

Terms of Reference – International consultant

Assignment title: Business Development Advisor

Contract duration: from asap until October 1st

Duty station: home-based

Travel: no travel required

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. 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. 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. The European Union (EU) funds PCTP's Identity Building and Business Sharing Initiative, which showcases creativity and talent in cultural sectors like art, photography, cinema and music, in seven dynamic countries: Cote d'Ivoire, Eritrea, Mali, Uganda, Iran, Uzbekistan and Tajikistan.

Given the shift in the fashion industry for more sustainable activities (less waste, less carbon footprint, more digital) due to COVID-19, EFI has organized a Hackathon to involve institutional stakeholders, impact investors to implement the brainstormed ideas in practice. From this event, 6 projects have been selected.

This consultancy relates to following up with the teams selected from the Hackathon, and support the development of business pitches, including content and strategy, in view of an investors pitch event.

Description of Duties/Responsibilities:

Under the general supervision of the Poor Communities and Trade Programme (PCTP)'s Chief Technical Adviser and overall guidance of the Senior Programme Officer and the Associate Programme Management Officer the consultant will perform the following tasks:

1. Support the development and honing of solutions for the challenges developed during the EFI Hackathon;
2. Support the EFI team in involving impact investors for the challenges developed during the EFI Hackathon;
3. Provide support in any technical challenges in preparation and execution of the business idea pitches and presentations.

Note: The consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this individual contractor contract and for the subsequent dissemination by ITC in any form. Documentary proof will be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC.

Expected Deliverables:

1. Presentation decks for at least 5 ideas supported, by Sept 15th;
2. Pitch teams supported with at least 3 meetings (zoom or similar) each, by Sept 15th;
3. Follow up and recommendations to EFI consolidated in a single report, including timeline and work plan, by Sept 15th.

Competencies:

Experience in organizing Hackathons, working with impact investors and startups.

Education:

Master degree (MS/MBA or other) in Digital Business or Computer Science

Experience:

At least 7 years of professional experience in a related field in lieu of diploma.

Languages:

Fluency in written and spoken English, French is an asset