

**Terms of Reference - International Consultant
Private Sector Partnership Advisor - EFI Kenya**

Assignment title: Private Sector Partnership Advisor for Kenya

Tentative Start date: 06/05/2024

Tentative End date: 31/12/2024

Duty station: Home based

Travel: May involve local travel

Background:

Established in 1964, the International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) in charge of the sustainable promotion of trade and of exports from developing countries and economies in transition. The goal of the ITC is to make businesses in developing countries more competitive in global markets, accelerate economic development and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). Thus, the organization contributes to the creation of jobs at the level of segments of agricultural value chains and promising services, especially for young people and women. This post is located within the Women, Youth and Vulnerable Communities (WYVC) section in the Division of Sustainable and Inclusive Trade (DSIT).

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. In this context, EFI is looking to hire a consultant to provide advisory services and technical inputs on partnerships with the private sector in Kenya.

Duties and Responsibilities

- Drive an outreach programme for EFI in Kenya, identifying potential private sector partners for events (e.g. sponsorship and contribution in kind), such as a possible fashion show in Nairobi with one of EFI's partner fashion brands.



- Provide inputs on EFI's resort collection (sandals, sarongs, bags) aimed at the regional market, e.g. on size, target price point and sales strategy.

Deliverables:

1. Outreach strategy for private sector sponsorship, submitted by 31 May 2024.
2. Recommendations on EFI resort collection (2 pages), submitted by 31 June 2024.
3. Phase 1 of outreach strategy report including result of meetings, submitted by 31 July 2024;
4. Summary of comments from potential customers on EFI resort collection (2 pages) regarding size, price, style, etc., and a detailed customer profile, submitted by 31 August 2024.
5. Sales strategy and forecast for EFI resort collection, submitted by 31 Sept. 2024.
6. Meetings for resort collection organised with 5-8 potential clients, by 31 Oct 2024.
7. Meetings for resort collection organised with 5-8 new potential clients, by 31 Nov 2024.
8. Final report on EFI resort collection's first phase, submitted by 31 Dec. 2024.

Skills:

Strong communication and negotiation skills

Education:

Undergraduate degree (BA/BSC or other) University degree in business, especially in fashion or other creative industries. Extensive relevant experience may be accepted in lieu of the university degree.

Experience:

Experience in retail for fashion; experience in fashion communication; experience in public-private partnerships. 10 years of experience in lieu of a diploma.

Language:

Fluent English is required. Capacity to speak Kiswahili would be an advantage.