

Call for Proposals: Business and Legal Advisory Services

Context: About the Ethical Fashion Initiative

Since its inception in 2009, the Ethical Fashion Initiative (“EFI”) has acted as a bridge, connecting women artisans and young entrepreneurs in the developing world with global lifestyle brands and consumers. EFI has developed a network in Afghanistan, Mali, Burkina Faso, Benin, Cote d’Ivoire, Eritrea, Haiti, Kenya, Uganda, DRC, Uzbekistan and Tajikistan, and has successfully connected artisans and designers to the market using B2B and B2C channels. Seeking to develop a strong local industry and market, EFI runs two accelerators: one for emerging fashion brands and one for the broader creative industries.

Community engagement is key to EFI’s model, enabling the project to restore social capital, addressing issues of social justice, and mitigate conflict and extremism, as well as illegal migration. EFI’s proven business model contributes to the United Nation’s Agenda 2030 by directly addressing several sustainable development goals, with a strong focus on poverty reduction and empowering women. It contributes primarily to the progressive achievement of SDG of the SDGs 1, 5, 8, 10, 12,13,16 and 17.

All business frameworks created by EFI apply a rigorous code of conduct based on the international consensus about responsible business. EFI carries out Environment, Social and Governance (ESG) Due Diligence. Over the last two years, the EFI has expanded its set of tools to manage sustainable business in the fashion industry, thus has developed a set of tools to monitor performance and implement sustainability reporting based on the ESG approach. At the same time, it has also created an umbrella brand and an online marketplace to support the transition to a B2C business model for its vast network of supply chains and the fashion businesses it accelerates.

Project Brief

EFI seeks to define partnership agreement schemes to frame these development tools in appropriate business practices for its vast network of partners in the developing world. Partnership agreements should be established with not for profit or commercial partners that offer pro-bono work. The aim is to manage the tools of EFI as globally available public goods. Proposed partnership agreements should clearly establish roles for EFI and partners together with clear rules on how partners will manage business responsibilities, ownership, investments, profits and losses.

Profile of the supplier

The ideal candidate for this work is a law firm with experience of work in defining support partnerships for other UN entities. Experience in creating foundations in support of the UN is desirable.

Deliverables:

- Participate in a study session (2 hours minimum) on EFI’s new offer of sustainable tools, online brand and marketplace.

- Study the EFI business model through a field visit of 5 days in Burkina Faso or Kenya, and to two main European fashion hubs (Paris and Milan) a minimum of 2 times. Cost of travels will be managed separately.
- Frame possible partnership schemes with a text of maximum 5,000 words to implement the use of EFI's tools as public goods.
- Suggest the following for each partnership scheme suggested:
 - Articles of Partnership and general outline of duties and responsibilities
 - Formation of the Partnership Agreement: steps and guidelines

Interested parties should send their proposals and quotations, detailing the qualifications of the company to efashion@intracen.org by the 30th June 2021.