

Terms of Reference

Objective

To create Fairtrade NAPP and Fairinsight themed toolkits containing stationery items, planners, desk organizers and any other office essentials.

About Fairtrade NAPP

Fairtrade NAPP supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. The producers share a 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. Currently, NAPP has 300+ Producer Organizations across 21 countries in Asia and the Pacific Region, supporting more than 260000 farmers and workers. Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade, NAPP supports producers in securing better markets, contributing to greater sustainable development in the Asia Pacific region under Fairtrade – Network of Asia and Pacific Producers (NAPP).

To know more about NAPP & Fairtrade visit: <https://www.fairtradenapp.org>, <https://www.fairtrade.net>

Background

To enhance regular engagement and foster a culture of organization, creativity among the member producer organizations, Fairinsight team intends to provide each of them with a customized toolkit. This will include a diary, essential stationery items, desk organizers, and other curated items that reflect Fairtrade NAPP's value and brand identity. This will also reflect the vision and purpose of Fairinsight in the producer's lives.

Objective

The objective of this assignment is to **outsource the end-to-end process** of developing and assembling high-quality producer Toolkits for all members of Fairtrade NAPP, ensuring the products are functional, aesthetically appealing, durable, and aligned with NAPP's branding and Fairinsight's vision and mission.

Scope of Work

The selected vendor will be responsible for the following tasks:

a. Design and Conceptualization

- Propose creative design options for the Producer Toolkit packaging (e.g., box, pouch, or folder).
- Suggest branding elements (logos, colours, slogans, or cover designs) in line with Fairtrade NAPP's brand guidelines.
- Present 2–3 prototype samples for approval.

b. Item Selection and Sourcing

Each toolkit should include (indicative list, to be finalized in consultation with the organization):

- Branded diary or planner
- Pen(s)
- Desk Organizer/Calendar
- Sticky notes or memo pads
- Bookmark / motivational card
- Any additional customized item suggested and approved

All items must be of good quality, durable, and sustainably sourced where possible.

c. Packaging and Assembly

- Assemble all items neatly and securely in the approved packaging.
- Ensure uniformity and quality control across all toolkits.
- Include a personalized welcome note (to be provided by the organization).

d. Delivery and Logistics

- Deliver 300 completed toolkits to a common pickup point in India.
- Maintain timelines and ensure safe packaging to prevent damage during transit.

Deliverables

- 2–3 design and prototype options for review.
- Finalized Producer Toolkit (sample approved).
- Bulk production and assembly of 300 toolkits.
- Timely delivery as per agreed schedule.
- Final completion report.

Timeline

| Activity | Timeline |
|---|--------------------------------|
| Submission of proposal | 5 th November 2025 |
| Selection and contracting | 15 th November 2025 |
| Prototype submission | 25 th November 2025 |
| Approval and commencement of production | 1 st December 2025 |
| Final delivery of toolkits | 15 th December 2025 |

(Exact dates can change a little upon contract signing.)

Budget

The total estimated budget for this assignment is 10,000 Euros. Bidders should provide a detailed cost breakdown including design, materials, branding, packaging, and delivery.

Payment Terms

Payments will be made in instalments based on satisfactory completion of key milestones:

1. 50% upon approval of design and prototype.
2. 50% upon delivery of completed toolkits.

Requirement for application

- A complete proposal and a financial quote need to be submitted. Design Proposals (with credentials) and financial quotes should be two different pdf files.
- The financial proposal should clearly demarcate the budget. (Kindly quote the price in Euros)
- Any previous work on a similar line will be an added advantage.
- Please apply by email only, in English, to gideon.balasingam@fairtradenapp.org and deepthi.k@fairtradenapp.org.