

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

**Assignment title: Investment Strategy Advisor**

**Contract duration: 4 months starting from 15<sup>th</sup> of November 2021**

**Duty station: Home based**

**Travel: International travels**

**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 communication strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behavior.

The EFI and EU Identity Building and Sharing Business Initiative: an Ethical and "Global" Approach to Job Creation and Sustainable Development (EFI Culture project) 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.

As part of its work EFI is seeking for new business opportunities for artisans and designers that are part of the Initiative. This outreach implies framing new investment mechanisms that meet the needs of stakeholders and beneficiaries, while taking into consideration the complex ecosystem of EFI. As such, this consultancy relates to the Initiative's activities in developing trade opportunities for new markets in Africa for textiles, couture and luxury hand-made products, and expanding on existing EFI activities in the creative sectors. This job description outlines the work of the International Consultant who can provide data and make pertinent recommendations, enabling EFI to develop a financial facility that is adapted to its project.

Given the size and nature of creative businesses in Sub Saharan Africa, the financial facility will be structured in two arms.

- One arm will provide blended finance for preliminary investments. This implies small tickets ranging from \$10k - \$250k and aimed at supporting the development of Artisans, Designers and Start-ups in the creative industry, identified by a board of international experts created by the Ethical Fashion Initiative. The facility will provide a mix of capacity building and angel funding, thus functioning as an accelerator with angel investment capacity.
- The other arm will be about a full rounded investment fund that will provide investment tickets more than \$250k. It will be about investments in already established brands that need financing for profitable projects with clear market perspectives and NPV estimates. This fund could also explore opportunities to invest in established brands to become shareholders of these brands (private equity model).

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

Under the general supervision of the Chief Technical Advisor (CTA), Poor Communities and Trade Programme, the incumbent will undertake the following tasks:

1. While work supplied by another team member highlights the main features of the financial facility above, this incumbent shall define - with the CTA - how to present this project to three European development finance institutions and to two development aid agencies.
2. Participate in an online seminar conducted by EFI to highlight a financial facility and accelerator framework for emerging African and creative businesses.
3. As a follow up of the seminar, define the Terms of Reference of a financial blended facility centered on two arms: start up and growth with the respective financial tools.
4. Alongside the CTA, Participate in 5 meetings with financial institutions and donors three European development finance institutions and two European development aid institutions)

### **Deliverables**

1. A roadmap to develop the financial facility, delivered by Nov 30<sup>th</sup> 2021;
2. A presentation deck on how to present this project related to the point 1 above, delivered by Nov 30<sup>th</sup> 2021;
3. An Initial Description of the Facility - a report including ideas of what EFI can offer to investors, how EFI plans to structure the fund, the types of

operations that the fund will do, how it will be integrated with the accelerator work, etc., delivered by Jan 15<sup>th</sup> 2022;

4. 4. Roadshow and Presentations to Public Investors (improved presentation materials from point 2 above to be used at the 5 meetings stated above), completed by Jan 31st 2022;
5. 5. Meeting reports and final Roadmap of the financial facility, delivered by Feb 15th 2022;
6. 6. Final Report (max 5,000 words) including an overview of the technical features of the financial facility and of its investment strategy, by Feb 28th 2022.

**Competencies:** Pragmatism, solution-oriented and very organised. Has worked in financing related to international development.

**Education:** Masters degree in financing, business or similar.

**Experience:** Ten years' experience in finance and investment in lieu of education.

**Languages:** Fluent knowledge of English. Another UN language is an asset.