

TERMS OF REFERENCE (TOR)

GREEN ACTION FUND IMPACT REPORT

Issued by: Consumers International

Date: 04 June 2026

Deadline for Proposal Submission: 20 June 2026

Consumers International is seeking an integrated editorial and design consultant, studio or small team to support the development of the Green Action Fund Impact Report. The report will showcase selected Green Action Fund-supported campaigns, highlighting member-led action, grassroots impact, and the role of Consumers International in enabling and amplifying sustainable consumption initiatives across different regions.

Proposals should be submitted by **20 June 2026**. For more information and further details, see the full Terms of Reference.

BACKGROUND

About Consumers International

Consumers International is the global membership organisation for consumers groups, bringing together consumers organisations from around the world to advance consumer rights, protection and empowerment. Through its international network, Consumers International works to ensure that consumers are represented in decision-making spaces and that markets, policies and business practices deliver fair, safe and sustainable outcomes for people.

Consumers International's Sustainable Consumption Programme supports members to advance more sustainable, equitable and consumer-friendly approaches to production and consumption. The programme works across issues such as sustainable lifestyles, climate action, circular economy, food systems and consumer information, combining member engagement, advocacy, partnerships, evidence-building and communications. Within this programme, Green Action Fund play an important role in supporting locally led campaigns that enable consumers and communities to take practical action on sustainable consumption.

About Green Action Week and Green Action Fund

Green Action Week is an annual global campaign that promotes sustainable consumption and supports locally led action around a shared campaign theme. Each year, Consumers International members and other civil society organisations engage consumers, communities, institutions and partner through awareness-raising, advocacy and practical initiatives that address sustainability challenges linked to the current production and consumption systems in their local contexts.

The **Green Action Fund** is the funding mechanism that enables selected Consumers International members, particularly in low- and middle-income countries, to take part in the Green Action Week through locally designed campaigns. The fund is made available by the Swedish Society for Nature Conservation and administered by Consumers International. Through the Green Action Fund, Consumer International's members receive financial support, coordination, campaign guidance and opportunities for learning and exchange.

Over more than 20 years, Green Action Week and the Green Action Fund have generated a fantastic, diverse range of positive impacts. In 2026, Consumers International is commissioning a Green Action Fund Impact Report to bring together evidence, stories and insights of these outcomes in a more structured, accessible and compelling format.

The assignment is part of a broader outreach campaign designed to strengthen the visibility and utility of Green Action Fund evidence, place Consumers International Members front and centre, and position Consumers International as an enabler and amplifier of its Members' grassroots work. The final publication should support communications outputs, advocacy, fundraising and new future partnership opportunities for the Green Action Fund.

OBJECTIVE OF THE ASSIGNMENT

The purpose of this assignment is to produce a polished, accessible and visually engaging impact report that translates Green Action Fund-supported campaigns into a focused external-facing publication.

The report should support three priority objectives:

1. Tell compelling, human-centred stories of impact, showing how Green Action Fund-supported campaigns affect people, communities and local organisations in practice.
2. Demonstrate the value of member-led action, placing Consumers International members and their local leadership at the centre of the narrative while highlighting the different ways they respond to sustainable consumption challenges in their contexts.
3. Strengthen the case for continued and expanded support for the Green Action Fund, including future funding and partnership opportunities, by showing how the Green Action Fund model enables locally led, practical and evidence-informed action on sustainable consumption.

The report should be developed as an external-facing publication that combines clear evidence, compelling stories and practical lessons from Green Action Fund-supported campaigns. It should be designed to engage:

- **Potential funders and strategic partners**, demonstrating the value and the future potential of the Green Action Fund model.
- **Consumers International members and the wider Green Action Week network**, supporting learning, visibility and exchange across member organisations.

- **Communications, advocacy and policy audiences**, providing stories, evidence and messages that can be used in relevant external engagement opportunities.
- **Consumers International and SSNC**, serving as a strategic asset for reporting, learning and future planning.

WORKING APPROACH

The consultant/team will work closely with Consumers International's Sustainable Consumption Coordinator, who will act as the main focal point for the assignment.

The assignment should be approached as the development of a strategic, external-facing publication rather than a purely technical report. The consultant/team will be expected to combine research, interviews, editorial judgement, narrative development and visual storytelling to produce a report that is credible and evidence-based, while also engaging and useful for the intended priority audiences outlined above.

The consultant/team should work with Consumers International to refine report's key audiences, narrative threads and priority messages, ensuring that the final publication remains focused, audience-led and useful for communications, advocacy, fundraising and learning purposes.

Consumers International will provide relevant background documents, campaign reports, branding guidance and contact details for interviews.

Regular check-ins will be agreed at the start of the assignment. The consultant/team should be comfortable working remotely, collaboratively, and across different time zones, incorporating feedback and adapting the report structure as findings emerge.

SCOPE OF WORK

The consultant/team will lead the development of the Green Action Fund Impact Report working closely with Consumers International's Sustainable Consumption team and relevant internal stakeholders.

The work will include reviewing available campaign materials, conducting interviews, developing the report narrative, drafting and editing the publication, and producing the final designed report.

The consultant/team will also support the development of selected outreach material connected to the report, including written and visual content for social media, a launch presentation and web integration.

The assignment should cover the following areas:

Research and evidence review

The consultant/team will review available documentation from the Green Action Fund-supported campaigns, including narrative reports, quantitative data, campaign outputs, photographs,

communications materials and any other relevant supporting evidence provided by Consumers International.

This review should help identify the strongest examples of impact, the most compelling stories, and the cross-cutting patterns that can inform the report.

The consultant/team should pay particular attention to commonalities across the selected campaigns and identify a small number of narrative threads that can be emphasised consistently throughout the report and related outreach materials.

Interviews and story development

The consultant/team will conduct interviews with selected campaign leads and, where feasible, relevant partners or beneficiaries. These interviews should help deepen the success stories and capture first-hand perspectives, quotes and reflections and examples of real-life impact.

This factor of the scope of work is important to help move the report beyond activity descriptions by showing how Green Action Fund-supported campaigns affected people, communities and local organisations in practice. Where possible, the consultant/team should identify concrete examples of change, such as shift in knowledge, confidence, participation, community relationships, local practices, institutional engagement, or the ability of members to continue or expand their work beyond the campaign period.

The interviews should explore not only what each campaign achieved, but also how change happened, what enabled success, what challenges emerged, and what lessons can be drawn for future Green Action Fund cycles.

The success stories should place members' work and leadership at the centre, while also showing how Consumers International and the Green Action Fund support, connect and amplify locally led action.

Editorial development and writing

The consultant/team will develop the structure, tone and narrative of the report in collaboration with Consumers International.

The report should include approximately 5-6 selected success stories, supported by quantitative and qualitative evidence. It should also include an introduction, contextual framing, an explanation of the Green Action Fund model, cross-cutting insights, and recommendations or calls to action for relevant audiences.

The writing should be clear, accessible and persuasive, avoiding overly technical language while maintaining credibility.

The consultant/team should help Consumers International identify and prioritise the strongest messages for the report, including messages that can be repeated across communications, advocacy, fundraising and launch materials.

Visual storytelling and publication design

The consultant/team will design the final report as a professional digital publication. This should include layout, visual identity, infographics, pull quotes, success story pages, icons, maps or other visual elements where appropriate.

The design should be aligned with Consumers International's branding and suitable for digital dissemination. It should also be developed with multilingual adaptation in mind and possible future adaptations, including web use, social media dissemination, event use and potential translation.

The report will be written by the consultant/team in English. Once the English content is approved, Consumers International will arrange professional translation into Spanish and French. The consultant/team will then be responsible for adapting the approved design and layout into the Spanish and French versions, using translated copy provided by Consumers International.

The design should support strategic objectives of the report by making the strongest messages visible, memorable and easy to use across different audiences.

Outreach materials

The consultant/team will support the adaptation of the report content into selected outreach materials, including:

- Short written inputs for a social media toolkit;
- Key messages and visual assets for dissemination;
- A slide deck or launch presentation summarising the report's key messages, success stories and recommendations;
- Content or design assets to support integration into the Green Action Fund landing page on Consumers International website.

The consultant/team should ensure that outreach materials are focused and audience-led, prioritising the most relevant messages rather than multiplying outputs without a clear intended outcome.

DELIVERABLES AND OUTPUTS

The consultant/team will be expected to deliver the following:

1. Interview plan and short inception note: a brief note confirming the proposed approach, timeline, selected interviewees and immediate information needs.
2. Interviews with selected members and stakeholders: interviews with pre-agreed list of Consumers International members, Green Action Fund campaign leads and, where feasible, relevant partners or beneficiaries.
3. Green Action Fund Impact Report: a publication-ready report of approximately 16-22 pages, including introduction, context, selected success stories, cross-cutting insights, conclusion and recommendations.

4. Designed final publication: a professionally designed digital version of the report in English, ready for external dissemination, followed by layout adaptation of the final report into Spanish and French using translated copy provided by Consumers International. The final designed publication should be delivered in three language versions: English, Spanish and French.
5. Dissemination materials: written and/or visual inputs for a social media toolkit, a short launch presentation deck, web integration – where needed.

BUDGET

The total project budget is up to **£17 500, including taxes and any anticipated expenses.**

TIMELINE

The assignment is expected to take place between July and mid-September 2026, with final dates to be confirmed. An indicative timeline may include:

1. Early July 2026: inception, documentation review and interview planning;
2. July 2026: interviews with representatives of shortlisted GAF-support campaigns and, where relevant, selected partners or beneficiaries.
3. Late July – early August 2026: success story development and drafting of the report narrative.
4. August 2026: first full draft of the report and initial design direction.
5. Late August 2026: feedback, revisions and design development. Approval of final English content and handover to Consumers International for professional translation.
6. Early September 2026: finalisation of English report layout and adaptation of the approved design into Spanish and French, once translated copy is provided by Consumers International.
7. Mid-September: delivery of final report in English, Spanish and French, together with agreed dissemination assets.

PROPOSAL REQUIREMENTS

Interested consultants, studios or small teams should submit:

- A technical proposal outlining their understanding of the assignment and proposed approach;
- Examples of relevant previous work, ideally including impact reports, editorial publications and visually designed advocacy materials.
- CVs or profiles of key team members.
- A proposed workplan and delivery schedule, considering the expected implementation period and key milestones described in the Timeline section of this Terms of Reference.

- A financial proposal **up to £ 17 500, including taxes and any anticipated expenses.**

SUBMISSION GUIDELINES

Interested consultants, studios or small teams should submit their proposals by **20 June 2026** to Carmem Jocas, Sustainable Consumption Coordinator, at cjocas@consint.org.

Interviews will take place on a rolling basis.