# Terms of Reference (ToR) for the Development of Fairtrade NAPP B2B Platform

## 1. Background

Fairtrade NAPP (Fairtrade Network of Asia Pacific Producers) is a regional network of Fairtrade certified producer organizations in the Asia Pacific region, operating as part of the global Fairtrade International organization. Fairtrade NAPP's mission is to facilitate the incorporation of more producers into the Fairtrade movement across Asia and the Pacific through a wide range of products and services. It comprises seven National networks, two sub-regional networks, and Product Networks, supporting 270+ Producer Organizations across 20 countries.

The Fairtrade NAPP B2B platform will serve as a centralized digital solution for these producers, replacing redundant platforms with improved ease of use, scalability, and immediate access to market traders and traceability of their products. For more information, visit https://www.fairtrade.net/napp-en.html

## 2. Overall Objective

Develop, deploy, and support a robust B2B platform for Fairtrade NAPP producers in the Asia Pacific region, enabling seamless on-demand access to services, resources, and support within a strict 3-month timeline and budget.

## 3. Scope of Services and Key Features

The B2B platform will highlight 15+ product categories produced by 270+ Producer Organizations (POs) across 19+ countries, aiming to increase visibility through detailed product, country, and PO mapping and others. The selected technical service provider will deliver end-to-end services for the B2B platform, including:

- **Platform Development and Deployment**: Design and build a user-friendly, scalable platform featuring multi-tenancy, Single Sign-On (SSO), resource access, data management, and integration with existing Fairtrade systems.
- Maps on homepage for downloading commercial profiles of producers and traders.
- Admin can make changes throughout the lifecycle of the producer/trader account.
- Retain user accounts across platform updates and migrations.
- Enquiry notifications sent to Fairtrade NAPP Team for follow-up and closing.
- Communication between producers and traders to be tracked and logged for audit and support.
- Remove product and producer information data points that are already available in FairInsight to avoid duplication.
- Fine-tune Fairtrade and Non-Fairtrade Trader Registration processes for better usability and compliance.
- Enable lead generation capabilities to facilitate direct business opportunities.
- **Monitoring and Reporting**: Real-time performance tracking, usage analytics.
- **First-Level Troubleshooting**: Remote help desk as single point of contact for user issues.
- **Training and Knowledge Transfer**: Sessions for NAPP staff on the platform and digital tools.
- **Communication Management**: Clear user communications and updates.
- **Hosting**: Secure, scalable cloud hosting for 12 months.
- **Key Performance Indicators (KPIs)**
  - Number of enquiries generated.
  - Successful business connections established.
  - Interactive map of producers and products for visualization and access.

Services will ensure reliability, security, and accessibility across 21 countries.

## 4. Key Deliverables

- Fully functional B2B platform deployed in production.
- Training session during handover.
- Help desk operational for 3 months post-deployment (48 hrs to resolve the issue)
- Handover documentation (source code, guides, protocols).
- The portal should be designed in an independent software platform for full ownership and copy right handover to Fairtrade NAPP post development.
- The vendor service may be continued for future maintenance and update.

## 5. Timeline (Total: 3 Months)

| Phase | Duration | Key Milestones |
|---|---|---|
| Inception, Design & Prototyping | Weeks 1-8 | Requirements finalized; prototypes approved. |
| Development & Testing | Weeks 8-10 | Core build complete; testing passed. |
| Deployment, Bug Issues | Weeks 10-12 | Live platform; training delivered; handover. |

Milestones require NAPP approval.

## 6. Budget

The total project budget must not exceed 5000 euros and should cover:

- **Development (platform, features, training, support):** €3,500
- **Hosting, maintenance and update (12 months):** €1,500

## 7. Qualifications and Requirements

- Experience in building development sector.
- Expertise in scalable tech stacks and cloud hosting.
- Proven delivery within tight timelines/budgets.
- Data security compliance.
- Links to previous platform designed for other companies as sample work.

## 8. Submission Guidelines

Please send an Expression of Interest (EOI) outlining your relevant experience, and a budget under 5000 euros.

**Contact for Submission:** comms@fairtradenapp.org
The email subject should be mentioned as :Proposal Submission for Development of Fairtrade NAPP B2B Portal.
**Submission Deadline:** March 15th 2026.