ITC | Ethical Fashion Initiative

TERMS OF REFERENCE
Roadshow Programme - Lesotho

Objective	The September Roadshow's objective is to generate awareness and excitement around Lesotho's wool and mohair sector through live cultural activations across five districts, mobilising youth, rural artisans, and emerging designers, with a particular focus on reaching youth aged 18–35, to apply for the Wool and Mohair Value Addition Bootcamp.
Duration	**Contract dates**: from July to September 30, 2026 **Travel**: Travel to 5 districts of Lesotho for events
Submission deadline	**June 28, 2026**
Selection process	Open call. Technical and financial offer. Possible online meeting. To apply, submit: a CV or company profile; a link to your website or portfolio highlighting relevant experience in event production and digital promotion; a brief proposal (no more than 2 pages) outlining your creative concept for the activations and digital campaign, including a preliminary list of prospective district partners; and a financial quote for the full scope of work.

INTERNATIONAL TRADE CENTRE
THE JOINT AGENCY OF THE UNITED NATIONS AND THE WORLD TRADE ORGANIZATION
Geneva – Switzerland

BACKGROUND

The International Trade Centre (ITC), through its Ethical Fashion Initiative (EFI), is implementing the project "Lesotho: Expanding Market Linkages for the Wool and Mohair Sector". The project supports the development of the artisanal wool and mohair value chain in Lesotho, with a focus on building the competitiveness of MSMEs, cooperatives, and individual artisans, and on connecting Lesotho's fashion and craft heritage to regional and international markets.

The project is implemented under Sub-component 1.3 of the broader Wool and Mohair Value Chain Competitiveness Project (WaMCoP), designed and funded by the Government of Lesotho and the International Fund for Agricultural Development (IFAD).

PURPOSE AND OBJECTIVE OF THE TENDER

During its first year of implementation (April 2026 – March 2027), the project is launching a Wool and Mohair Value Addition Bootcamp: an open training programme and selection phase that will identify the most promising entrepreneurs, artisans, designers, and enterprises to participate in either an Incubator (for early-stage businesses) or an Accelerator (for more established enterprises ready to scale). The Bootcamp is deliberately open and inclusive: it is designed to cast a wide net across Lesotho, reaching people in rural areas and highland districts who would not normally have access to this type of support.

To make the programme as visible and accessible as possible to the youth (18-35 years old)), the project is launching a national Roadshow: a series of live events in each of the five priority districts that will bring the project's message to communities on the ground, create excitement and awareness around Basotho fashion and the wool and mohair opportunity.

The project's inception phase confirmed the existence of an ambitious generation of young designers, creatives, and entrepreneurs exists, eager for new opportunities but disconnected from the sector's economic and cultural potential. Bridging this gap is not simply a matter of advertising the programme, it requires a cultural activation with events that help support a modern vision of wool and mohair that feels directly relevant to young Basotho identity, and ambition.

Lesotho has a rich and distinctive fashion heritage. The mokorotlo hat, the Basotho blanket, the textures and colours of highland craft traditions to name a few. These constitute the Basotho design language waiting to be celebrated and taken to market. The Roadshow should feel like the beginning of that movement: something that young people want to be part of, not just an information session about a development project.

DESCRIPTION OF DUTIES/RESPONSIBILITIES

The hired company will be responsible for the end-to-end planning, production, and delivery of the Roadshow with a minimum of 5 events each lasting a full day across Lesotho's five priority districts: Maseru, Leribe, Thaba-Tseka, Mohale's Hoek, and Berea.

The Roadshow has two closely linked purposes:

- To create broad public awareness of the C209 project and its vision for Lesotho's wool and mohair sector as a vehicle for creative entrepreneurship, fashion, and economic opportunity.
- To promote the Wool and Mohair Bootcamp, generate interest and support registrations from across the country, ensuring stakeholders in areas with limited connectivity or digital access can register with practical, face-to-face support.

The Roadshow is primarily designed to reach women of all ages and youth aged 18–35, in all five districts. The campaign should achieve a combined minimum reach of 1,500 individuals in-person across all five district events, and 80,000 individuals digitally over the eight-week campaign period. All campaign content should be designed to target youth, women, artisans and emerging designers in Lesotho's priority districts. Applicants should include project reach figures for both components in their technical offers.

Roadshow Concept and Design

The Producer will be responsible for developing the overall concept and implementing the Roadshow, including the creative direction, youth engagement formats, and the establishment of required partnerships across each district. The events should be culturally relevant, dynamic, and engaging, with the objective of generating excitement, stimulating conversation, and driving Bootcamp registrations among young Basotho. The Roadshow should incorporate a mix of elements, including but not limited to:

- **Cultural moments** celebrating Basotho textile heritage. Possibilities include "come wearing Basotho" happenings, streetstyle photoshoots, live artisanal or fashion demonstrations.
- **Peer storytelling:** short talks or conversations with young Basotho designers, artisans, or entrepreneurs already working in the sector.
- **Cottage industry visits:** organised encounters with artisans behind the cottage industry in relevant districts.

Each event will also include the following activities, facilitated by EFI and a business support partner selected by EFI. These are not part of the Producer's financial scope but should be integrated into the event agenda and run-of-show for each district:

- **Bootcamp information and registration support:** attendees learn about the programme and can register on the spot, with assisted registration for those facing connectivity, literacy, or access barriers.

- **Entrepreneurship facilitation:** confidence-building and wool and mohair ideas brainstorming, in partnership with a local BSO.

The format may vary by district depending on audiences, and local context. The Producer should propose a tailored approach for each location, ranging from intimate community gatherings to larger public activations as appropriate.

Digital campaign

The Roadshow will be activated both in-person and online through a coordinated digital campaign running across all five districts. As part of their proposal, applicants are invited to present their own concept for this campaign, including a hashtag strategy, a creative mechanic for audience participation, and a possible district-level competition element. The selected Producer will help drive the digital campaign and activate it through their own platforms and networks, in close coordination with the ITC-EFI communications team who will amplify content across EFI and ITC channels.

District Partnership Mapping and Securing

A core part of the Company's role is to identify, approach, and confirm partnerships in each of the five priority districts: Maseru, Leribe, Thaba-Tseka, Mohale's Hoek, and Berea. Partners should help the Roadshow reach audiences it would not reach alone, with a focus on young people. Relevant types of partners to secure include:

- Youth organisations, student associations, and youth-led businesses. Fashion and design communities, creative collectives, and local influencers.
- TVET institutions, vocational training centres, and universities.
- Local radio stations for pre-event promotion and live coverage.
- Women's cooperatives and artisan groups can anchor the craft dimension of events.
- District Agricultural Offices and local government offices relevant to logistics and mobilisation.

The company will formalise each partnership in writing, and ensure that partner roles, responsibilities, and expectations are clearly defined ahead of each event.

Logistics and Production

Under EFI’s National Coordinator's supervision, the company is responsible for all logistical and production aspects of each event, including:

- Event programme design and run-of-show planning.
- Hiring and coordination of any performers, speakers, or demonstrators.
- Events documentation through photography or videography, with a minimum of 25 photos per event, and a one-minute reel compiling footage from all the events.

- Production of any physical materials needed on-site (banners, handouts) in coordination with the ITC-EFI communications team.
- Travel and scheduling across districts, in coordination with the National Project Coordinator.
- Promotion of each of the events through both online and offline campaigning, in close partnership with the ITC-EFI communications team.
- On-the-ground management of each event from setup to close.
    - Venues will be arranged directly by EFI in coordination with District Agricultural Offices and Government of Lesotho entities. The Producer is not responsible for venue contracting but will manage venue logistics and setup for each event.

Documentation and Reporting

The Producer will document each event and provide a structured report to the National Project Coordinator and EFI Communication advisor within 5 working days of each event. Reports should include:

- Attendance figures and audience profiles (estimated breakdown by age, gender, geographic origin).
- Number of Bootcamp registrations collected.
- Names and details of all district partners engaged.
- Photos and, where possible, short video footage for use in project communications.
- Key observations, community feedback, and any relevant intelligence on sector actors or needs encountered in the field

EXPECTED DELIVERABLES AND INDICATIVE TIMELINES

Deliverable	Deadline
Presentation to ITC EFI team followed by conversation to finalize concept note including creative direction and partnerships for each district event, followed by conversation.	July 20
Confirmed workplan including approved partnerships in all five districts, with signed letters of agreement and district event plans.	July 27
Launch of digital campaign and promotional content across all districts (minimum 2–3 weeks ahead of first event)	August 10-17
Delivery of all five September roadshow events and final report	September 30

EXPERIENCE AND COMPETENCIES REQUIRED FOR THE SELECTED COMPANY

We are looking for a production company, connected to Basotho culture, fashion, and youth engagement.

Essential

- Basotho national, with the ability and willingness to travel to all five priority districts.
- Demonstrated experience in producing, coordinating, or managing live events: cultural events or fashion shows or youth activations or roadshows or community events.
- Strong existing networks among youth communities, creative industries, designers, students, or cultural organisations in Lesotho.
- Excellent communication and relationship-building skills; comfortable engaging across formal and informal settings, from community halls to university campuses to market spaces.
- Fluency in Sesotho and English.
- High level of personal organisation and ability to manage multiple workstreams independently.
- Commitment to inclusion: active approach to ensuring events are accessible and welcoming to women, young people, persons with disabilities, and rural communities.

Strongly Desirable

- Personal connection to or demonstrated interest in Basotho fashion, textile heritage, or creative industries.
- Experience working with or within youth organisations, design communities, TVET institutions, or entrepreneurship programmes.
- Familiarity with the fashion or artisanal craft ecosystem in Lesotho: existing knowledge of key players and communities.
- Active presence on social media platforms (Facebook, TikTok, Instagram) with an existing following in Lesotho's creative or youth communities is a strong advantage.

PAYMENT TERMS AND SCHEDULE

- **Schedule**

The deliverables should be completed within the timeframe indicated, September 30, 2026. The execution of the tasks may not start before the contract has been signed.

- **Payment**

Please note that ITC does not make advance payment, and ITC is exempted from paying VAT and any other form of taxes. As per ITC/UN standard terms of payment, payment is 30 days following satisfactory delivery of the services and invoice receipt.

ITC will only make payment based on satisfactory achievement of specific deliverables after ITC validation. Payment terms are net 30 days from receipt of a valid invoice. ITC does not make

advance payments but may consider payments in instalments.

CONFIDENTIALITY AND NON-DISCLOSURE CLAUSE

The selected vendor agrees to maintain the confidentiality of all information and not to disclose any information, document, data, or concept of a technical, commercial, financial, or any other confidential nature that they may become aware of during the execution of the contract, and even after its termination.

REQUIRED DOCUMENTS FOR THE SUBMISSION

To respond to this call for tenders, each bidder must provide the following elements:

- Proof of company legal existence / legal certificate of establishment.
- CV(s) of the expert(s) assigned to this contract, including years of experience and qualification level (maximum 4 pages total).
- Proof of similar activities previously carried out, accompanied by references or certificates of completion.
- A complete technical offer (maximum 2 pages) covering all the services described above, including: a creative concept for the events and digital campaign; a proposed implementation schedule with key milestones; a preliminary list of prospective district partners; and risk mitigation measures.
- A complete financial offer covering all the services described above. The financial offer must cover all costs associated with the provision of the required services, including production company fees, domestic travel, accommodation, per diem, talent fees, equipment rental, photography and/or videography, physical materials, and any paid digital promotion. Venue costs are excluded, as EFI will identify and contract venues directly. The offer must be submitted as a single all-inclusive price.

ITC will not be responsible for any costs not included in the quoted price. The financial offer must indicate the currency and remain valid for a minimum of 180 days. The technical offer must demonstrate how the Producer will deliver against all duties, responsibilities, and deliverables outlined in this TOR, covering creative, production, logistical, and digital dimensions. Offers not fulfilling the requirements or deviating from them may be rejected from the selection process.

The following criteria will be considered in the evaluation:

- Relevance and clarity of the proposed creative concept and implementation schedule
- Strength and relevance of the company's existing networks in Lesotho's youth, creative, and district communities
- Demonstrated reach and credibility within Lesotho's youth, creative, or fashion communities
- Approach for monitoring and adjusting actions during implementation

- Number and relevance of similar projects successfully carried out

EVALUATION OF THE OFFERS

Each offer will be assessed first on its technical merits and subsequently on the financial proposal provided. In making the final decision, ITC considers both technical and financial aspects. ITC first reviews the technical aspect of the offer, followed by the review of the financial offer of the technically compliant vendors. Each offer will be assessed as per the criteria shared in previous section with a four (4) level grading from on satisfactory, fair, good and excellent.

PROCUREMENT PROCESS TIMETABLE

Publication of the tender	18 June 2026
Deadline to submit clarification questions	24 June 2026
Deadline to submit the offers	28 June 2026
ITC evaluation	From 29 June to 30 June 2026
Contract award and expected contract start	From July 1 to July 15 2026

Clarifying questions and technical and financial offer should be sent by email to mvaneersel@intracen.org and tsekonyela@intracen.org.

The ITC will evaluate each of the offers and intends to finalize them in order to begin the work by mid-July.