



Terms of Reference (ToR) for Digitization of Social Compliance Policy – Gender and Non-Discrimination

Name of the organization: Fairtrade Network of Asia Pacific Producers

Position: Consultant

Reporting to: Social Compliance Manager, FT NAPP

Location: NAPP

Duration: 60 Days

Apply by: URGENT hiring. Open until filled.

About Network of Asia Pacific Producers:

Fairtrade Asia Pacific, registered as Network of Asia and Pacific Producers' (NAPP) Singapore, is a mission based social enterprise which facilitates Fairtrade producers in Asia and Pacific region to be effective in various functions and activities across the region through a wide range of products and services. To that end, NAPP engages in advocacy, consultancy, support services – marketing and financial, information dissemination and training. NAPP is a multi-stakeholder body comprising representatives of producer organizations, Fairtrade Premium Committees, small farmer organizations and promoting bodies who are certified by or registered with the Fairtrade International. As the official representative of Asian and Pacific Producers within Fairtrade International, NAPP also works to ensure that Asian and Pacific realities and conditions are considered while setting Fairtrade Standards without compromising on the basic principles of Fairtrade. For more information please visit: www.fairtrade.net or www.fairtradenapp.org

About the European Commission Funding Framework Partnership Agreement:

The European Commission Funding Framework Partnership Agreement is a strategic partnership program, that aims to strengthen Fairtrade as a representative, member-based regional, EU and global Civil Society umbrella organization, giving voice and empowering over 1900 Fairtrade Producer Organizations globally. The activity is co-funded by the EC FFPA program.

Context for the Role:

The European Union has implemented new regulations to combat deforestation and promote responsible business practices. The EU Deforestation Regulation (EUDR) and the upcoming Corporate Sustainability Due Diligence Directive (CSDDD) aims for companies to address environmental and human rights issues in their supply chains. Understanding Human Rights and Environmental Due Diligence is particularly relevant in the context of the new EU Regulation (EU) 2023/1115, which mandates that products consumed by EU citizens do not contribute to human rights violations worldwide. Compliance with this regulation is not only a

legal obligation but also a vital step towards sustainable agricultural practices.

Fairtrade NAPP is committed to promoting social compliance and gender equality within its operations. As part of its ongoing efforts, it aims to digitize its social compliance policies to enhance accessibility, transparency, and efficiency. This call for proposals invites qualified consultants or firms to submit proposals for digitization of its FT-NAPP **Gender Equality and Non-Discrimination Policy**. This policy ensures fair and equitable treatment for all individuals within the organization and associated producers and networks. To maximize the reach and impact of this policy, NAPP believes that animated videos with audio narration can effectively convey the key messages and promote better understanding.

Objectives:

The primary objective of this project is to create engaging animated videos with background audio that:

- Clearly explain the key principles and guidelines of the FT-NAPP Gender Equality and Non-Discrimination Policy.
- Present the information in a concise, accessible, and visually appealing format.
- Increase awareness and understanding of the policy among all stakeholders.
- Promote an engendered culture of respect and inclusiveness within the organization.

Scope of Work:

The selected consultant animator/ firm/ video-production company will be responsible for the following tasks:

- **Content Review and Scripting:** Collaborate with FT-NAPP to review the policy document and develop concise and engaging scripts for the animated videos.
- **Storyboard Development:** Create detailed storyboard for the video, outlining the visual elements, animation style, and audio narration.
- **Animation Production:** Produce high-quality animated video based on the approved scripts and storyboards. The animation style should be professional, engaging, and appropriate for the target audience.
- **Audio Production:** Record professional voice-over narration for the videos and incorporate background music/sound effects to enhance the viewing experience.
- **Video Editing and Post-Production:** Edit the videos to ensure a smooth flow, clear messaging, and high production quality.
- **Delivery of Final Videos:** Deliver the final animated videos in the required formats and specifications.

Deliverables:

The consultant animator/ firm/ video-production company is expected to deliver the following:

- **Script and storyboard:** A finalized script and detailed storyboard the video.

- **Animated Video:** A high-quality animated video with audio narration, covering the key aspects of the FT-NAPP Gender Equality and Non-Discrimination Policy.
- **Source Files:** Provide all source files and project assets used in the creation of the videos.

Timeline:

This project is expected to be completed within a period of 60 Days (02 Months) from the date of signing of the contract.

Budget:

1500 Euros, all inclusive.

Eligibility:

This call for proposals is open to a wide range of creative professionals and organizations with a proven track record in producing high-quality animated videos, particularly those with experience in creating content for educational or informational purposes. Applications are welcome from individual animators, freelance artists, video production companies, and creative agencies. A strong understanding of social justice and gender equality themes is preferred.

How to Apply:

Interested individuals fulfilling the eligibility criteria are invited to submit their technical and financial proposals detailing itemized fees along with the individual portfolio/ company profile, to the email – sahiti@fairtradenapp.org and cc to gideon.balasingam@fairtradenapp.org

Fairtrade NAPP reserves the right to cancel the request for proposal without assigning any reason whatsoever.