WYSS ACADEMY FOR NATURE

CALL FOR PROPOSALS & TERMS OF REFERENCE

MARKET AND TRADE REGULATION ASSESSMENT FOR SELECTED VALUE CHAINS FROM PERU AND MADAGASCAR

Focus on the EU and Swiss Markets

Wyss Academy for Nature · Strategic Project 2.3.2 “Trade for Nature and People”



Freshly harvested cacao pods in Tambopata National Reserve, Peru.
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1. BACKGROUND

The Wyss Academy for Nature is a Bern-based institute that develops and tests solutions in which nature conservation, human well-being and livelihoods reinforce each other. It works through regional Hubs and their landscapes (“Solutionscapes”) and connects this practice with science and policy. Its 2026–2030 Strategy includes the goal “Scaling by influencing power structures and policies”: even remote rural landscapes are shaped by policies and by flows of goods, money and information.

Under this goal, Strategic Project 2.3.2 “Trade for Nature and People” looks at how trade rules, standards and market requirements affect producers in the Wyss Academy’s landscapes – and how these conditions can be shaped so that trade supports nature-positive livelihoods rather than acting as an external pressure.

The Hubs in Peru and Madagascar have proposed eight candidate products (Section 3.1). Based on multiple criteria, including a study of the associated trade and market systems, the Wyss Academy will select a limited number of value chains for its practice work in the course of 2027.

2. STARTING HYPOTHESIS, PURPOSE AND USE OF THE STUDY

2.1 Starting hypothesis

The Wyss Academy starts with the hypothesis that it wants to strengthen the capacity and agency of local actors to navigate and influence trade conditions of their nature-positive products, including through enhanced market access. Before investing in this, the Wyss Academy needs to know whether – and under which conditions – a market exists for each product in the main consumer markets.

2.2 Purpose

The study answers two questions per product, in this order:

1. **Market:** Is there a market for this product in the EU and in Switzerland at all? Who buys it, in which form, at which prices, and how does the product flow from the landscape to the end buyer?
2. **Regulations:** Which public and private requirements, tariffs and trade arrangements enable or hinder access to that market – and which processes stand behind them?

The focus is on the **consumer side** (EU and Swiss markets). Conditions in the producer countries are addressed only in a second step (Section 3.3).

2.3 Use of the study

The study, with a deliberate focus on the EU and Swiss markets, will inform the Wyss Academy's practice work, which will define the products and value chains around which the 2.3.2 project will center, from a trade-related perspective. The study should also help to identify questions that need further investigation before or after the decision is made on which of the eight value chains to focus.

The study provides **comparable evidence per product – not a ranking and not a selection**. The selection is made by the Wyss Academy.

3. SCOPE

3.1 Products

The study covers eight candidate products. The final list is confirmed at contract signature. For each product, the consultant looks at the forms in which it is or could be traded (raw, semi-processed, processed, by-products).

Country	Product	Traded forms to be examined (indicative)
Peru (Amazon)	Copoazú	Pulp, butter, processed products (including cosmetics)
Peru (Amazon)	Cacao	Beans, cocoa butter, powder, liquor; fine-flavour segment
Peru (Amazon)	Aguaje and other palm fruits	Pulp, oil, processed products
Peru (Amazon)	Biochar (from Amazon nut shells)	Soil improver; carbon-removal credits
Madagascar	Robusta coffee	Green beans, roasted
Madagascar	Pili Pili (chilli)	Dried, ground, sauces and spice blends
Madagascar	Essential oils	Oils for cosmetics, fragrance, aromatherapy
Madagascar	Silk	Cocoons, raw / hand-spun yarn, woven fabrics, finished products (scarves, textiles, handicrafts); by-products (silk waste, pupae)

3.2 Markets

- **Primary focus:** the European Union and Switzerland as consumer markets.
- Where the EU or Swiss market turns out to be very small or closed for a product, the consultant briefly names the most relevant alternative market (e.g. domestic, regional, other export markets) and why.

3.3 Outside the scope of this call

- Conditions in the producer countries (export rules, national policies, producer capacities, local value-chain mapping). These will be addressed in a second step, building on the results of this study.
- The selection of the value chains (see Section 2.3).

- A detailed analysis of effects on ecosystems and of inclusion risks. The consultant flags obvious issues where they appear (e.g. requirements that are very hard for smallholders to meet), without analysing them in depth.

3.4 Possible follow-up

Depending on the results and on the selection of value chains, the Wyss Academy may commission a follow-up analysis (e.g. producer country conditions, in-depth analysis of selected value chains). This call creates no commitment to a follow-up. Bidders may briefly indicate their interest and capacity.

4. CHAPTER 1 – MARKET

Chapter 1 answers per product: **Is there a market in the EU and in Switzerland – yes, no, or only in a niche – and how does it work?** The consultant collects data and answers the following questions.

4.1 Is there a market at all?

- Current import volumes and values into the EU and Switzerland, and trends over the last 5–10 years.
- Market size and growth prospects; main segments (e.g. food, specialty, organic, cosmetics, pharma, fragrance, agriculture/soil, carbon).
- Assessment per product: (a) an established market exists; (b) a market exists, but access is blocked; (c) only a niche market exists; (d) no market yet – it would need to be built.

4.2 Who are the buyers?

- Main types of buyers: importers, traders, processors, ingredient suppliers, brands, retailers, specialty shops.
- Names of the main buyers and importers where data allow and how concentrated the market is.
- What buyers look for: quality, volumes, consistency, origin, sustainability claims, price.

4.3 What goes where? Product flows and value chains

- How each product flows from origin to end use: which form (raw, semi-processed, processed), which countries it passes through, where it is processed, and in which end products it ends up. Examples: Where does cocoa butter go – chocolate, cosmetics, pharma? Where does Pili Pili go – retail spice, food industry, sauces? If any of the listed products is not entering the European and / or Swiss market, please still provide general information on the flows (does it stay in the country of origin / in the region / go to other international markets)?
- Where value is added along the chain and which share remains at origin. To the extent possible, use standard customs coding.
- Main competing origins and substitute products. To the extent possible, use standard customs coding.

4.4 How are prices defined?

- Price levels and price ranges per traded form, and premiums (e.g. organic, fair trade, fine flavor, single origin).
- How prices are formed: commodity exchanges and reference prices (e.g. cacao, coffee), negotiated contracts, spot markets, auctions, long-term buyer relations.
- Who has power over prices along the chain, who sets the price, and how volatile prices are.
- Who pays and who receives which price (distinguish between the price paid by consumers and the price received by farmers / producers).

4.5 Output of Chapter 1

A short market profile per product, including a simple product-flow diagram (from origin to end use), a market assessment (a–d Section 4.1), and a confidence rating that shows how solid the available data are.

5. CHAPTER 2 – REGULATIONS AND MARKET ACCESS

Chapter 2 answers per product: **Which requirements and trade conditions determine access to the EU and Swiss markets – and do they enhance or hinder the market?**

5.1 Public requirements

- EU and Swiss rules that apply to the product, e.g. food law (novel food status, contaminant limits such as cadmium in cacao or mycotoxins in spices and coffee), plant health, organic rules, cosmetics and chemicals rules (e.g. REACH), EU Deforestation Regulation (EUDR) for cacao and coffee, due-diligence rules, rules for fertilisers/soil improvers and carbon removals (biochar), access and benefit-sharing (Nagoya Protocol) as applied in the EU.
- For silk and other textile products: EU Textile Labelling Regulation, REACH restrictions (e.g. dyes), the Ecodesign for Sustainable Products Regulation (ESPR, textiles as priority group, Digital Product Passport), the EU Forced Labour Regulation, and animal by-product rules for cocoons containing pupae; Swiss equivalents where they apply.
- Current status and upcoming changes (e.g. EUDR implementation timeline).

5.2 Private requirements

- Voluntary sustainability standards and certifications (e.g. organic, Fairtrade, Rainforest Alliance, UEBT), buyer codes and specifications (quality, traceability, documentation, minimum volumes).
- How these private requirements are set, how far they differ between buyers, and where they go beyond public rules. Private standards are often less transparent and more arbitrary than public rules; the consultant should make this visible.

5.3 Tariffs and preferential access

- Applicable tariffs (MFN and preferential) in the EU and Switzerland per traded form, incl. tariff escalation for processed products.
- Preferential access for Peru and Madagascar, e.g. through the EU trade agreement with Colombia, Peru and Ecuador, the EU–Eastern and Southern Africa interim EPA, Everything But Arms, the EFTA–Peru FTA or the Swiss GSP; rules of origin and how far preferences are used.
- Whether competing origins have an advantage (lower tariffs, better preferences, easier compliance).

5.4 Enhancing or hindering?

- For each requirement: does it enhance the market (e.g. by rewarding quality, sustainability or origin) or hinder it (e.g. through cost, complexity, lack of recognition)?
- Which requirements are the decisive barriers per product, and which open opportunities.

5.5 Processes behind the rules

- Who sets and revises the relevant public and private requirements (EU institutions, Swiss authorities, standard-setting bodies, industry associations, large buyers) and how these processes work.
- Where rules are currently changing, and where producers' perspectives are or are not considered.
- First indications of where the Wyss Academy and its partners could engage.

5.6 Output of Chapter 2

A short regulatory profile per product, with a traffic-light summary (enhancing / neutral / hindering) per requirement and a confidence rating.

6. METHODOLOGY

Bidders propose and justify their own approach. It should combine:

- **Desk review:** existing market studies (e.g. CBI, ITC, BioTrade work on Amazonian products), regulatory texts, standards and buyer requirements; Wyss Academy documentation.
- **Trade and market data:** e.g. Eurostat Comext, Swiss customs statistics (Swiss-Impex), ITC Trade Map, Market Access Map, Standards Map.
- **Interviews** with importers, traders, processors, brands, standard-setters, industry associations and authorities in the EU and Switzerland. For niche products with little published data, interviews with buyers are essential.
- **One common grid** for all products so that results are comparable, with confidence ratings that show where data are weak.
- **Validation** of the profiles with the Wyss Academy teams.

7. DELIVERABLES AND TIMELINE (APPROX. 12 WEEKS)

Tentative period: January to March 2027. All deliverables in English.

Timeline	Deliverable	Description
Weeks 1–2 (January 2027)	Inception report (max. 10 pages)	Existing evidence and gaps, common grid, interview list, refined methodology and workplan.
Weeks 5–6 (mid-February 2027)	Draft Chapter 1 – Market	Market profiles and product-flow diagrams for all products. Wyss Academy gives feedback.
Weeks 8–9 (early March 2027)	Draft Chapter 2 – Regulations; and presentation	Regulatory profiles; presentation of preliminary findings to the project team and Hubs.
Weeks 11–12 (end of March 2027)	Final report	Both chapters revised, comparative overview, open questions for further investigation, annexes.

Structure of the final report (max. 30 pages excluding annexes)

1. Executive summary
2. Purpose, scope and methodology, incl. limitations
3. Chapter 1 – Market: comparative overview and market profile per product
4. Chapter 2 – Regulations and market access: comparative overview and regulatory profile per product
5. Comparative summary of all products (no ranking)
6. Open questions that need further investigation, incl. questions for the producer-country step
7. Annexes: data tables, references, interview list, interview guides

8. CONSULTANT QUALIFICATIONS

Teams and consortia combining market and trade-regulation expertise are explicitly welcome. All team members and their roles must be named. The team should demonstrate:

- Advanced degree in economics, trade, law, agricultural sciences or equivalent; at least 10 years of relevant experience for the team leader
- Proven experience in EU and Swiss market studies for natural ingredients, spices, specialty commodities or cosmetics ingredients (buyers, flows, segments, prices)
- Proven knowledge of EU and Swiss market-access rules, voluntary standards and buyer requirements, tariffs, trade agreements and rules of origin

- Understanding of how public and private requirements are set and revised
- Knowledge of soil-improver and carbon-removal markets and rules for biochar (may be provided by a team member or partner)
- Access to buyer and importer networks in the EU and Switzerland
- Excellent written English; working proficiency in Spanish and French for interviews
- No conflict of interest with the Wyss Academy or with buyers or producers of the products assessed

9. EVALUATION CRITERIA

Technical proposal 70%, financial proposal 30%.

Criterion	Weight
Understanding of the objectives and quality of the technical approach	25%
Team experience in market analysis and trade regulation for the product types	25%
Access to buyer networks and data sources; language skills	10%
Quality and feasibility of work plan and timeline	10%
Realistic budget (value for money)	30%

The Wyss Academy may invite short-listed bidders to an interview and reserves the right not to award the contract.

10. BUDGET GUIDELINES

Indicative budget envelope: CHF 10,000 – 20,000, excl. VAT. The budget should be in CHF, broken down by deliverable, and show daily rates and days per team member, costs for interviews and data access, and travel (only if justified).

11. MANAGEMENT AND ETHICS

The consultant reports to the Policy Lead of Strategic Project 2.3.2, with support from the Hubs in Peru and Madagascar. Deliverables are reviewed by the Wyss Academy, with external technical review at agreed stages. The consultant adheres to research ethics standards (informed consent, do-no-harm, data confidentiality). Commercially sensitive buyer information is treated confidentially. All products become the property of the Wyss Academy for Nature.

12. SUBMISSION

Submit a technical proposal (max. 10 pages), CVs of all team members (max. 2 pages each), two relevant work samples, a detailed budget, a declaration on conflicts of interest and, optionally, a one-page note on interest in a follow-up, to Martina Burger, Research Associate at martina.burger@wyssacademy.org, copying tatjana.vonsteiger@wyssacademy.org by **4 December 2026**, subject line “Application – Market and Trade Regulation Assessment”. Questions until 26 November 2026; answers are shared with all bidders. Contract signature foreseen for mid-December 2026, start in early January 2027.