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TERMS OF REFERENCE

CONSULTANCY FOR RESEARCH TO INFORM SUSTAINABLE MARKETS AND PARTICIPATORY PRODUCT PROFILING

Project: Transitioning towards Green Resilience: Building Sustainable and Inclusive Agricultural Communities.

Budget line: 5.2.1

Deadline for Application: October 2nd, 2026

Rationale

Smallholder farmers in Indonesia remain the backbone of the national agricultural sector, yet they currently face a dual crisis of economic marginalisation and environmental vulnerability. Many farmers operate within fragmented value chains that limits their access to market, causing them to experience information asymmetry and leaving them unable to capture the value of their labour or effectively influence policy. This structural challenge is being heightened by the intensifying impacts of climate change, such as unpredictable rainfall patterns, increased pest prevalence, and soil degradation, all of which directly threaten productivity and livelihoods for crops like coffee, cocoa, coconut sugar, arenga sugar, rice and vegetables. On the other hand, there is a cultural shift observed among urban consumers globally, where consumers and institutional buyers are increasingly prioritising environmental integrity and sustainability in their purchasing decision making. This growing consciousness is driving a demand for products that are not only high-quality but also ethically produced and traceable, creating a unique opportunity to integrate these values into the daily lives of consumers and the core operations of businesses.

The project *Transitioning Towards Green Resilience: Building Inclusive and Sustainable Agricultural Communities*, funded under the EU CSO Thematic Programme, recognises that sustainable agricultural development requires both environmental and economic empowerment. The rationale for this intervention lies in the necessity to bridge the widening gap between these evolving market demands and the realities of field-level production. By empowering cooperatives and farmer organisations (FOs) with rigorous market intelligence and participatory research, this project provides the evidence base required to transform smallholders from passive producers into proactive market participants.

Within this framework, a consultancy is being solicited to conduct market research on sustainable products in five major cities in Indonesia (Jakarta, Denpasar, Bandung, Surabaya, and Makassar), and to develop and implement tools for participatory product profiling in collaboration with the implementing partners: **Fairtrade International, and**



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its member organisation Fairtrade Network of Asia Pacific Producers (NAPP), and Bina Desa.

The consultancy will contribute to the project's Outcome 2 by translating market research and product profiling findings into recommendations for practical market engagement, stakeholder dialogue and awareness-raising activities. This will include recommendations for consumer awareness activities, engagement with relevant government stakeholders, multi-stakeholder dialogue and forums, and business-to-business (B2B) engagement with potential institutional and commercial buyers. These activities will contribute to the development and implementation of a South-to-South market pilot connecting selected Indonesian producer organisations with potential domestic and regional market opportunities.

Objectives of the Consultancy

- To analyse the current Indonesian market landscape for **coffee, cocoa, coconut sugar, arenga sugar, rice, and vegetables**.
- To understand perceptions of sustainable products among consumers, institutional buyers, and manufacturing companies.
- To examine the existing support ecosystem and determine its alignment with market demands.
- To develop a participatory product profiling methodology that enables farmers to map their production against identified market trends and facilitate the participatory product profiling workshops with designated *cooperatives* in Central and East Java and farmer organisations in West and South Sulawesi.
- To identify market linkages between selected producer organisations and potential institutional, commercial and consumer markets based on identified product and market opportunities

Overview of Consultancy's Responsibilities

The consultancy is expected to take place over a period of **up to eight (8) months** (from October 2026 to May 2027), to cover the following planned activities:

Market Research on Sustainable Products (Output 1):

- Conduct research in 5 prominent cities: Jakarta, Denpasar (Bali), Bandung, Surabaya, and Makassar by mapping the existing market landscape for coffee, cacao, coconut sugar, and arenga sugar, rice and vegetables.
- Understand the perception of consumers in targeted cities regarding to sustainable agriculture products and the sustainability in agriculture itself.
- Assess **consumer** trends (identifying what motivates sustainability-friendly purchases and the barriers (price, accessibility) that prevent action), **institutional**

and **prominent retail shops/stores** procurement requirements (such as hotels and supermarkets to understand their procurement standards and specific requirements for sustainable agricultural goods), and **company** ingredient specifications for the identified commodities (evaluate the perspectives of companies utilising these commodities as ingredients to determine their commitment to sustainable sourcing and traceability).

- Analyse the current ecosystem (government support, certifications, incentives) and identify alignment gaps. Examine existing support structures—such as government extension services, cooperative incentives, and existing certification programs (e.g., Fairtrade, organic)—to see if they match the needs identified by buyers and consumers.
- Assess market-readiness and market-entry requirements for selected producer organisations and products by comparing identified buyer requirements with available production, quality, volume, certification, traceability, packaging, pricing, logistics and documentation capacities.
- Map potential buyers and market actors for the identified commodities, including hotels, supermarkets, retailers, food and beverage companies, manufacturers, restaurants/cafés, hospitals, consumer cooperatives, distributors and relevant government procurement agencies. The mapping should identify their product requirements, estimated demand where available, quality and sustainability requirements, certification and traceability expectations, packaging requirements, procurement processes and potential interest in sourcing from producer organisations.
- Insights from the market research will be translated into tools for the participatory workshops in the target regions and into practical recommendations for product positioning, producer–buyer matching, consumer engagement, stakeholder dialogue and B2B market development.

Participatory Product Profiling (Output 2):

Using findings from the market research, the consultancy is to develop and implement product profiling tools with the following details.

- Develop and implement tools for farmer-led identification and mapping of production constraints and opportunities.
- Facilitate workshops with 5 FOs (3 in Polewali Mandar and 2 in Bantaeng, Sulawesi) and 7 cooperatives in Central and East Java **to develop market-oriented commodity profiles** for cacao, coffee, rice, arenga sugar, rice, and vegetables commodities covering product characteristics, origin, production and processing practices, available volumes, quality specifications, sustainability practices, certification, traceability, packaging, seasonality, pricing considerations, logistics and other relevant buyer requirements identified

through the market research. Please see the table below for details on the regions and specific commodities.

- Participatory verification of interim research results through FGDs with farmers and the final validation of verified research results with Bina Desa, Fairtrade International and Fairtrade NAPP.
- ***Develop a producer-buyer matching matrix identifying potential matches between selected producer organisations/products and identified buyers, including areas of alignment, market-readiness gaps and recommended follow-up actions***

Target for Product Profiling Workshops

Regions	Regency	Commodity	Remarks
Central Java	- Purbalingga - Banjarnegara - Purworejo - Kebumen	Coconut Sugar	Fairtrade-certified farmers
East Java	Situbondo	Coffee	Fairtrade-certified farmers
West Sulawesi	Polewali Mandar	Rice, Cocoa, Arenga Sugar	Bina Desa's partner farmer organisations
South Sulawesi	Bantaeng	Rice, Cocoa, Vegetables	Bina Desa's partner farmer organisations

Table 1 Locations of cooperatives and farmer organisations

Fairtrade International: Members may be over 200 km apart across villages, districts, and regencies. Two organisations operate at the provincial level with members in multiple regencies. Lodging may be required and should be included in the consultancy budget.

Bina Desa: Members may be over 30 km apart. Five farmer organisations are spread across two regencies in two provinces on Sulawesi Island. Lodging may be required and should be included in the consultancy budget.

Gender Equality and Social Inclusiveness (GESI) consideration

The consultancy is to take into consideration gender equality and social inclusiveness in the market research and product profiling design and implementation. A minimum of

30% women respondent participation in the market research and active involvement of women farmer group members in the participatory product profiling is to be ensured.

Scope of Work – Deliverables and Timeline

Deliverables	Responsible Party	Estimated Timeline
Inception Report: Market research design, framework for participatory product profiling tool and implementation, updated timeline	Consultancy Firm	1 st week of November
Market Research Report & Proposed Product Profiling Tool: - A comprehensive analysis of sustainable commodity markets, stakeholder perceptions, and ecosystem gaps - A set of tools for participatory product profiling	Consultancy Firm	Last week of January 2027
Product Profiling Workshops and Verification Process: Conduct of product profiling workshops with 7 (seven) fairtrade-certified cooperatives from 5 districts in Java and five (5) farmer organisations from two districts in Sulawesi.	Consultancy Firm	February 2027 – April 2027
Product Profiling Workshop Report: Analysis of results of participatory mapping sessions, highlighting farmer-identified advantages, constraints, and opportunities for further developments.	Consultancy Firm	May 2027

Application Process

Interested consultancy firms or teams are invited to submit a proposal of no more than 8-10 pages comprising a technical offer and a financial offer. Additionally, the consultancy is required to submit a sample of work of similar nature and a company or teams' profile as annexes. Offer is to be submitted to g.shkurtaj@fairtrade.net by **02 October 2026**. Offers submitted after this deadline will not be considered. The offer



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shall be written in English. The email must bear the following subject title:

“Consultancy Offer: Market Research and Product Profiling_your name/organisation’s name”.

a. Technical Offer should include:

- The consultants' understanding of the assignment and the market research and product profiling methodology, particularly in the context of smallholder farming households in Java and Sulawesi, Indonesia.
- A workplan covering team composition (Team Leader, Market Research Specialist, Participatory Research Facilitator, etc), timeline, and logistics approach for multi-location delivery across Java and Sulawesi Islands. In presenting the team composition, please indicate clearly the role of each team member and the proposed personnel for the said roles.
- Evidence of the proposed team members' expertise in market research and participatory action research/participatory rural appraisal in Indonesia.
- Any relevant GESI, ethics or safeguarding considerations, particularly given the data collected during the research might include personal data.

b. Financial Offer should include:

- Separate cost breakdowns for components.
- A breakdown of days and personnel needed per component of the assignment (market research, participatory product profiling, data collection support, reporting, etc).
- All anticipated expenses (travel, per diem, materials, venue, participant costs, honoraria, etc.) clearly itemised. Expenses for Bina Desa should include the travel costs of the trainers/facilitators. Bina Desa will be responsible for arranging the logistics for the participants.
- Total costs must not exceed €24,000

c. Annexes should include:

- CVs of all consultants proposed for the assignment, demonstrating relevant qualifications in market research, livelihoods, or agricultural development.
- Work examples and references from comparable assignments.
- Company or teams' profile

Qualifications of the Consultancy Firm/Team

The consultancy firm or team should demonstrate:



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1. 5-7 years of experience in designing and conducting market research and participatory action research/participatory rural appraisal in smallholder farming contexts in Indonesia or similar Southeast Asian settings.
2. Demonstrated ability to collect, analyse, and report quantitative and qualitative data against project indicators.
3. Relevant education backgrounds and work experience for each team member.
4. Familiarity with sustainability certification and markets for sustainable products.
5. Demonstrated capacity to manage multi-location research project.
6. Experience in gender-inclusive and cooperative/farmer group-level facilitation approaches.
7. Proficiency in Bahasa Indonesia; familiarity with regional contexts is an asset.

Budget

The total available budget €24,000 (inclusive of any applicable taxes). The budget should cover all costs associated with the delivery of the market research and product profiling workshops as described in this TOR, including professional fees, travel, accommodation, per diem, participant costs, venue, participants travel/lodging as relevant and stationery/workshop materials. As well as bank charges, local/national taxes and other provisions related to the delivery of the requested activities

Proposals must remain within this ceiling. The financial offer should preferably be presented in euros and should be inclusive of all applicable national taxes and charges in the country of operation, which shall be borne by the consultant and clearly reflected in the total amount. The consultancy will be responsible for any deviation caused by currency fluctuations/depreciation as the contracting party commits to paying the agreed Euro amounts only.

It is recommended that the proposal include a detailed, itemised budget breakdown, specifying costs under categories such as service fees, per diem, and local transportation.

Note: Exchange rate to be confirmed at time of contracting (reference: [Inforeuro](#)).