

Terms of Reference – International consultant

Assignment title: Advisor for Product Development, Accelerator and Education, EFI Central Asia

Contract duration: 59 working days starting from 1 January 2021

Duty station: Home based

Travel: International travels

Background:

The International Trade Centre (ITC) Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) aim to reduce global poverty by involving micro-entrepreneurs from the developing world in international and regional trade. In other words, the Programme enables marginalised communities of micro-entrepreneurs to be part of the international fashion value chain through a business infrastructure, tailored around a unique system of work that enables these communities - mostly women - to thrive in association with the talents of the fashion world.

With the support of the European Union, EFI has project activities in Central Asia. These activities aim at bringing about socio-economic development in the participating countries through human capital investment in the cultural and creative sectors, which are mobilized as factors of business development and identity building. The beneficiary countries in Central Asia are Tajikistan and Uzbekistan.

As part of this Initiative, EFI runs several projects to accelerate and support entrepreneurs. This includes the Homeware Accelerator to support young designers from Central Asia in production management, marketing and business planning, with the objective of making them investment-ready. These areas of work require someone dedicated with solid experience in the fashion industry and experience in working with designers and creative minds, who can work as part of the acceleration and branding activities.

This job description outlines the work, which will focus on ensuring effective and efficient implementation of project activities in alignment with international and local project partners and the EFI team in Geneva. The objective is to assure activities are implemented in alignment with EFI's social enterprise model and impact measurement tool, as well as market orientation.

Description of Duties/Responsibilities:

Under the general supervision of the Chief Technical Advisor, Poor Communities and Trade Programme and the Senior Programme Officer, EFI Culture projects, the incumbent will undertake the following tasks aimed at producing marketing tools for consumers:

1. Liaise between the EFI team and Uzbek artisan groups, designers, social enterprises and creative minds;
2. Support capacity building activities for artisans and workers involved in social enterprise supply chains in collaboration with project partners;
3. Assist in supporting activities related to the Homeware accelerator;

4. With EFI's support, promote EFI activities and design partners locally, regionally and internationally;
5. Organize meetings with local and international partners;
6. Support the development of educational programmes for artisans and designers in Central Asia;
7. Support EFI's Compliance team with introductions, advisory services and data collection;
8. Facilitate collaboration with local institutions, stakeholders and influencers in order to ensure project promotional activities, local institutional capacity building and implementation of project activities in remote and rural areas;
9. Participates in field missions, including provision of guidance to external consultants and other parties and drafting mission summaries, etc.
10. Provide quarterly reports on EFI activities in the region and updates on artisans and artists in Central Asia.
11. Assist in organizing international events and pop-ups;
12. Any other task assigned by the EFI compliance, production and accelerator team.

Expected Deliverables:

1. Follow the EFI Homeware Accelerator activities, including activities related to collections, design, production, learning programme and marketing and promotion by attending and participating in bi-monthly meetings;
2. Quarterly reports in delivery of activities and progress towards logframe results and updates on artisans and designers in Central Asia;
3. First draft for an Uzbek fashion school presented, by March 31st;
4. Final proposal for a local and regional network of fashion schools presented, by May 31st;
5. Tools and materials (5) needed for EFI Compliance work submitted, by June 30th
6. 2 missions and 3 events organized, by June 30th;

Competencies: Know-how of fashion industry, fashion production and specific understanding of the regional artisan/fashion sector

Education: Postgraduate degree (MA/MSc/MBA, PHD or other)
 Master degree in social science, economics or a related field.
 Extensive relevant experience may be accepted in lieu of the university degree.

Experience: 8 years experience in the fashion industry

Languages: Proficiency in English and in local languages (Uzbek).