

## Terms of References for the Evaluation of Fairtrade Belgium's press approach

### Intermediary evaluation of Fairtrade Belgium's DGD program, March 2024

#### 1. General information

Objective	Fairtrade Belgium is looking for a consultant/group of consultants to evaluate how its' current approach towards press adds to the overall objective of the DGD funded program and integrates gender and environment as transversal themes.
Deadline for proposal submission	01/04/2024
Available budget	15 000 euros (all costs included)

#### 2. About Fairtrade Belgium

The Fairtrade movement aims to reform global trade practices, particularly in agro-food products, to address social and environmental injustices in supply chains. It strives to ensure fair incomes for smallholder producers and workers in Africa, Asia, and South America, promoting sustainability. Fairtrade builds bridges between producers, consumers, civil society, policymakers, and industry. The Fairtrade system is based on its' voluntary standards who reflect socio-economic and environmental criteria and are defined by the producer networks together with the national Fairtrade organisations, in charge of developing local markets for Fairtrade products. FLOCERT is the independent auditor within the Fairtrade system and verifies adherence to Fairtrade standards. Fairtrade Belgium, as an NFO, promotes Fairtrade products in Belgium and serves as a local representation of the Fairtrade label. As a recognized NGO, Fairtrade Belgium collaborates with businesses, consumers, and policymakers in Belgium, and is funded by the Belgian Development Cooperation. Fairtrade Belgium has gained prominence among Belgian NGOs working on systemic change. The vision of Fairtrade Belgium is *"Through working with committed citizens, civil society actors and politicians, we encourage Belgian companies to take action in favor of fair trade and include social and environmental justice in their value chains"*. The latest annual report of Fairtrade Belgium can be found [here](#).

#### 3. The DGD funded program 2022-2026

Fairtrade Belgium's press and media activities are largely funded through the Belgian Development Cooperation (DGD). The evaluation of the organizations' press approach therefore fits within the broader framework of this subsidy called DGD program.

The current DGD program (2022-2026) aligns with Fairtrade Belgium's vision and wants **to encourage Belgian companies to adopt fair trade, social justice, and environmental justice within their value chains**. Fairtrade promotes labeling, certification, and actions in Human Rights and Environmental Due Diligence, leveraging "Positive Peer Pressure" to increase awareness and engagement among citizens, businesses, and governments. Belgian citizens demand increasingly demand systemic change and corporate responsibility, paralleling global movements for climate action and social justice. Businesses who already take action need a 'level playing field' to ensure fair competition, and public authorities want to enforce binding regulations



to increase companies' accountability. Through its' activities and hence through its' subsidy program, Fairtrade Belgium wants to connect all of these together and foster collaboration between these actors.

A more detailed description of the current DGD program, including the logframe, target groups and contextual elements, can be found in the annex.

#### 4. Objective of the evaluation

The objective of the evaluation is **to evaluate Fairtrade Belgium's press approach**. In particular, **to evaluate to what extent the chosen press approach adds to attaining the objective of the DGD program**, and **how the transversal themes of gender and environment were integrated in this approach**

The outcome/objective the DGD program is: *"Encouraged by citizens, civil society, and policymakers, Belgian companies are increasingly acting in favor of fair trade, social justice, and environmental justice within their value chains, integrating them as the new norm"*. The contribution of press activities to this outcome level was defined at result level, namely under result 2: *"More and more citizens, in their private and professional spheres, are becoming informed, sensitized, and aware of the issues related to social justice and the respect of human rights within value chains and are raising the importance of these subjects in societal debate"*. This is explained in the logical framework under annex 1. The KPI to measure whether this objective was attained through the press activities is formulated as follows: *"Number of times each resident in Belgium (over 20 years old) has potentially been in contact (reach) with a message related to Fairtrade and its themes in print, online, and audiovisual media"*. In addition, Fairtrade Belgium has defined another press impact in terms of earned media value since 2022. Data has been collected and is available for 2022 and 2023 in that regard.

#### 5. Framework for the evaluation

##### 5.1. Why evaluate a press approach?

Since the start of the current DGD program in 2022, Fairtrade Belgium has significantly invested in its press approach, utilizing various tools and strategies such as press releases, media campaigns, and journalist relationships. Recently, the organization introduced a new approach called "Love Brand" aimed at enhancing consumer engagement with Fairtrade which will also impact its' press approach. Despite satisfactory results, Fairtrade Belgium seeks to further elevate its press efforts and to seek new insights to even better align with the DGD program's objective. In addition, Fairtrade Belgium also wants to understand better how gender and environment as transversal themes, were integrated into the press approach, reflecting the organizations' commitment to inclusivity and sustainability.

##### 5.2. Scope

The evaluation will focus on the impact of the press activities as carried out by Fairtrade Belgium as part of its' DGD program 2022-2026. For this evaluation, the consultant can refer to the program's logframe in the annex.

However, he/she will ensure to direct his/her analysis towards assessing the relevance, effectiveness, efficiency, and sustainability of the achieved results in accordance with DAC regulations:

<b>Relevance</b>	Fairtrade Belgium's press activities should align with the needs and priorities of the target group, necessitating a thorough analysis of messaging developed over time.
------------------	--

<b>Effectiveness</b>	The extent to which objectives are achieved by Fairtrade Belgium's press activities, measuring their success in reaching desired outcomes.
<b>Efficiency</b>	Evaluating the ratio of results to resources used, ensuring optimal utilization and comparing different approaches to achieve similar results.
<b>Sustainability</b>	Assessing the likelihood of benefits from press activities continuing after intervention ends, considering financial, social, and knowledge transfer aspects.
<b>Impact</b>	Analyzing the positive and negative effects of Fairtrade Belgium's press actions, both intended and unintended, on stakeholders and objectives.

As a follow-up to the institutional dialogue between Fairtrade Belgium and the Belgian Development Cooperation DGD in September 2022, the consultant is also expected to analyze how the transversal themes such as gender and environment have been mainstreamed throughout the press approach of the organization.

### 5.3. Available sources for the evaluation

Type of source	what
Programmatic document	DGD program
Press releases	Overview of all press releases sent since January 2022
Press clippings	Overview of all press clippings since January 2022
Reports	Reporting on press KPIs (DGD KPI + media value)
Press tools	Access to press tools including Prezly and Auxipress (journalists database)
Strategy	Strategy documents for press and communication, including the above mentioned "love brand" strategy

## 6. Evaluation questions

Below some examples of evaluation questions. **This list is not complete** and the selected consultant is expected to develop additional questions. The evaluation questions were developed together with the operational and methodological team, in charge of the evaluation at Fairtrade Belgium.

<b>Relevance</b>	Is Fairtrade Belgium's messaging in press releases and interviews aligned with the program's objectives? Is the messaging tailored to the needs of the target group? How has the context changed since the program's inception, and how should this influence future messaging?
<b>Effectiveness</b>	Are the channels used by Fairtrade Belgium maximizing impact? Is Fairtrade Belgium effectively engaging with journalists to achieve its objectives?
<b>Efficiency</b>	Are the tools utilized by Fairtrade Belgium the most effective for achieving impact? Would increasing capacity for PR actions be a reasonable investment? Have past collaborations with paid media been more efficient than partnership-focused approaches?
<b>Sustainability</b>	To what extent is the current press approach contributing to defined outcomes and results? How well integrated is the current approach within the organization?

Impact	Is the current press approach achieving the anticipated impact on both B2B and B2C target groups?
--------	---

Regarding the integration of the two transversal themes gender and environment in these five pillars, the consultant is expected to identify specific evaluation questions.

## 7. Stakeholders and responsibilities

Main point of contact will be: Koen Van Troos, Head PR & Advocacy at Fairtrade Belgium.

Additionally, the evaluation will be followed by:

1. **An operational team:** the Head Communications and Marketing Augustin Ide and CEO Philippe Weiler. Together with Koen, they will discuss progress on the evaluation report and provide relevant input.
2. **A methodological team:** the informal Monitoring and Evaluation Team at Fairtrade Belgium composed by Head finance and licensing Cathy Horvath, XXXX Sakina Fennouri and Executive/Office Assistant Marie Vandenberghe. Together with Koen, they will provide input on the methodological aspects of the evaluation.

All collaborators mentioned in the above were consulted in the writing of these Terms of Reference. The end users of this evaluation will be the operational team involved in the process, who will align their approach towards press with the recommendations of the evaluation. In addition, the evaluation report will be made public, and the conclusions will be shared with other NGOs in the sector through the federations and umbrella organizations.

## 8. Methodology

The methodology to be used for the evaluation is to be developed by the consultant based on the available data mentioned in the evaluation framework. Possibilities can include mixed-methods research, based on the analysis of the documents mentioned in the above and in-depth interviews (with journalists, communication agencies, etc.).

In terms of feedback, Fairtrade Belgium **suggests at least 3 moments of participatory feedback** with the consultant:

1. At the beginning of the assignment. After a first meeting/exchange with the operational team, the consultant will be asked to develop an inception report (also based on having a first look at the available data).
2. When presenting the first conclusions to the project team.
3. When presenting the final conclusions to the entire team at Fairtrade Belgium.

## 9. Media training

In addition to the assessment as explained in the above, consultants can also submit a separate proposal for a media training for dedicated staff at Fairtrade Belgium. This is not a condition but rather considered an add-on for proposals that will be submitted in light of this evaluation. The aim of the media training is to add to the overall media objectives and to improve public speaking skills of the operational team

## 10. Planning

The evaluation of the press approach is planned in May-June, with final conclusions/report planned Mid June. The calendar below is *a suggestion*, as dates can be discussed according to the availabilities of the selected consultant(s).

18/03/2024	Publication of TOR
01/04/2024	Final date to submit a proposal
03/04/2024	Selection of consultant
8/04/2024 - 15/04/2024	First meeting consultant and operational team (can also be online)
03/05/2024	Delivery of inception report: adapted work program following first meeting with operational team
08/05/2024	Approval/appreciation of inception report by operational team
09/05/2024- 30/05/2024	Literature/document review + in depth interviews with journalists and other relevant stakeholders (including communication agencies). Number of exact days to be defined by the consultant in the inception report.
02/06/2024	Presentation of provisional report to the operational team
02/06/2024- 07/06/2024	Feedback round on provisional report + presentation of final report on May 7 <sup>th</sup> to the Fairtrade Belgium team, including media training for targeted staff

## 11. Budget

The budget of the evaluation is estimated at 15 000 euros, all costs included.

## 12. Profile of the evaluator

*The profile of the evaluator can be very diverse.* Fairtrade believes however that the following knowledge is of added value for the assignment:

- To have experience in project/program evaluation in development cooperation and preferably in working with DGD.
- To have an expertise in collecting and analyzing qualitative and quantitative data.
- To have a background as a (former) journalist or in media related functions.
- To have expertise on the evaluation of gender and environment as transversal evaluation themes.
- To have a good understanding and knowledge of Belgian media, both in FR and NL
- To have Knowledge of Fair Trade or Fair Trade related themes
- To have a thorough understanding of Dutch, French and English, both written and spoken

## 13. Ethical Code of Conduct

In alignment with the principles and values upheld by Fairtrade International, Fairtrade Belgium asserts its commitment to ethical conduct, including but not limited to transparency, accountability, and respect for human rights, in all collaborative endeavours. By entering into a collaboration with Fairtrade Belgium, all parties involved agree to abide by the ethical standards as outlined the [Fairtrade Organization Code](#).

It is expected that all individuals related to our work comply with this Code and its related policies and participate in the outlined processes. They should cooperate with any measures aimed at avoiding



incidences, of fraude, corruption, bullying, harassment, sexual exploitation and abuse, maltreatment of children and vulnerable adults, at work. It is also important to support colleagues who are victims of ethical misconduct and report incidences witnessed in a sensitive manner so as to protect the subject's interest. Moreover, individuals should conduct themselves in a manner that does not condone or make light of unethical behaviours.

#### 14. How to submit a proposal?

Proposal should be send to Koen Van Troos, head PR & Advocacy at [koen@fairtradebelgium.be](mailto:koen@fairtradebelgium.be). Proposals should include a resume, motivational letter and a methodological proposition for the assignment based on the TOR including references to the DAC criteria.