

## **Terms of Reference – International consultant**

**Assignment title:** EFI - Sustainable Fashion and Textiles Advisor

**Contract duration:** From ASAP to 31st March 2021

**Duty station:** Home-based

**Travel:** No 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 EFI and European Union (EU) Identity Building and Sharing Business Initiative: an Ethical and "Global" Approach to Job Creation and Sustainable Development project aims 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 EFI Designer Accelerators (Designer and Homeware Accelerators) focus on the specific needs of African fashion brands, who require additional support to accelerate their businesses in the global marketplace. The programmes have a business development approach that prepares the beneficiaries to become investment-ready.

EFI is also currently developing a process for spinning bamboo mechanically into fibre and weaving it into fabric in the Virunga National Park in DRC. If successful, the project aims to reconcile people and the environment by creating an alternative economy that incorporates and enables the communities living around the Virunga to benefit from a thriving National Park. This nexus between conservation and social equity calls for efforts to focus on reconciling ecological and social justice by promoting biodiversity and conservation and simultaneously increasing opportunities for local people to profit in a sustainable way from the wealth generated by the park.

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

Under the general supervision of the Senior Programme Officer and in collaboration with other members from the EFI team, the consultant will perform the following tasks:

- Provide guidance and advice for the EFI accelerators (homeware and fashion);
- Research of sustainable fibres.

### **Expected Deliverables:**

1. Deliver at least 2 common masterclasses for EFI Accelerators by 15th of March 2022;
2. 20 pages report on sustainable fibres and textiles - with a specific focus on bamboo based fibres:
  - 2.1. 1st draft presented by February 15th, 2022.
  - 2.2. Final submission of the 20 pages report by March 31st, 2022.

### **Competencies:**

Experience in sustainability and sustainable materials. Experience in journalism, communication.

### **Education:**

Master Degree in communication, journalism, or similar.

### **Experience:**

At least 8 years of professional experience in a related field in lieu of diploma.

### **Languages:**

Fluency in written and spoken English.