

## Terms of Reference – International consultant

**Assignment title:** Creative Partnerships Advisor

**Contract duration:** from asap until 31<sup>st</sup> December 2020

**Duty station:** home-based

**Travel:** international travel

**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.

As part of this Initiative, EFI runs the **African Designers Accelerator** (EFI Accelerator) to support young African designers from the continent in production management, marketing and business planning, with the objective of making them investment-ready. As part of this, EFI is planning to take the six designers from the first cohort of the EFI Accelerator, to an international fashion event, such as Pitti Uomo, Paris Fashion Week or similar. The designers, all based in African cities, include four gender-neutral ready-to-wear and two accessory designers. Given the shift in event management for more sustainable events activities (less waste, less carbon footprint, more digital) due to COVID-19, EFI is producing a **fully digital fashion presentation** for January 2021, showcasing six fashion collections. Furthermore, EFI is now structured in multiples areas of work that involve different value chains and different countries. For the first time, there is the possibility to develop new lines of work just by activating this type of synergies. This area of work requires a dedicated human resource with a solid experience in the fashion industry, and experience in working with designers and creative minds, who can at the same time coordinate the EFI African Designers Accelerator.

### **Description of Duties/Responsibilities:**

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

1. Support the CTA in developing new product ideas that bring together different raw materials from different regions and/or from different producers;
2. Support the CTA in developing innovative collaborations with designers and creative minds from the project countries of the EFI, on top of the existing work about the accelerator;
3. Support the CTA in developing synergies among different designers and producers in order to support the production of costumes for EFI's theatrical productions;

4. Support the CTA in approaching venues and production companies for specific lifestyle events;
5. Coordinate the ensemble of EFI African Designer Accelerator activities
6. Support designers throughout their preparation in the Accelerator events
7. Support designers in their learning programme, including the Accelerator clinic
8. Provide EFI team with pertinent, useful advice with regards to the Accelerator programme

### **Deliverables**

1. Mood boards and concepts of new products using different raw materials from different regions and/or from different producers, every 2 months;
2. New collaborations with designers and creatives established developed, summarised in a monthly report;
3. Costumes for EFI's theatrical productions delivered, by Dec. 31<sup>st</sup> 2021;
4. Locations for EFI events identified and presentations made, by Dec. 31<sup>st</sup> 2021;
5. Brief and guide designers in the process of adhering to the programme, with weekly meetings (phone, email or video);
6. Creative advice on the collection to be presented in the Accelerator event, with weekly meetings (phone, email or video);
7. Work with EFI team to enable a partial production of each collection in an EFI hub, with weekly meetings (phone, email or video);
8. Coordinate with EFI event partners to ensure a smooth and effective participation of the EFI programme, with weekly meetings (phone, email or video);
9. Prepare, implement and follow up on a high-level learning programme for the Accelerator

### **Competencies:**

Know-how of the fashion ecosystem, communications and creative direction.

### **Education:**

Masters degree in fashion or design

### **Experience:**

At least 10 years of professional experience in a related field in lieu of diploma.

### **Languages:**

Fluency in written and spoken English. French or Italian is an asset