



Survey Research Consultant – Shrimp Supplier Survey Design

Ethical Trading Initiative (ETI) is a leading alliance of trade unions, NGOs, and companies, working together to advance human rights in global supply chains.

We convene and collaborate with key stakeholders to improve business transparency and accountability and bring about positive change. A critical friend, ETI provides practical solutions to end the abuse of human rights at work, to make workers' lives, and business, better.

ETI's vision is of a world of work where everyone's human rights are protected and respected.

About the Project

Purchasing practices — including short lead times, cost pressures, and delayed payments — are increasingly recognised as a root cause of human rights risks in food and farming supply chains. Investigations across shrimp aquaculture industries in Vietnam, Thailand, India, Indonesia, Bangladesh, and Ecuador show how commercial pressures have contributed to wholesale prices falling below production costs, with knock-on effects on wages, working conditions, and livelihoods.

While many retailers, food service companies, and brands have strengthened ethical sourcing policies, a critical gap remains: aligning commercial decision-making with human rights due diligence (HRDD).

ETI is leading a multi-year project that brings together food retailers, brands, suppliers, civil society, and labour rights experts. The project supports companies to adopt Responsible Purchasing Practices (RPP) through ETI's *Common Framework for Responsible Purchasing Practices in Food*.

It aims to:

- Build internal understanding and cross-functional alignment on responsible purchasing.
- Improve purchasing practices through collaborative action and supplier pilots.
- Promote credible, practical guidance that drives wider industry adoption and informs policy reform.

Supplier surveys are a core component of this project. They provide direct insight into how purchasing practices from global shrimp buyers — including retailers, food service companies, hospitality groups, and importers — affect supply chain partners such as agents, exporters/processors, farmers and workers. These insights will help ETI's participating companies identify risks, understand impacts, and shape practical improvements.

Purpose of the Consultancy

ETI seeks a Survey Research consultant/consultancy to design, test, and support delivery of supplier surveys that examine how purchasing practices in global shrimp supply chains affect suppliers and workers up to farm level.

The consultant/consultancy will ensure that survey tools are robust, accessible, and methodologically sound, enabling ETI to generate high-quality insights that inform responsible purchasing pilots and wider industry guidance.

Scope of Work / Objectives

The consultant/consultancy will:

- Designing supplier survey tools tailored to shrimp supply chains, drawing on ETI's banana methodology while adapting it to shrimp-specific dynamics and removing scoring elements.
- Developing a MEL approach for data collection, validation, and analysis, ensuring reliability and comparability across suppliers and tiers.
- Advising on survey distribution strategy, including how to reach Tier 1 suppliers, Tier 2 suppliers, agents, processors/exporters, and farmers.
- Supporting survey rollout, including troubleshooting participation barriers, advising on language accessibility, and ensuring confidentiality protocols.
- Developing a light-touch analysis framework to help ETI interpret findings and identify patterns in purchasing practices and impacts.
- Providing recommendations for future iterations of the survey and MEL approach.

Deliverable

Indicative Timeline

Review ETI's existing supplier survey and supporting materials; submit a brief note outlining the proposed approach to adapting the survey for shrimp supply chains.

Early September

Submit a first draft of the supplier survey and accompanying guidance for ETI review.

End of September

Revise the survey based on ETI feedback and provide technical advice to support finalisation of the survey tool.

October

Submit the final survey, guidance notes, and a simple analysis template to support interpretation of survey findings.

End of October

Timeline

The consultancy is expected to require approximately 10 consultant days between September and October 2026. The consultant will work remotely and agree a schedule of inputs with ETI.

Reporting

The consultant/consultancy will report directly to the Purchasing Practices Programme Lead and participate in regular check-ins to review progress and address any issues.

Qualifications and Experience

The consultant/consultancy should demonstrate:

- Demonstrated experience designing surveys in the context of purchasing practices, human rights, or supply chain stakeholder engagement.
- Strong quantitative research methods and questionnaire design skills.
- Proficiency in Excel and R (or equivalent statistical programming tools).
- Ability to design clear, accessible graphs and visualisations.
- Experience advising on survey implementation.
- Project management skills, including meeting deadlines and managing expectations.
- Excellent written English.
- Demonstrated ability to handle sensitive data and maintain confidentiality.
- Knowledge of shrimp supply chains (desirable).
- Knowledge of Responsible Purchasing Practices (RPP) (desirable).



Budget and Payment Terms

The available budget for this consultancy is up to **£3,500, inclusive of VAT** where applicable. Applicants are invited to submit a quotation within this budget. Payment will be made upon satisfactory completion of the agreed deliverables.

Potential Second Phase

Subject to project needs and satisfactory delivery of Phase 1, there may be an opportunity for a second phase of consultancy work in early 2027. This would involve analysing survey data, preparing retailer/buyer reports, and supporting ETI in producing anonymised outputs for participating companies and suppliers. Any extension will be discussed with the successful consultant following completion of Phase 1.

Confidentiality and Intellectual Property

The consultant/consultancy is expected to maintain strict confidentiality regarding all project-related information. All reports, data, and materials generated will remain the property of ETI.

Application Process

Interested candidates should submit the following to hr@eti.org.uk with the subject line '*Consultancy: Survey Research Consultant –Shrimp Supplier Survey Design*' by **16 August 2026**:

- CV(s) of consultant(s)
- A short proposal (maximum three pages) outlining the proposed methodology and timeline
- A quotation for the consultancy, inclusive of any applicable VAT
- A sample of similar previous work.

Shortlisted candidates may be invited to interview on **Friday, 21 August 2026**. Please save the date.