



Fairtrade-Mondelez Partnership

Sustainable Livelihoods Study Phase 2: Terms of Reference to join our Technical Advisory Panel as Human-Centred Design Specialist

ABOUT THE FAIRTRADE-MONDELEZ PARTNERSHIP

Together at Mondelez International and Fairtrade, we are proud of our longstanding partnership to secure the long-term future of cocoa farming communities. Fairtrade started working alongside Cadbury in 2009, when cocoa sourced for Cadbury Dairy Milk was Fairtrade-certified for the very first time. In 2012, Cadbury became a part of Mondelez International, and the Cadbury Cocoa Partnership evolved into what is now Cocoa Life: Mondelez International's global cocoa sustainability programme. In 2016, Mondelez International approached the Fairtrade Foundation to discuss how we could work together to integrate the rigour of the Fairtrade standards and approach into the Cocoa Life programme. Therefore, our relationship has evolved over the years to scale up impact in farming communities, from certification to working together on the ground with farmers where it matters most.

ABOUT THE SUSTAINABLE LIVELIHOODS LANDSCAPE STUDY

As part of this partnership, since June 2018 the Fairtrade Foundation has carried out a research project, led by the Monitoring, Evaluation & Learning (MEL) team and known as the Sustainable Livelihoods Landscape Study. The first phase of this study completed a landscape analysis and comparative review of Sustainable Livelihoods Initiatives in Ghana and Cote D'Ivoire, where 60% of global cocoa is produced annually. It also identified strengths, weaknesses, duplications, gaps and opportunities within current approaches and extrapolated an industry-level sustainable livelihoods theory of change. This work has now been published and is available [here](#) (links to original documents are included at the end of the launching blog post). Whilst through this research we have achieved a clear understanding of what is currently being done, we are now at the stage of asking what *needs* to be done (and change) to achieve sustainable livelihoods for cocoa farming communities in West Africa – and defining a role for our partnership on this journey.

The second phase of the research will then cover the following objectives:

- i. Develop a roadmap to achieve sustainable livelihoods for cocoa-growing communities in West Africa and drive definition of a new way for national, regional and international actors to partner in this endeavour
- ii. Ensure that the initiatives within the defined roadmap will be set up to target the needs and constraints of the most marginalized groups – such as non-organized farmers; informal labor; sharecroppers; geographically isolated
- iii. Define a strong alignment of intents between the sector and the farmers in order to identify a list of areas for farmer-centric interventions that will contribute towards the sustainability roadmap

By the end of this phase, we will have produced a publication defining a future vision for the cocoa sector to achieve sustainable livelihoods that the partnership will disseminate and use to catalyse transformative and lasting change for the cocoa farming communities. We will also



FAIRTRADE
FOUNDATION

have a set of conceptual interventions for the sector to move towards taking a proactive function within this vision.

THE TECHNICAL ADVISORY PANEL

To support this study, Fairtrade Foundation is setting up an advisory panel, to provide an independent perspective on the technical aspects of our research. We envisage the panel formed by specialists in value chains analysis, human-centred design research and regional experts.

Topics that the panel will provide input to could include: methodological approaches, tools and templates; critical analysis and review of work done to date, a sounding board for different approaches or troubleshooting, networking and facilitating access to key stakeholders, and reviews of key documents as appropriate.

The panel will primarily support the core research team based at the Fairtrade Foundation, who will collate, filter and present technical inputs for the panel to review. The research team will also approach individual panel members to provide advice on specific areas or research outputs. The panel will meet at regular points throughout the study – to be agreed during the inception phase. Where required, members of the panel may be also required to conduct discrete pieces of work to inform the study.

This panel is NOT a decision-making board or steering committee as those roles are already provided under the current governance structures on both this study and the partnership.

SCOPE OF WORK – HUMAN CENTRED DESIGN SPECIALIST

The Human Centred Design Specialist is a key role within the panel. In the next phase of this project, we are planning to engage in a human centred design process, or a similar farmer-centric approach, to take the findings of this study and convert the work to pilot interventions with Cocoa Life's communities.

With that in mind, it is necessary for the advisory panel to obtain the insights of a human centred design expert to review tools and approaches within the fieldwork for this phase and review the findings and intervention concepts from this study to ensure the work can move seamlessly into the next phase.

Therefore, the responsibility of the specialist is to:

- 1) Participate in the Technical Advisory Panel, engage closely and proactively with experts from other disciplines and be able to provide concise advice to the researchers
- 2) Provide a human centred design lens to the research approach for this phase, with key inputs to ensure the project is on track in this areas through review of preliminary research design, fieldwork tools, and results from the analysis
- 3) Provide advice, literature and contacts and, in agreement with the research team, conduct discrete assignments to inform the study
- 4) Provide a close review of the final report(s)

NB *This role can be based anywhere in the world and all interactions with Fairtrade Foundation research team are expected to be handled remotely (via online call facilities); a requirement will be then to have access to a stable internet signal and be available for pre-scheduled online meetings between 9:00 and 17:00 GMT (London office working hours)*



FAIRTRADE
FOUNDATION

CONSULTANT PROFILE

We are looking for individuals who work well together as a team, and can be adaptive and innovative with their advice. Key skills we are looking for are:

- Experience advising or implementing Human Centred Design research and programmes, or a comparable methodology focussing on people-centred approaches to programme implementation
- Demonstrable experience of agricultural sector development
- Experience working with a research team and providing advice in a multidisciplinary setting
- Experience designing interventions for programmatic use
- Cocoa sector and West Africa knowledge and experience are desirable

We are open to hearing how individuals will approach this task in a concise cover letter (see details below)

REQUIRED COMMITMENT

This position is available on a call-down contract of approximately 12 to 17 days, spread over a period of approximately an eight to eleven months period, and we are seeking a mid to senior level expert. Applications will be reviewed in alignment with the other advisor profiles to create the team and to make final offers.

APPLICATION PROCESS

If you are interested in applying, please submit in an email “**Application TAP – HCD Specialist – name & surname**” with the following attachments:

- Your CV / resume, including your proposed day rates (including VAT)
- A covering note stating why you are interested in this consultancy and how you intend approaching this task (up to one page of A4)

Applications should be sent to Antonio Capillo at Antonio.capillo@fairtrade.org.uk no later than Friday **21st August 2020**.

Fairtrade Foundation may also consider proposals to cover more than one or all specialist roles. Please let Antonio know this is your intention before the submission.

SCHEDULE

- Review of Advisor applications: until 28th August 2020
- Interviews and appointment of advisors: by 14th September 2020
- Contracting finalised by 25th September 2020
- Expected consultancy duration: September 2020 to August 2021