



## Call for proposal

### Improving child rights in Uganda through awareness creation

#### Background

GEPA and Oxfam Fair Trade both follow the Human Rights Due Diligence (HREDD) cycle in order to manage risks regarding human rights within their supply chains. The first step in this process involved mapping the supply chains of both business partners for all products. Based on this mapping, an extensive desktop study was conducted to identify potential human right risks, including the intensity of these risks, across various products and countries. Among others, Uganda was identified as a country with significant potential human rights risks, particularly in the agricultural sector, with coffee being a key commodity affected by forced labor, child labor and inadequate working conditions.

In 2023, HREDD studies conducted with two Ugandan cooperatives, **MEACCE** and **ACPCU**, which supply green coffee to GEPA and Oxfam Fair Trade, highlighted **child labor** as a key risk despite fair trade commitments. Root causes for child labor include **poverty, low productivity, low prices, socio-cultural norms, and lack of awareness**. While GEPA and Oxfam Fair Trade are addressing a multitude of these root causes through their long-term cooperation with both partners already, there remains a need to focus on raising awareness about the distinction between **child work and child labor** and the negative impact of child labor on overall development. This issue is multifaceted, as it involves behavioral change. Without proper awareness amongst the coffee communities, their families and children, all other root causes will also be difficult to address in the long term. Therefore, the four partners (GEPA, OFT, ACPCU and MEACCE) decided to implement a project aiming at awareness raising measures in selected communities of the two cooperatives in order to deepen the understanding about child rights, about the negative impacts of child labor and the difference between child work and child labor in order to strengthen child rights and reduce the risk of child labor. Through this project we target to reach at least 5.000 households for ACPCU and 428 Households for MEACCE.

Both cooperatives have long-term positive experience in working directly in their communities to transfer information and implement new ideas and activities through the use of change agents. This project aims at using these structures in order to successfully raise awareness within the communities. The advantage is that these change agents are well respected people in the communities that have the capacity to influence behavior while understanding the socio-cultural norms. An innovative approach is here, that the project also intends to work with children and young people as change agents in order to follow the peer group approach.

The project aims to generate valuable learning about how to raise awareness about child rights, how these measures work, and how the change agent and peer-group approach can influence behavior and improve the situation of children in the agricultural sector in Uganda. As the lack of awareness regarding child rights is a root cause for child labour in many other regions of Uganda and Africa, the learnings from this project can be used for similar activities in other regions in the agricultural sector and thus contribute to HREDD processes, and in particular the identification of adequate measures, in other supply chains.

It is against this background that the project seeks consultancy services to undertake a baseline survey in two regions of Uganda: the Western Region (districts of Sheema, Bushenyi, Mitooma, Ntugamo, Buhweju, and



Rwampara) and the Eastern Region (districts of Bulambuli and Bududa), **train the trainers** on child rights, the difference between child labor and child work and the negative impacts of child labor in the communities. This particular activity **requires experts in the field of child rights**.

**Since knowledge of the local language and customs in the research region is an absolute requirement, it is possible to submit a proposal for only one region. Of course, proposals covering both regions are also welcome if feasible.**

## Objective of the project

- (1) Provide expert knowledge to management and trainer of trainers at both cooperatives on child rights, the difference between child labor and child work and the negative impacts of child labor in the communities
- (2) Support the development of awareness raising measures
- (3) Support the development of a baseline survey

## Detailed content and deliverables

- 1 Support the development of a first baseline survey to understand the status quo and situation of child labour the two regions:
  - a. Develop an initial survey to assess the current situation regarding child labor in the two regions in order to ensure overall project quality and to assess the impact on the long term. (choose qualitative and/or quantitative methods with focus to get the relevant information).
  - b. Focus on behavior, attitudes towards child labor, child work, and other root causes in the two communities. The baseline survey should help identify focal points for the training package (see next section).
- 2 Develop training concept/material for trainings of trainers with the following topics:
  - a. What are child rights?
  - b. The difference between child labor and child work
  - c. The negative impacts of child labor in the communities – with a focus on the coffee growing communities in both regions where ACPCU and MEACCE are based
  - d. Offering a good methodology to the trainers in order to ensure this knowledge can be shared with the highest impact
  - e. Any other topic that may be important to help raising awareness in child labor in the communities and as a result of the baseline study
- 3 Implement two trainings of trainers at each cooperative in Mbale and Kabwohe as follows:

These sessions should involve both **management** and **technicians** from the cooperatives.

Key goals:

Ensure that leaders and technicians have a **shared understanding** of child rights, the risks associated with child labor, and necessary measures to address these issues.

Develop **action plans** for awareness-raising and integrating child rights perspectives into daily cooperative practices and policies.
- 4 Support the development of a monitoring system to monitor behavioral change over time and beyond the project period
  - a. Meaningful data points to be measured
  - b. Frequency of monitoring
  - c. Sources of information to collect data points
- 5 Support the development of a monitoring system to monitor behavioral change over time and beyond the project period
  - a. Feedback periodically (backstopping and monitoring)



## Timeframe and deliverables

Deliverable 1: Support the development of a first baseline survey to understand the status quo and situation of child labor the two regions

September/October 2025

Deliverable 2: Develop training concept/material for training of trainers

October 2025

Deliverable 3: Implement two trainings of trainers at each cooperative in Mbale and Kabwohe

November/December 2025

Deliverable 4: Support the development of a monitoring system to monitor behavioral change over time and beyond the project period

November/December 2025

## Other requirements

Training experience

Baseline survey knowledge

Local languages

Experience in working in (coffee) farming communities and knowing the local context

## Proposal submission

Kindly submit your proposal, including a breakdown of costs according to the deliverables until Wednesday the **3rd of September 2025 midnight** via email to:

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