



WWF Germany Terms of Reference/ Statement of work

1. Title of the project: Technical support on the on-farm implementation of the program "Environmentally and socially more sustainable banana production in Cameroon/ Côte d'Ivoire" in relation to monitoring.

2. Background

WWF (World Wide Fund for Nature) is one of the largest independent nature conservation organizations in the world. Its mission is to halt environmental degradation and to build a future in which humans live in harmony with nature by conserving biological diversity, using renewable natural resources sustainably, and promoting the reduction of pollution and wasteful consumption.

For fifteen years, WWF Germany and the German food retailer EDEKA have been collaborating within the framework of a joint partnership, based on a common will to protect nature, to save resources and to preserve them for the next generations. The goal of this partnership is to significantly reduce EDEKA's ecological footprint and to make its supply chains more sustainable.

It all started in 2009, with fish being the first topic of the cooperation. Today, the joint work covers a range of four umbrella topics: biodiversity, freshwater, climate change and materials and resources including projects in agriculture, waste prevention and traceability. Our way of working is characterized by joint efforts to achieve the best solutions. With the help of the cooperative partnership between EDEKA and the WWF network, the partners are able to bring about changes that influence both the German and foreign markets. With EDEKA's 12 million customers a day, even small advances have a huge effect.

Bananas belong to the most popular fruits in Germany. However, the way they are produced can be harmful to people, animals and the environment. Since 2014, the program "Environmentally and socially more sustainable banana production" has been working on banana farms in Colombia, Ecuador and Costa Rica.

The program seeks to develop and implement a conventional production model that is environmentally and socially more sustainable through the implementation of practices that are periodically monitored. These practices are divided into six areas: natural ecosystems, water resource management, integrated crop management, climate change, waste management and social commitment.

Unlike a certification, the program provides support and technical advice to program farms – also during the monitoring process where progress and compliance with the program's requirements are analyzed. As a result of this continuous accompaniment, a cultural change shall be promoted inside and outside the farms. The final product is sold in EDEKA's supermarkets throughout Germany with the program logo under the slogan "WWF and Edeka, together for more sustainable bananas".

After many years of successful work in Latin America, the program shall now be expanded by new farms in Cameroon and Côte d'Ivoire which requires the setup of new program structures and a new team.

3. Required competences and skills

Proposers can be organizations, entities or natural or legal persons with the following competences and skills:

- Completed degree in agricultural sciences, environmental sciences, forestry, or similar.
- Extensive experience in auditing (e.g. FairTrade, Rainforest Alliance, GlobalGap or others)

- Knowledge in the above-mentioned program areas, ideally in banana cultivation
- Fluency in French and English
- Absolute confidentiality when handling information/data from the farms and the program
- Experience with the realities in Cameroon and Côte d'Ivoire
- Excellent interpersonal skills and proven ability to build and maintain strong relationships, negotiate or mediate on key issues, resolve conflicts and develop skills
- Ability to work quickly and efficiently to meet deadlines
- Personal integrity and with the ability to engage partners at all levels
- Adherence to the WWF values, which are: Knowledgeable, Optimistic, Determined and Committed

4. Purpose

Monitor the farms' implementation of the measures of the program "Environmentally and socially sustainable banana production."

5. Activities

- 5.1. Participate in trainings with experienced consultants of the program
- 5.2. Elaborate training material adapted to the African context
- 5.3. Train the farms on the Sustainability Catalogue
- 5.4. Monitor the implementation of the whole set of measures (see Sustainability Catalogue) on the farms twice a year and give advice on the correct implementation of program measures during the monitoring process
- 5.5. Elaborate a report of the findings and propose corrective actions
- 5.6. Measure KPIs on a preselection of program measures once a year
- 5.7. Participate in regular communication and workshops with the program team WWF/EDEKA/Supplier/Consultants monthly

6. Products

- Regular monitoring reports (2x a year)
- Summary of monitoring results in PowerPoint format to present to the team during workshops/meetings (1x a year)
- Submission of KPIs (1x a year)

7. Place of execution

- 2 Farms in Cameroon (starting with one plot per farm with 400ha each) located in Njombé-Penja
- 2 Farms in Côte d'Ivoire (starting with one plot per farm with 400ha each) located close to Yamoussoukro

8. Plan of activities

Activity	Year 1 Month												Costs in US\$	Comments		
	1	2	3	4	5	6	7	8	9	10	11	12				
5.1. Participate in trainings with experienced consultants of the program (2 days)	X															
5.2. Elaborate training material adapted to the African context	X															
5.3. Train the farms on the Sustainability Catalogue (2 days)		X														
5.7. Participate in the program's kick-off workshop		X														
5.4. Monitor the implementation of program measures (see Sustainability Catalogue) on the farms for semester 1, 2025 and give advice on the correct implementation of program measures during the monitoring process (2 days per farm)							X									
5.5. Elaborate a report of the findings and propose corrective actions							X									
5.7. Participate in regular communication and workshops with the program team WWF/EDEKA/Supplier/Consultants (1 day/month)	X	X	X	X	X	X	X	X	X	X	X	X	X			
Total Year 1													\$			
Activity	Year 2 Month												Costs in US\$	Comments		
	1	2	3	4	5	6	7	8	9	10	11	12				
5.7. Participate in the program's annual workshop	X	X														
5.4. Monitor the implementation of program measures (see Sustainability Catalogue) on the farms for the whole year 2025 and give advice on the correct implementation of program measures during the monitoring process (2 days per farm)	X	X														
5.5. Elaborate a report of the findings and propose corrective actions	X	X														
5.6. Measure KPIs on a preselection of program measures as for the year 2025	X	X														
5.4. Monitor the implementation of program measures (see Sustainability Catalogue) on the farms for semester 1, 2026 and give advice on the correct implementation of program measures during the monitoring process (2 days per farm)							X									
5.5. Elaborate a report of the findings and propose corrective actions							X									
5.7. Participate in regular communication and workshops with the program team WWF/EDEKA/Supplier/Consultants (1 day/month)																

Total Year 2	\$	
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9. Duration

The program will run from January 2025 until the end of the year 2030 with the possibility of extension. Contracts will be concluded on a yearly basis with possibility for multi-year contracts.

10. Requirement of the proposal

Please include your tariffs in table 8 and add comments where necessary. Travel costs may occur with the realization of the above-mentioned activities and will be considered when concluding a contract. However, they will not be relevant for the proposal.

Please submit your CV with this proposal.

11. Contact information

Any inquiries and documents can be sent to:

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12. Annexes

- Sustainability Catalogue (this annex will be provided after signing an NDA with WWF)
- Website EDEKA: [Bananen-Projekt für mehr Nachhaltigkeit | EDEKA](#)
- Website WWF Germany: [EDEKA und Bananen \(wwf.de\)](#)