Request for Proposal

Content Gathering

About ETP

The Ethical Tea Partnership (ETP) is a global membership organisation that is catalysing long-term, systemic change, to benefit everybody who works in tea – especially people in tea-producing regions.

Our work addresses the key issues within economics, equality, and the environment. We focus on:

• delivering locally-led projects, often in partnership with other organisations, that seek to involve communities and ensure their voices are heard;
• supporting the private sector to pioneer responsible business models; and
• engaging stakeholders to support policies that positively impact people in tea.

At ETP, we believe businesses have the power to be a force for good. Our members include a range of tea companies, from start-ups to multi-nationals who have joined us to address the complex systemic issues that the tea sector faces. We convene and facilitate collaboration between communities on the ground, our members, businesses, governments, and civil society, enabling us to mobilise our resources and deliver our transformational strategy.

In all our work, we seek diverse partnerships with stakeholders across the tea sector, helping us evolve new ways of tackling issues. We share our learnings across regions and the sector to raise awareness of emerging issues, deepen understanding, and galvanise action.

We know the challenges are vast and that systemic change will not happen overnight. But we believe that by listening to workers, farmers, and communities and working collectively we can realise our vision of a tea sector that is thriving, socially just, and environmentally sustainable.

The project

Strategic Alliance (STA) – Improving livelihoods

Our Strategic Alliance (STA) with the German development agency GIZ in Rwanda and Malawi is now in its second phase. It scales up approaches to help more farmers achieve improved livelihoods. In Malawi, the project’s extension will focus on Training Trainers for 30 Village Agents, and coaching in business management skills for 2,100 farmers participating in Village Savings and Loans Associations to support income diversification.
Scope of Work

ETP is looking for a communications professional in Rwanda to complete a content gathering activity among smallholder tea farmers and workers of smallholder farmers, highlighting the impact of the STA project on the tea community.

Working alongside our programme and communications team, the communications professional would be responsible for delivering the following:

Examples of previous work

To familiarise yourself with our style of communications, please watch these videos documenting stories from the STA’s project in Malawi:

- Meet Agness
- Meet Lloyd

Deliverables

The content gathered should demonstrate how this project has supported smallholder tea farmers and workers of smallholder farmers by improving their livelihoods and providing economic security.

- a gallery of at least 100 high-quality photographs (landscape and portrait):
  - 10-20 images should be of tea gardens, tea crops, close-ups of tea leaves, etc.
- 2 x two-minute professional videos highlighting 2 x selected individuals’ journeys to learn about the importance of business management skills and diversification;
  - we will provide detailed guidance ahead of time of who to approach for these testimonies.
  - the design and production of the video should follow ETP brand guidelines and should be of high quality.
  - Final videos should be provided both subtitled, and un-subtitled but with accompanying SRT subtitle files.
- at least 2 x case studies, one for each of the 2 x selected individuals, detailing their participation in the project and the impact of the project on their lives.
  - A case study consists of at least 250-500 words of text and includes quotes from the participants.

Timeline

Proposals should be submitted by Friday 18 August 2023.

The content gathering activity will take place the weeks commencing 21 and 28 August 2023.

The content gathering should take no longer than ten working days.

Final deliverables should be submitted for review no later than two weeks following the content gathering trip.

Budget

A comprehensive budget should be submitted including any necessary equipment, travel expenses, and cost per deliverable.
Submission

Please submit your proposal and three examples of previous work to info@ethicalteapartnership.org by Friday 18 August 2023.

Please use the following subject line: Proposal – Rwanda story gathering to ensure that your proposal will be reviewed on time.