

## Terms of Reference – International consultant

**Assignment title:** Scenographer

**Tentative start date:** ASAP

**End date:** 28th February 2025

**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. 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.

EFI's substantial expansion to Kenya with the "Designing the Future, a Green and Inclusive Fashion Ecosystem project (funded by AICS), aims to consolidate existing business relationships linking Kenyan producers with international buyers and at the same time develop a new network of MSME's working with stakeholders from the fashion industry. As part of this, EFI is recruiting a video editor to support the EFI team with audio-visual promotional materials.

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.

This ToR relates to a professional consultant with experience in fashion, lifestyle and creative industries, who can support the team with the creation of a scenography and production of the proposed scenography for EFI's booth during Lineapelle in Milan in February 2025.

**Description of Duties/Responsibilities:**

Under the general supervision of the Senior Programme Officer, and in collaboration with the EFI team, the incumbent will have the following responsibilities:

1. Creative presentation concept for EFI's booth during Lineapelle (presentation of EFI skills and materials);
2. Scenography production, creative direction and production of the proposal for the fair;
3. Selection of elements to purchase and coordination of their delivery to the EFI booth.

**Expected Deliverables:**

1. Moodboard proposal for the scenography of the booth submitted by January 3rd;
2. Second proposal submitted by January 15th,
3. Final concept proposal by January 24th,
4. Implementation and production of the scenography by February 24th, 2025.

**Competencies:**

Experience in set design and scenography related to fashion / creative industries.

**Education:**

University degree in journalism, communications or similar.

**Experience:**

At least 3 years of professional experience in a related field in lieu of a diploma.

**Languages:**

Fluency in written and spoken English.