

Terms of Reference (ToR)

End term evaluation: Unlocking the Power of Male and Female Workers in Fairtrade Supply Chains project

November 2018

Fairtrade Africa (FTA) is currently seeking a qualified research team to undertake an end term evaluation of the “*Unlocking the power of male and female workers in the Fairtrade supply chains project*” that has been implemented in Ghana Kenya, Malawi, Ethiopia, and Cameroon.

Introduction

Fairtrade Africa (FTA) is the umbrella organization representing Fairtrade certified producers in Africa and the Middle East. Fairtrade Africa is a member of Fairtrade International, the umbrella organization for Fairtrade worldwide. FTA works within the Fairtrade system to support over one million farmers and workers in over 500 producer organizations spread over 33 countries. The support to producers is aimed at enabling them to maintain their Fairtrade certification which enables them to access better prices, decent working conditions and fairer terms of trade. Fairtrade Africa interventions are guided by the [Fairtrade Theory of Change](#) which is a generic theory which visually expresses how Fairtrade’s interventions ultimately lead to the three Fairtrade Goals: Make Trade Fair, Improving Sustainable Livelihoods and Empowerment of workers.

1. CONTEXT AND BACKGROUND

Hired agricultural workers are among the most vulnerable people in global trade chains. Low wages often combined with poor working and living conditions, mean many workers do not earn enough to feed themselves and their families. Lack of representation combined with scarcity of alternative livelihood options leave workers vulnerable to exploitation and abuse. An important global trend in the hired labour workforce is an increase in the share of women in agricultural employment, especially in Africa, mainly in new crop sub-sectors such as horticulture and flowers as well as more traditional commodities such as tea. This means that issues such as lack of equal pay, poor maternity leave and sexual harassment are on the increase. In general this increased participation of women has been seen to correspond with the increased burden of care on women. Agricultural workers and their trade / labour unions lack capacity to exercise their rights. Legal and administrative barriers are placed in the way of workers attempting to exercise their right to freedom of association.

Fairtrade Africa accessed funding to implement a project that sought to improve labour relations for workers in the hired labour setups. The project targeted workers and management representatives in Fairtrade certified farms in flower value chains (Kenya and Ethiopia), Tea Value chain in Malawi and Banana Value chain (Ghana and Cameroon). This was a three year project implemented by FTA with funding from the Swedish Postcode lottery. The project was implemented in collaboration with International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers’ Association (IUF) and its local affiliates in Africa, dedicated FTA Business Support Officers and specialist independent trainers in the various countries.

Project Goal: Enhanced Safety, Status and Influence of Male and Female Workers on Fairtrade Certified Plantations in East and West Africa

Project Outcomes

- i. Increased equality and opportunities for male and female agricultural workers
- ii. Increased benefits for male and female agricultural workers
- iii. Commitments of Fairtrade certified companies to move towards Living Wage

Project Outputs

- i. Strengthened capacity of workers to organise in participatory structures - trade union committees, gender committees and Fairtrade Premium Committees
- ii. Enhanced awareness of gender rights by management and workers
- iii. Enhanced awareness of labour rights, including forced labour, by management and workers
- iv. Enhanced negotiation skills of workers
- v. Effective management of the Fairtrade Premium
- vi. Greater understanding by companies (Plantation management including traders, licensees, and buyers up the supply chain) of living wage

2. EVALUATION OBJECTIVES

The overall objective of the evaluation is to provide an opportunity for the project implementation partners to review the performance and achievement of the aforementioned project. Since the project baseline report has not been published yet, the evaluation will adopt a “before” and “after” approach. This process is expected to inform FTA decision making and improve future project implementation. The evaluation will be guided by the Fairtrade Theory of change, the project documents and will follow OECD evaluation criteria.

Specifically, the evaluation will:

1. Document the before and after situation in the target producer organizations.
2. Document specific stories of change and develop ready to publish case studies
3. Document any impact that can be attributed to the aforementioned project.
4. Identify lessons learnt and propose recommendations on project implementation.

3. SCOPE AND METHODS

3.1 Geographical scope of the study

The project has been implemented in 5 African countries i.e. Malawi, Kenya, Ethiopia, Cameroon and Ghana. The project focused on Hired labour sector in tea, flowers and banana value chains, reaching to workers and management representatives which will form the basis for the review.

3.2 Methodology

The evaluation should adopt an approach and tools to deliver on the objectives. The evaluation will take a qualitative approach. It is expected that the evaluation team will combine worker interviews with some group discussions. In undertaking the evaluation, the consultant will review relevant project documents, reports and any other relevant statistics from the different project countries.

The evaluation shall use the Fairtrade Theory of Change (ToC) for Hired Labour and the project logframe as the conceptual framework. Fairtrade Africa will share key information sources and documents which include the Workers’ Rights Strategy, Gender Strategy, Child and forced Labour Framework, Living Wage Benchmarks, Monitoring Data Reports, and Existing key studies relating to Hired Labour Settings.

3.3 Sampling Strategy

The research team will design a sampling approach that will identify worker representatives in the select Producer Organizations. The selection process will aim at identifying the workers who have participated in the project activities. The information shared will be triangulated by management. A

final representative selection of the countries and the organizations to be visited will be made against an agreed set of criteria. The number of organizations in the target countries is as follows:

| Country | POs reached by the project | Product |
|----------|----------------------------|---------|
| Kenya | 36 | Flowers |
| Ethiopia | 7 | Flowers |
| Malawi | 2 | Tea |
| Ghana | 2 | Bananas |
| Cameroun | 1 | Bananas |

The study will collect data from the sampled organizations. Some of this data may be available at the level of the management/staff of the producer organization, while others will need to be collected through a worker level sample survey or focus group discussions across all participating producer organizations¹.

4. OUTPUTS

The expected project outputs to be submitted to Fairtrade Africa are:

1. At least 4 case studies i.e. at least two per sampled country demonstrating the changes attributable to the project.
2. Brief report of methodology and research ethics and protocol followed.
3. Executive summary, giving a clear overview of the principal findings presented in a concise manner preferably in brochure format
4. Recommendations for how Fairtrade can deepen impact for workers. This will include recommendations for both policy makers as well as for Fairtrade Africa.
5. Photographs and/or video footage from the evaluation team with consent forms of people photographed.

5. CONSULTANCY TEAM EXPERTISE

The project will be awarded to a recognized research institution which can propose a research team meeting the following criteria.

- Experience of conducting evaluations across countries
- Fluency in English and where possible knowledge of local languages.
- Experience of conducting impact assessments, baseline studies or other types of programme evaluations or research
- Research experience in the areas of gender, workers' rights, labour issues and capacity building.
- Existing research experience, research networks and partnerships in the focus countries.
- Experience in conducting research especially in plantations
- Expert knowledge of evaluation techniques and participatory research methods and documentation
- Ability to present data concisely and clearly
- Demonstrable policy on research ethics
- Understanding of Fairtrade principles, key tools and approaches
- Disclosure of conflict of interest

¹ For budgeting purposes it is expected the field work will be carried in two countries i.e. Ghana and Kenya

6. APPLICATION PROCESS

The tender documents submitted should include:

- ✓ Detailed evaluation proposal based on the ToR provided that includes a clear description of the intended scope and methods to be used, work plan, potential risks, research policy and ethical standards to be followed and a detailed timeline
- ✓ Detailed budget for this evaluation
- ✓ Description of the tendering party/parties highlighting relevant experience in undertaking global impact assessments and evaluations
- ✓ Detailed CVs of all members the proposed research team highlighting research experience relevant to the study
- ✓ Names and contact details of two organizations for whom similar work has been conducted in the last two years and submission of two examples of recent evaluation work undertaken by the tendering part/parties in a related field
- ✓ Contracting parties will also be expected to sign a mutual non-disclosure agreement and adherence to child and vulnerable adults protection procedures of FTA and Fairtrade International

Interested research organizations are requested to submit their tender documents (technical & financial) proposals to Fairtrade Recruitments recruitments@fairtradeafrica.net by Friday, 18th January 2019. It is anticipated that the exercise will take no more than 15 days and should be concluded by the end of February 2019.