

TERMS OF REFERENCE

Study on Carbon and Water Footprint for sustainable orange production for orange juice in Fairtrade cooperatives in Brazil

Context and Background

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. Our mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives. Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Fairtrade has three main types of interventions:

1. A set of standards and tools include many environmental criteria which make up the 'rules' for (mostly) agricultural¹ production, biodiversity protection, fair trading practices, as well as organisational development as key to functional smallholder organisations.
2. Fairtrade engagement on the ground – e.g. producer extension services and capacity building, programs and projects (increasingly funded by third parties such as other supply chain actors, e.g. retail companies) – strengthens application of better natural resources' management, environmental-friendly agricultural practices, adaptation to climate change, biodiversity preservation and further interventions focussing on resilience to environmental shocks and stresses.
3. In addition to the Fairtrade standards and minimum prices (set for most Fairtrade products), farmer and worker organizations receive an additional sum of money called the Fairtrade Premium (FTP). Depending on individual decisions by the producer organisations, the FTP is in among others used to implement projects focusing on climate resilience and/or environmental issues (e.g. organic fertilizer production, wastewater treatment, buffer zones, living hedges etc.)
4. In the early years of Fairtrade, neither standards nor producer support (programs/extension work) focused on improving the environmental impact of Fairtrade-certified agricultural production. However, over time both Fairtrade standards and programs have become more and more focused on environmental aspects and since 2015 Fairtrade has a [Climate Standard](#) (now under full review, see below). As of today, about a third of the criteria of the Fairtrade Hired Labour Standard and about a quarter of the criteria of the Fairtrade Standard for Small

¹ With some exceptions such as Fairtrade gold, emission certificates, sports balls or textiles

Producer Organizations are environmental criteria, covering issues such as pest management, pesticide use, soil management, water use, biodiversity and more. Meanwhile, Fairtrade programs are engaged in supporting producers around these issues as well as in building their resilience and adaptation strategies for climate change.

1. OBJECTIVES

The objectives of this study are:

1. To estimate carbon emissions of orange production at the selected cooperatives employing the [Cool Farm Tool](#),
2. To assess potentials and possibilities for carbon emission reductions,
3. To assess carbon sequestration opportunities and whether it would be possible to use carbon sequestration as a carbon credit generation opportunity,
4. To determine whether and how the generation of Carbon Credits in other ways could be a viable possibility for income diversification,
5. To look into the water footprint and opportunities for water management, water retention and other opportunities for mitigating the effects of frequent droughts in Brazil,
6. To estimate the compliance costs (to the FT Standards and legal requirements), and the advantages of up-scaling and extension of agroecological practices, biodiversity criteria, and the use of the Cool Farm Tool or other suitable tools for local farmers to enhance livelihoods.

2. GUIDING QUESTIONS

The key guiding questions that the study and the cases should consider include the following:

- What is the amount of carbon emissions estimated with the Cool Farm Tool?
- Do possibilities for carbon reductions and carbon sequestration exist in the selected cooperatives, and to which amount? Is there a willingness at Producer Organization (PO) or farmers level to address carbon reductions or assess the option of producing carbon credits, e.g. in order to diversify income? If not, what are reasons?
- What is the estimated water footprint and which opportunities for water management, water retention or other ways to mitigate the effects of frequent droughts in Brazil do exist?

- What would be the estimated costs of all the aforementioned interventions/instruments for the small-holder farmers / cooperatives?
- What advantages/benefits for local farmers could result from aforementioned interventions/tools and are there recommendations for roll-out?

3. METHODOLOGY

Along with the application, the consultant must present the methodology to be used, considering literature review a participatory approach that includes women and vulnerable groups within each organization.

Within the proposed methodology, workshops, field visits and surveys should be considered for members of the POs along with the scope of each of these activities. The delivery of information should be categorized by sex and age.

A study concept should be presented and approved by Fairtrade, and close alignment with Fairtrade about methodological topics should be maintained throughout the implementation of the study.

4. GEOGRAPHIC SCOPE AND TARGET GROUP OF THE STUDY

- Paraná
- São Paulo
- Rio Grande do Sul
- Sergipe
- Bahia

Target Group Size: Fairtrade has 8 certified orange juice cooperatives with a total accumulated membership of 600 family farmers. Depending on the chosen methodology the researchers will select a sample.

5. SELECTION PROCESS

The project will be awarded to a researcher or research team meeting the following criteria:

- Fluency in Portuguese and English both written and spoken.
- Verifiable experience in conducting and analysing research projects in emerging countries related to carbon reductions/sequestration, carbon footprint estimations with Cool Farm Tools, and water footprint measurement and water management/retention
- Experience with Carbon Credit projects

- Basic knowledge on orange juice agricultural practices and juice production
- Experience in evaluation techniques and data analysis methodologies relevant to this project (participatory, inclusive and innovative research methods, quantitative and qualitative analysis skills, etc.)
- Ability to present information concisely and clearly
- Demonstrable policy on research ethics, and a willingness to adhere to Fairtrade research and ethics policies
- Basic understanding of Fairtrade principles, key tools and approaches and Fairtrade structures
- Existing research experience, research networks, and partnerships in Brazil

6. TIMELINE AND DELIVERABLES

The expected project deliverables and the timeline for their submission to Fairtrade Germany will be:

Awarding of Contract	Timeline
Offers to be received by	24 th May 2023
Interviews with selected candidates and awarding of contract by	09 th June 2023
Deliverables	Timeline
1. Brief study concept, containing further information about methodology, information analysis tools to be used and research ethics and protocol to be followed, to be agreed with Fairtrade Germany before carrying on with the research	23 rd June 23
2. Detailed methodological proposal for retrieving missing data and secondary information review	23 rd June 23
3. Fieldwork / data collection	July - September 2023
4. Short intermediate report showing the progress on data collection	25 th August 2023
5. Learning and validation of findings workshops with producers (can be right after fieldwork or later virtually) and presentation of estimated carbon emissions/carbon and water footprints	Before 5 th Nov 2023
6. Detailed narrative report that represents the estimated carbon emissions, possibilities for carbon emission	By 31 st Oct 2023

<p>reductions, carbon sequestration options, , viability of Carbon Credits as an income diversification tool, as well as the costs of such and the advantages for local farmers as well as the estimated water footprint and opportunities for water management, water retention and other opportunities for mitigating the effects of frequent droughts in Brazil, The report should contain a good balance of narrative explanation and data representation through clear graphs and tables. The report will follow a structure agreed between the researcher and Fairtrade such that it meets the objectives of the study</p>	
<p>7. A PowerPoint presentation summarizing the main findings and key recommendations, and 2 learning sessions / presentations of the same to relevant Fairtrade stakeholders (this presentation will probably happen through virtual means)</p>	<p>By 15th Nov 2023</p>
<p>8. Hand over any raw data collected through the research process</p>	<p>By 15th Nov 2023</p>
<p>9. Final report ready</p>	<p>By 22nd Dec 2023</p>
<p>10. Availability for Feedback on Publication / 1 Publication Event</p>	<p>Q1 2024 (date to be agreed)</p>

7. WORKING LANGUAGE

The working language for this assignment is English for the deliverables and Brazilian Portuguese for field work. Some deliverables (for example raw data and interviews and power point with results) may be presented in Brazilian Portuguese, in deliberation with Fairtrade Germany.

8. VISIBILITY

All outputs need to be approved by Fairtrade Germany before presenting them to external audiences, to ensure that they follow the visibility rules of CIR and possibly other institutions as the project donors, and of Fairtrade Germany as the commissioning partner of this study.

9. CONFIDENTIALITY AND OWNERSHIP

All information gathered and documents produced in the course of the assignment are the property of Fairtrade Germany and the certified SPOs. Consultants have to comply with

confidentiality regulations and research ethics (see [Fairtrade-Research-Ethics-Policy_2020.pdf](#))

10. PROCESS

Because the expected budget for the study lies below thresholds for a full tender under German / European legislation, the selection of a researcher or research team will be based upon a price-quality comparison between candidates who are invited to present to Fairtrade Germany:

- A document or documents setting out the relevant information about the researcher or company requesting to conduct the study: official address, legal registration, tax number, bank account
- CV of main researcher
- A short concept (maximum 3 pages) representing their relevant experience and methodology for conducting this study.
- A simple budget, based on foreseen working days and fee per day. The budget, including a mandatory 19% VAT payable in Germany (as this is where Fairtrade Germany is headquartered) should remain below the maximum value of €70,000.

Commissioning party of this study is Fairtrade Deutschland e.V. based in Cologne, Germany. The contact person at Fairtrade for this study is Larissa Jung, Coordinator of International Project Partnerships.

The application documents for conducting the study should be sent before 24th May 2023 24:00h Central European Time to the e-mail address: L.jung@fairtrade-deutschland.de