

Attitudes to Fairtrade Flowers amongst UK shoppers

Invitation to tender – March 2026

Background

Fairtrade-certified flowers in the UK have experienced significant growth, with anecdotal evidence indicating that they often outperform non-Fairtrade flowers when presented side by side to consumers. To build a stronger evidence base for this, the Fairtrade Foundation seeks to commission research examining consumer behaviour and industry perspectives related to Fairtrade flowers.

Purpose of the Assignment

The purpose of this research is to investigate the commercial performance of Fairtrade-certified flowers, using sales data, consumer insight, and stakeholder perspectives. The ultimate objective is to demonstrate whether Fairtrade flowers sell better than non-Fairtrade alternatives when both are available to customers and what marketing approaches contribute to this outcome.

Scope of Work

The selected consultant will undertake the following activities:

- Review available sales data and consumer research relating to Fairtrade flowers.
- Gather anecdotal insights regarding customer purchasing decisions.
- Conduct interviews with key stakeholders in the flowers industry, including UK and Dutch traders, and retail buyers in key UK and European supermarkets.
- Review and explore the link between retailers who have run point-of-sale Fairtrade marketing campaigns followed by strong sales.

Deliverables

Demonstrate / quantify whether consumers are more likely to choose Fairtrade flowers next to non-Fairtrade alternatives, and what other factors influence their choice.

- A final report (between 10-20 pages/slides) including key findings, statistics, and conclusions by May 2026.

Insights will be used by the Fairtrade Foundation for presentation at an industry event in Kenya in June 2026 and to further Fairtrade's work to grow its market share of Fairtrade flowers.

Responsibilities

- The consultant will be responsible for planning and conducting all research activities, interviews, and data analysis.
- The Fairtrade Foundation will provide guidance, access to internal information, and support with stakeholder introductions where required.

Timeline (tbc)

- End- March 2026: Consultant appointed
- April 2026: Stakeholder engagement, research and data collection
- Mid-May 2026: Report drafting and share initial analysis with Fairtrade
- End May 2026: Delivery of final report.

Skills and Experience

- Strong knowledge of Fairtrade flowers, including origins, impact, knowledge of the Fairtrade standards for flowers, key flower supply chain actors, and biggest market players.
- Proven experience in delivering evidence-based research reports.
- Experience designing research methodologies and undertaking data collection, such as interviews and focus groups.
- Excellent research skills, with the ability to effectively distill, condense, summarize, and communicate research findings clearly.

Proposal Process and Budget

The deadline for proposal applications is 30 March 2026.

The total budget allocated for this research project is £8,000 (inclusive of all fees and expenses).

Please send proposals to becky.forecast@fairtrade.org.uk with the subject: 'Attitudes to Fairtrade flowers research'

' Your proposal should include the following:

- Your proposed approach to the project including detailed costings
- How you meet the criteria set out under the 'Skills and Experience' section above
- Relevant past consultancy experience
- Please include your CV
- Please outline any potential conflicts of interest within your proposal.

For any queries, please contact: Becky Forecast – becky.forecast@fairtrade.org.uk

Contracting Arrangements

This Terms of Reference outline the scope of work, responsibilities, deliverables, and expected timeline for the research project. A separate, legally binding contract may follow if required by either party.

Data Protection

The protection of peoples' data is non-negotiable, and we expect applicants to be aware of and compliant with the relevant protection laws in the UK (GDPR) and those of relevant Fairtrade flower retailers and traders.