

# Building our movement for change

## Invitation to tender – April 2025

### Background

Fairtrade is an international movement committed to ensuring that producers in low income countries are paid a fair price for their goods and are supported in achieving better working conditions and environmental practices. Through our certification system and campaigning, we work to create a fairer, more sustainable global trade system that empowers small-scale farmers and workers, fosters local economic development, and champions environmental stewardship.

The UK-wide network of Fairtrade communities, schools, universities and faith groups has been a huge part of fairtrade's mission to rebalance global trading practices and support the people behind some of our favourite good to thrive. Over the last thirty years, UK supporters in local grassroots networks and institutions have taken action to challenge business practices, change UK legislation, influence consumer choices, and include the topics of trade and development in our education system.

As part of our forward-looking strategy for 2026-2028, **Fairtrade** is launching a **movement review** in the UK aimed at understanding the impact that our grassroots movement has currently, and defining what an impactful movement looks like in the future.

### Scope

The 2026-2028 strategy will focus on positioning Fairtrade at the forefront of movement building, advocacy and campaigning. This includes ensuring that our movement is aligned to our organisation purpose, is diverse and delivers tangible impact for farmers and workers overseas, whilst also bringing benefits to those in the UK who support Fairtrade.

We are seeking a consultant / consultants with deep expertise in impact evaluation and movement building to:

- a) Define what a 'fit for purpose movement' looks like for Fairtrade in the future.
- b) Conduct a comprehensive review of the current impact of our grassroots schemes with Schools, Universities, Communities and Places of Worship.
- c) Develop Fairtrade's strategy to achieve a 'fit for purpose movement' in the future.

### The Fairtrade Movement in 2025

Fairtrade Foundation operates a campaigning model that utilises local organising, mass public mobilisation and education and awareness raising.

Our current grassroots engagement is delivered through the following channels:

### **The Fairtrade Schools Award (launched 2007)**

UK Schools sign up and then progress through three levels of this award (Fair Aware, Fair Active, Fair Achiever) to encourage pupil-led Fairtrade activities.

### **The Fairtrade University and College Award (launched 2008)**

This award was introduced to recognise higher education institutions that demonstrate a commitment to Fairtrade. It encourages universities and colleges to promote Fairtrade products, engage students and staff, and integrate ethical consumption into their practices and provides a structured pathway for institutions to become accredited as Fairtrade Universities or Colleges by meeting specific criteria.

### **Communities scheme**

Local geographic communities (formerly called Fairtrade Towns) set up local campaign groups aimed at engaging their local community, local businesses and local policy makers in action for fairer trade. In the past they have had set targets, largely around growing support for Fairtrade certification, but in recent years, based on feedback, we have adapted the model so that they can campaign through a broad range of local activities within 5 key areas set by the Foundation (in collaboration with the Fairtrade National Campaigner Committee) and are awarded 'Fairtrade Community' status in recognition of their efforts.

### **Places of worship scheme**

Like Fairtrade Communities, Fairtrade Places of Worship are awarded Fairtrade status based on their commitment to embedding the values of fairer trade within their faith settings which can include using Fairtrade products in their place of worship, organising fair trade events and stalls or incorporating messaging on global trade into their sermons and services.

### **School age learning resources**

Fairtrade Foundation develops free, high-quality curriculum resources for all age groups, with over 200,000 website visits and up to 100,000 downloads annually. These are generally used as part of many different subjects such as Geography, Citizenship, Literacy lessons amongst others, meaning that Fairtrade is integrated into the UK curriculum, more than 275,000 pupils attending Fairtrade schools in 2024 and promoting ethical practices and social responsibility.

### **Email and Socials**

We have a digital mailing list of 5,000 teachers and a Twitter account (3655 followers) to share education resources and updates as well as a general mailing list of over 100,000 supporters where we share updates and actions.

### **Partnerships**

Fairtrade Foundation staff are active in several education sector sustainability coalitions including Let's Go Zero.

## Objective and Deliverables

### ***Research Questions:***

#### **1. Define what a 'fit for purpose movement' looks like for Fairtrade in the future.**

A rapid assessment of trends in how the UK public interacts with, and takes action in support of, charitable causes in the UK. This should be a mixture of online and in person action, across age, socioeconomic, ethnic and other backgrounds. This should be forward looking and include scenarios and trends for the next 10 years.

### ***Key questions to consider:***

- a) What motivates members of UK civil society to support charitable causes in the UK?
- b) What are the preferred ways that UK advocates and activists interact with a charity?
- c) How can Fairtrade demonstrate relevance in a fast-moving and competitive external environment?
- d) How can Fairtrade build connections to other relevant movements, for example movements on climate change or international development?

***This rapid assessment should be delivered by 16th May***

#### **2. What measurable impact do the Fairtrade Foundation's current grassroots schemes have in support of our mission?**

We would like to fully understand the short and long-term impacts of our current formal Fairtrade schemes for the Fairtrade mission and also for the people engaging in them. In particular we would like to better understand their impact on:

- Creating change in the UK in line with our mission, for example influencing a local decision maker, or gaining the support of an influential voice on the importance of fair trade.
- Generating awareness of global trade challenges and connected issues such as climate change
- Raising understanding and support of ethical consumption
- The development of soft skills such as communication skills, critical thinking, problem solving, leadership, teamwork and empathy in young people in an educational setting
- Instilling agency and desire in young people to change the world around them through political advocacy
- Supporting diversity and globalism in the UK curriculum

Based on this research we would like an analysis and assessment of our existing grassroots schemes utilising data collection, stakeholder engagement and a robust research methodology. This should include:

- Introduction and Background (2-3 pages)
- Methodology (2-3 pages)
  - Impact Analysis (10-15 pages, covering both short-term and long-term impacts)
  - Strengths and Weaknesses (3-5 pages)
  - Conclusion (1-2 pages)
  - Appendix of raw data collected and used to inform outputs

### **3 Where should Fairtrade's strategic focus be to achieve a 'fit for purpose movement' in the future.**

Taking the outputs from research questions 1 and 2, the consultant should develop Fairtrade's strategy to achieve a 'fit for purpose movement' in the future.

*In particular we would like to understand the following:*

- How can we evolve our campaigning model for the current landscape, connecting the issues around fair trade into to other relevant movements that will bring us new supporters, diversifying the age and demographic of our movement in the UK
- How can we better utilise our organising model (currently delivered through formal schemes) to mobilise the UK public. How can this evolve to meaningfully support us to amplify and build momentum for public mobilisations around global trade across the audiences they engage within the current landscape.
- How we can reprioritise our limited resources to focus more on young audiences, developing their skills and setting them up to challenge decision makers and ensuring our campaigning and advocacy approach is co-created by the decision makers of the future

#### ***Complete Timeline***

##### **16th May 2025**

Delivery of rapid assessment of 'fit for purpose movement' for Fairtrade in the future.

##### **May/June 2025**

Stakeholder engagement, research and data collection

##### **July/August 2025**

Report drafting and share of initial draft and analysis with Fairtrade.

##### **End August 2025**

Delivery of final report

## Skills and Experience

- Expert knowledge on social justice grassroots movements in local and institutional settings, how they are built and sustained.
- Understanding of how educational programmes related to social issues are implemented in formal education settings such as schools and university.
- Proven experience in delivery of evidence-based research reports.
- Excellent research and writing skills, with the ability to effectively distill, condense, summarize and communicate complicated concepts clearly.
- Experience designing research methodologies and undertaking data collection, such as interviews and focus groups

## Data Protection

The protection of peoples' data is non-negotiable, and we expect applicants to be aware of and compliant with the relevant protection laws in the UK (GDPR) and those of relevant Fairtrade tea markets and sourcing origins.

## Proposal Process and Budget

We have a total budget of 30k to deliver this work.

The deadline for proposals is 2 May 2025

Please send proposals to [marie.rumsby@fairtrade.org.uk](mailto:marie.rumsby@fairtrade.org.uk) and [sarah.brazier@fairtrade.org.uk](mailto:sarah.brazier@fairtrade.org.uk) with the subject: **'2026-28 Fairtrade Strategy: movement review'**

Your proposal should include the following:

- Your proposed approach to the project
- Detailed costings, including day rates and costs for paid-for-data and additional activities
- How you/the team meet the criteria set out under the 'Skills and Experience' section above
- Relevant past consultancy experience and how that will support this project
- Please include CVs (max. 3 pages per person) of the proposed consultant/project team members
- Please outline any potential conflicts of interest within your proposal.

*For any queries, please contact:*

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or

Sarah Brazier, Head of Campaigns at [sarah.brazier@fairtrade.org.uk](mailto:sarah.brazier@fairtrade.org.uk)