

Terms of Reference – International consultant

Title of Assignment

Creative Direction and Logistics Advisor

Tentative Start Date:

ASAP

Tentative End Date:

20/10/2024

Duration:

2 months

Travels:

No travel envisaged

Background:

The 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. The Initiative 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. This system of work also involves consumers, through the application of a specific marketing strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour. EFI aims to reduce global poverty by strengthening the capacities of developing country micro producers and social enterprises for export trade, connecting them to the international fashion industry.

In Benin and Burkina Faso, EFI works with the “Support to Business Friendly and Inclusive National and Regional Policies, and Strengthening Productive Capabilities and Value Chains” Programme which aims to complement the European Union support for private sector development in ACP countries, under the context of the joint ACP-EU Programme for ACP Private Sector Development Support, adopted by ACP-EU Council of Ministers in Nairobi in 2014, and is financed from the 11th European Development Fund.

With major focus on the development of agriculture and agri-business value chains, the Programme is designed to achieve two key outcomes: (1) adopting and implementing business-friendly, inclusive, and responsible national policies and legal frameworks, and (2) strengthening productive, processing, promoting, and marketing capabilities and value chains.

In October 2024, the ACP-EFI team will be participating in several events as part of the World Cotton Day to be held in Cotonou, Benin. This ToR relates to a consultancy to support the team in the implementation of planned activities.

Duties and Responsibilities

Support the team with the creative direction, coordination, logistics and communications related to ACP-EFI's participation in the World Cotton Day events to be held in Cotonou, Benin, in October 2024.

Deliverables:

1. Ensure the overall concept and creative direction of the ACP - Ethical Fashion Initiative Cotton Show, by 08 October 2024.
2. Liaise with 7-10 designers participating in the ACP - Ethical Fashion Initiative Cotton Show on their participation, by 08 October 2024.
3. Support with content for internal and external communication in relation to the ACP-Ethical Fashion Initiative participation to the WCD event, by 20 October 2024.
4. Support with logistics, admin, and any follow up required in relationship to the ACP-Ethical Fashion Initiative participation to the WCD event, by 20 October 2024.

Competencies:

Experience in creative direction and logistic management for event planning.

Education:

University degree in fashion, design, business or similar.

Experience:

At least 07 years of professional experience in innovation in the fashion and design industry in Europe in lieu of a diploma.

Languages:

Fluency in written and spoken in French and English.