



TERMS OF REFERENCE

MEDIA MONITORING

INTRODUCTION

Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organisations certified against international Fairtrade standards producing traditional export commodities such as coffee, flowers, cocoa, bananas, mango and non-traditional commodities including shea butter and rooibos tea. The organisation represents over 1 million producers across 33 countries in Africa to promote fair trade in the global value chain system.

Fairtrade Africa producers are certified for traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea.

Our Vision

A world in which producers in developing countries can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Our Mission

- To support our members to strengthen their organizations in line with Fairtrade standards.
- To improve and increase our members' ability to access Fairtrade markets.
- To empower our members to advocate for their interests and take active ownership of the global fair-trade system.

WHAT WE DO

Our Strategic Plan 2016-2020 provides a comprehensive long-term outline towards achieving our commitment to smallholder farmers, workers and artisanal miners. By working within the Fairtrade system and with strategic partnerships through country and producer networks, we will deliver on the following:

1. Deliver relevant valued services to Fairtrade smallholders and workers.
2. Build, secure and sustain access to market for our members.
3. Advocacy.

4. Build a strong, settled producer network as part of a global system

SCOPE OF WORK

In order to achieve our strategic objective, FTA seeks to engage the services of a an agency to undertake media monitoring within Kenya, Uganda, Ethiopia, Rwanda and Tanzania as part of our efforts to track success of our news releases, and any other specific issues relevant to the organisaion, to manage our corporate and brand reputation and gather industry intelligence.

Tasks

The specific tasks to be carried out are:

1. News monitoring: editorial content of news sources including newspapers, magazines, trade journals, TV, radio stations and the Internet.
2. Social media monitoring: social media on the Internet, tracking word of mouth mentions about their organization in social media such as Facebook, Twitter, blogs, message boards and forums.

Outputs

1. Monthly media monitoring reports

DURATION OF THE ASSIGNMENT

The consultant is expected to undertake the assignment for duration of 6 months upon which FTA shall review the need to proceed with a one year renewal contract.

QUALIFICATION OF THE CONSULTANT

FTA is looking for a firm with demonstrated experience in media monitoring to undertake this assignment.

Your proposal should indicate:-

1. Company profile
2. Samples of previous media monitoring reports undertaken for various organisations. These should cover dailies, broadcast and social media.
3. A financial quotation bases on the terms of reference above