



## **TERMS OF REFERENCE**

### **CREATIVE DESIGN SERVICES**

#### **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 Creative Design Agency to undertake design and artwork creation of high quality creative input of new concepts and variation.

- Ensure that all publications, reports and products are produced in line with FTA's graphic guidelines.
- Implement the graphic guidelines in all FTAs communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.

Design and layout of reports and other products:

- Design and layout of communication and promotional material for print and electronic distribution.
- Layout and design information and communication materials (banners, posters, booklets, leaflets, annual report, calendars, print and electronic newsletters.)
- Create animations for illustrative purposes such as animations, presentations and more advanced solutions (design of CD/DVD packaging, graphic digitalization).

## QUALIFICATION OF THE CONSULTANT

FTA is looking for a firm with demonstrated experience in corporate branding to undertake this assignment.

Your proposal should indicate:-

1. Company profile
2. A detailed work plan, including timeframes
3. Sample of previous creative designs developed
4. A financial quotation bases on the terms of reference above