

Terms of Reference – National Consultant

Assignment title: Creative Collaborations Advisor

Tentative start date: 04/11/2024

Tentative end date: 15/04/2024

Duty station: Home Based

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. 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.

As a follow up of the World Cotton Day held in Cotonou, Benin 07-09 October, EFI would like to further engage with the creative entrepreneurs in Benin to participate in the value-addition endeavours of the project. This consultancy relates to coordination work to link local creatives / designers with the productive capacities steered by the project.

Duties and Responsibilities

Under the direct supervision of the Senior Programme Officer and the EFI team in Benin, the consultant will organise consultations with creative entrepreneurs / designers in Benin, with the goal of engaging them in the value addition of the productions managed by EFI.

Deliverables:

1. Develop a questionnaire and template for the consultations, by 15 Nov 2024.
2. Organise focus-group meetings with 3 different stakeholder groups (fashion designers, cotton / textile producers, other potential clients), by 31 Dec 2024.
3. Support the development of at least 2 collaborations, by 28 February 2025.
4. Organize a validation workshop, by 15 April 2025.

Education:

University degree in marketing, fashion business or similar.

Experience:

5 years of experience in business development or fashion advisory.

Languages:

Knowledge of English and French.