering estate-wise wall dimensions, surface area, mural details and completion status.

The agency must submit photographs of all completed murals, including wide-angle photographs showing the murals in their actual estate surroundings.

6. Timeline

The agency should propose a detailed implementation schedule covering:

1. Preliminary site visits and wall assessment.
2. Artwork adaptation and submission of mock-ups.
3. Approval from Fairtrade NAPP.
4. Procurement and transportation of materials.
5. Wall preparation and painting.
6. Quality checks and final corrections.
7. Submission of documentation and completion report.

The overall implementation period will be finalised in consultation with Fairtrade NAPP and the respective tea estate representatives.

The agency should demonstrate its capacity to deploy multiple painting teams, if required, to complete the work across the three locations within the agreed timeframe.

Timeline: Within 15 days of the signing of the contract (within 2026)

7. Qualifications and Experience of the Agency

Interested agencies should demonstrate:

- Proven experience in professional mural painting, community wall art or public awareness campaigns.
- A portfolio of completed hand-painted murals, preferably in rural or community settings.
- Experience in creating large-scale educational or storytelling murals.
- Availability of skilled mural artists and painting teams.
- Capacity to manage simultaneous assignments across multiple locations.
- Knowledge of outdoor wall preparation and durable painting techniques.
- Experience working with community organisations, plantations or development-sector institutions will be an advantage.
- Ability to coordinate with local estate representatives and work within agreed schedules.

8. Budget and Financial Proposal

The **total project budget** is **EUR 5000**

This amount will **cover all costs** associated with the project, including:

Artist and manpower fees

Paints, materials, and tools

Wall preparation and execution

Travel, accommodation, and local logistics

Documentation and reporting

The cost is **inclusive of all taxes and expenses**.

Payment will be made in instalments as agreed upon, based on completion and approval of deliverables.

Interested agencies are required to submit a detailed financial proposal covering the complete execution of 27 murals across nine tea estates.

9. Reporting and Coordination

The selected agency will coordinate directly with:

- Fairtrade NAPP Team
- Representatives of the nine participating tea estates.

The agency will ensure that site access, work schedules, material transportation and painting activities are coordinated with the respective estate representatives.

Regular progress updates and photographs should be shared with Fairtrade NAPP throughout implementation.

10. Submission of Proposal

Interested agencies are requested to submit the following:

1. Company profile and relevant experience.
2. Portfolio of previous mural paintings and similar projects, preferably with photographs.
3. Proposed artistic approach and painting methodology.
4. Proposed implementation plan and location-wise schedule.
5. Details of the proposed mural artists and painting teams.
6. Proposed paint brands, materials and outdoor finishing specifications.
7. Detailed financial proposal covering all 27 murals.
8. Confirmation of availability to undertake work across Horana, Hatton and Bogawanthalawa.

Submission Deadline: 28th November 2026

Submission Email: comms@fairtradenapp.org

Email Subject: Proposal Submission for Wall Mural Painting Assignment in Sri Lanka

NOTE: Only top 03 shortlisted companies will be communicated via email.