

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

**Assignment title:** Design Advisor - Mali

**Contract duration:** 3 months from ASAP

**Duty station:** Homebased

**Travel:** Yes

**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.

EFI's work in Mali is aimed at building capacities of the artisanal cotton transformation sector there.

This job description relates to the development of a catalogue to promote the activities of EFI's social enterprise partners in Mali.

**Description of Duties/Responsibilities:**

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

1. In view of creating the aforementioned catalogue: research activities of Koyibaton social enterprise and manage data and information collection, including photography production locally.

2. Accompany the president of the cooperative and Mr Moussa Bagayoko during the mission of Malian stakeholders to Italy.
3. Following EFI's branding guidelines, entirely produce a catalog (English & French version) aimed at presenting the work of KOYIBATON social enterprise to international clients.

**Expected Outputs and Timelines:**

1. Photography files showcasing activities and commercial offering of Koyibaton Social Enterprise (min 30.) by 30th December 2022;
2. 4 pdf brochure files (French: 1 digital and one print file, English: 1 digital and one print file) presenting the activities and commercial offering of Koyibaton Social Enterprise, following EFI brand guidelines, by 30th January 2022.

**Competencies:**

Professional and detailed oriented, creative and well-informed on new trends and color ways, and team player who can work with senior creative directors and local artisans alike.

**Education:**

University degree in fashion, textile making or similar.

**Experience:**

5 years of experience in textile design or textile production.

**Languages:**

Intermediate knowledge of English and French. Knowledge of Italian would be an advantage.