

Terms of Reference for Market Research & Analysis

Global Mapping of Synthetic Feedstock and Fibre Market

Laudes Foundation invites organisations/consultants to **conduct market-based research and analysis on synthetics, their feedstock¹, their applications and alternatives²** to support us in understanding the global synthetic fibre market better within mainly the fashion industry as well as other major industries. Complete proposals must be submitted by 5.30pm IST on 31 March 2020. More details are given below in the terms of reference.

Introduction

Laudes Foundation³ is an independent foundation here to advance the transition to a just and regenerative economy. We do this by supporting brave action that will inspire and challenge industry to harness its power for good. Action that inspires industry, to work collaboratively to create solutions and tools. And action that challenges industry, holding it to account and incentivizing change.

Founded in 2020, Laudes Foundation is part of the Brenninkmeijer family enterprise and builds on six generations of entrepreneurship and philanthropy. In particular, we advance the industry- changing work of C&A Foundation. Laudes Foundation, in taking forward the work of C&A Foundation over the past few years under its fashion vertical, is now working persistently and collaboratively to influence capital and transform industry, with materials and sustainability in the global material mix as a core focus of its fashion vertical.

Research indicates that petroleum-based synthetic fibres⁴ such as virgin polyester, nylon, acrylic, elastane and other synthetics have grown in the past few decades to take up the largest share in the global material mix. Recent studies indicate that polyester by itself makes up for more than 50%⁵ of the global material mix, followed by cotton, and other natural and man-made fibres. **As a foundation that aims to address the convergence of the global crises of climate breakdown and inequality, the scope of the foundation's work is being expanded in materials from cotton and viscose to also include virgin polyester and synthetics and their alternatives due to the socio-economic and environmental impacts of fibres like polyester⁶ and other synthetics. Laudes Foundation is hence looking to understand the global synthetic fibre market better within the fashion and other major industries.**

The terms of reference present a brief description of the expected outcomes of the study, the scope; and key questions, deliverables, consultant qualifications, and the projected level of effort.

The market research & analysis is required to be completed and submitted to Laudes Foundation by 6 May 2020.

¹ For the purpose of this note, feedstock for synthetic fibre is defined as the products such as TPA/PTA, MEG, and others, that go into making the fossil-fuel based synthetic fibres

² For the purpose of this note, alternatives refers to either recycled polyester or synthetics made from renewable and bio-based sources

³ Read more on: www.laudesfoundation.org

⁴ For the purpose of this note, all references to synthetic fibres are references to fossil-fuel or petroleum based synthetic fibres and not semi-synthetic fibres such as rayon

⁵ Textile Exchange. *Preferred Fibre & Materials Market Report 2019*.

⁶ Read more about the impacts of polyester fibre here: <https://www.commonobjective.co/article/fibre-briefing-polyester>, <https://cfda.com/resources/materials/detail/polyester>

Scope

The Materials team of Laudes Foundation is commissioning the **market-based research and analysis on synthetics, their feedstock, their applications and alternatives to explore and develop a deeper understanding of the global synthetic fibres market.** One of the key outcomes of the intended research is for the creation of a comprehensive market report outlining details of the synthetics market, including data surrounding production volumes, regions, demand-side statistics, and information on current viable alternatives, policy & advocacy efforts [including but not limited to tariffs and non-tariff barriers, subsidies etc.]

Through this exercise, and to build a deeper understanding of the global synthetic fibre market, the analysis is expected to fill in key information gaps from three perspectives – (i) feedstock for virgin synthetic fibres, (ii) fibres, their market and applications across industries as well as specifically for the fashion industry, and lastly (iii) alternatives and sustainability related information including information focused on the recycled polyester market. The table below⁷ is an indicative (not exhaustive) list of the kind of information that should be explored as a part of this market research effort:

Information Buckets	Gaps & Details
Synthetic fibre related market information	Key manufacturers (countries & companies) globally and mapping of companies
	Key brands and market shares of synthetic fibre producers
	Volumes of production (country & company wise)
	Process information on feedstock conversion to synthetic fibre
	Key buyers globally (countries & companies)
	Price trends of fibre and contributing factors
	Types of synthetic fibres and market share of each
	Applications of each type of synthetic/polyester fibre in terms of segments
Feedstock related market information	Key manufacturers (countries & companies) and market shares
	Key brands and market shares
	Volumes of production (country and company wise)
	Production process information
	Material conversion vis. utilisation for textiles, as well as industry-wise utilisation
	Key buyers (countries & companies) with volumes of consumption
	Price trends of feedstock and contributing factors
	Comparison with other kinds of feedstocks for synthetics and other materials
	Applications of feedstock across industries
	Trends for largest companies and countries of production
	Trends for largest companies and countries of consumption

⁷ Please note that *Table 1* is not an exhaustive list, but more an indicative list that will be modified/made more specific as discussions commence with the selected organization/consultant.

Information Buckets	Gaps & Details
Sustainability related information	Current developments and trends in terms of innovation for substitutes
	Current developments and trends in terms of innovation for recycling of polyester or other plastic based material into fibres/other industry applications
	Process based sustainability
	Comparison of process based sustainability with other sustainable fibres
	Information around utilisation and process for development of bio-synthetics
	Current market efforts by large manufacturers to drive sustainability
	Consumer level awareness on polyester and its negative impacts
	Global and company related policy efforts towards reducing consumption / production of synthetics from non-renewable sources, as well as information around policy & advocacy efforts by companies/countries/regions [including but not limited to tariffs and non-tariff barriers, subsidies etc.]
	Largest polyester & synthetics waste producing countries, sectors, companies
	Biggest recyclers of synthetics (by fibre type, countries & companies)
	Price trends for recycled polyester and other recycled synthetics along with sustainable alternative innovations like bio-synthetics

Table 1: Information on the polyester market and key gaps to address through the research

Expected Timeline and Deliverables

The main activities and timetable for this consultancy is set out below:

Activity	Deadline
Proposal submission	Tuesday, 31 March 2020
Evaluation & shortlisting of proposals and contracting of selected applicant	March - April 2020
Kick-off meeting	Thursday, 2 April 2020
Submission of Inception report ⁸	Tuesday, 7 April 2020
Submission of Draft report & findings	Friday, 24 April 2020
Presentation of findings and data	Thursday, 30 April 2020
Submission of Final report & findings	Wednesday, 6 May 2020

The consultant will report to the Materials team of Laudes Foundation on all issues related to the analysis, contracts, fees and expenses, and deliverables and commenting / responses processes.

⁸ The inception report should include a work plan, expectations of the analysis, team roles and responsibilities, methods – qualitative and quantitative of analysis and data collection, and the project plan

Consultant Requirements and Level of Effort

The expected level of effort for the analysis is approximately 20-25 working days. This is an estimate – the level of effort proposed must be aligned with the proposed methodology.

Proposals [requirements can be found in Annexure 1 of this document] are invited from organisations/experts/consultants with relevant experience in the synthetic fibre and market research space to support our efforts in understanding the synthetic market better.

To conduct this research, applicants must have:

- Proven experience and expertise in market research for industries such as petroleum-based products, polyester fibre, and man-made synthetics and a deep understanding of the polyester and feedstock market globally
- Prior experience in market and commercial research
- Expertise in quantitative data analysis with an ability to synthesise information in the form of consumable graphs and data charts/infographics
- A strong network of stakeholders that can support with market-based research and industry insights/data
- Excellent verbal and written skills in English, with the ability to prepare and write (as well as edit and proof-read) market reports and present quantitative data in narrative and non-narrative formats
- No conflict of interest with Laudes Foundation

Please submit all proposals with the subject line “Organisation Name_Proposal: Synthetics Market Research & Analysis” to Karan Kumar via materials@laudesfoundation.org by 5:30PM (IST) on Tuesday, 31 March 2020. Submissions received after the deadline will be rejected.

Annexure 1: Proposal Requirements

Please submit a consolidated technical and financial proposal (no more than 6 pages excluding annexes) including the following:

- **Methodology:** Describe your overall approach and methodology including, and not limited to, methodology to address gaps, additional questions, and research design
- **Timeline:** A detailed timeline of key activities and expected deliverables
- **Relevant experience & expertise:** Provide details on any similar projects or research undertakings in terms of scope, complexity, and alignment with the synthetics market; as well as the organisation’s level of knowledge and expertise in conducting market-based research and analysis
- **Key personnel and staffing:** Describe key personnel from the assigned team. Include key experience through CVs (no more than 2 pages each and attached as an annex) of key personnel that will be part of the project team
- **Budget and cost estimation:** Provide an overall cost estimate as well as a line-item budget and budget narrative with cost estimates presented in euros (€) as an annex

For more information, please reach out to Karan Kumar via materials@laudesfoundation.org with the subject line “Questions & Clarifications: Synthetics Market Research TOR.”