

Eol: M&E Survey

trustea Sustainable Tea Foundation

5th Floor, Unit No. 506, The Chambers, 1865, Rajdanga Main Road, Kolkata - 700107

W: www.trustea.org | E: support@trustea.org |



Subject: Expression of Interest: Monitoring and Evaluation Survey for trustea Program

Dear Team,

We are pleased to extend an invitation to your organization to participate in an external Monitoring and Evaluation (M&E) survey for the trustea Sustainable Tea Program. The goal of this survey is to assess the outcomes and impact of the trustea program within the Indian tea sector, providing an evidence-based evaluation that will inform our continuous improvement efforts and strategic objectives.

Background of the trustea Program

The trustea Sustainable Tea Standard aims to promote sustainable practices across the tea value chain by enhancing the environmental, social, and economic conditions in tea production. With an emphasis on local and global sustainability standards, trustea collaborates with various stakeholders, including tea manufacturing entities, workers, buyers, and local NGOs, certification bodies, implementing partners, to implement, certify and sustain these practices. To advance the program's accountability and transparency, we intend to undertake an impact-focused M&E survey with a reputed external partner.

Scope of Work

The entire exercise will be carried out in a hybrid method through onsite survey. Interview and online data sharing, virtual meetings / verification of information/documents / data, etc. Visit to any office / worksite is completely subjected to the discretion of the stakeholders.

The selected partner will be responsible for designing and executing a survey methodology that engages our diverse stakeholder base. This includes:

1. Stakeholder Engagement and Data Collection

Conduct surveys and interviews with key stakeholders, such as tea estates, workers, buyers, certification bodies, and local NGOs. The purpose is to gather quantitative and qualitative data regarding the adoption of sustainable practices, improvements in labour conditions, environmental impacts, and economic outcomes.

2. Impact/ Outcome Assessment

Measure specific outcomes aligned with the trustea Theory of Change. This involves evaluating:

- Environmental outcomes, such as water and energy usage, pesticide reduction, and waste management.
- Social outcomes, including labour conditions, workers' welfare, and community impact.
- Economic outcomes for tea growers and estates, assessing financial gains, productivity improvements, and access to new markets.

Eol: M&E Survey

trustea Sustainable Tea Foundation

5th Floor, Unit No. 506, The Chambers, 1865, Rajdanga Main Road, Kolkata - 700107

W: www.trustea.org | E: support@trustea.org |



3. Data Analysis and Reporting

Compile, analyse, and interpret the collected data to provide a comprehensive assessment of the trustea program's effectiveness. Identify gaps, best practices, and areas for improvement within the program's framework.

4. Recommendations for Program Enhancement

Based on the findings, provide actionable recommendations that support trustea's commitment to continuous improvement and credible impact reporting. This will help refine our practices to meet global sustainability benchmarks and enhance trust among stakeholders.

Expected Outcomes

The outcome of this M&E survey will be a robust, third-party-verified assessment of trustea's intended and unintended outcome/ impact on the overall tea supply chain (within trustea standard's scope of applicability). This will be helping in refining our program strategy, strengthening partnerships with stakeholders, and increasing our alignment with international sustainability standards.

Reference guidelines:

1. trustea project LFA, related manual, policies (Website link - <https://trustea.org/>)
2. Any related report research data etc. as applicable (MEL page link: <https://trustea.org/mel>)
3. Previous published reports (MEL report link: <https://trustea.org/mel-reports>)

Partner Requirements

We seek a partner with proven expertise in M&E, particularly within the agricultural or sustainability domains. Familiarity with multi-stakeholder engagement and impact measurement for large-scale certification programs is highly desirable. The partner should be able to deliver clear, data-driven insights that effectively support our strategic objectives and foster stakeholder confidence in the trustea program.

Thank you for considering this opportunity to contribute to the sustainable transformation of the Indian tea industry through the trustea program. We look forward to the potential of working together to deliver impactful results.

Please feel free to reach out with any questions or for further information.

Warm regards,

Anandita Ray Mukherjee

Sr. Manager – System Assurance and MEL

trustea Sustainable Tea Foundation

Date: 13.11.2024