



Home of Fair Trade
Enterprises

Junior Consultant MADE51 for Project Coordination

Background

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative designed to connect refugee artisans with markets. By modernizing traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers, UNHCR and its MADE51 partners will be able to connect refugee-made artisanal products with international markets where they are in demand.

The World Fair Trade Organization (WFTO) seeks to support the development of UNHCR's MADE51 initiative, by ensuring that refugee artisans are working according to Fair Trade standards (fair wage payments, decent working conditions, environmental concern, etc.) and that their supporting local social enterprises are export-ready and have the capacity to connect refugee-made crafts with markets where they are in demand. The WFTO will support this through co-development of the Pathway to MADE51 and onboarding process, and through technical support and activity coordination.

The goals of MADE51 are:

1. Uplifting refugee artisans through income, skills and connections;
2. Supporting the growth of local, social enterprises in hosting countries;
3. Keeping cultural traditions and talents alive;
4. Revealing refugees as talented, positive contributors;
5. Engaging the private sector to join forces with UNHCR in supporting refugees.

The MADE51 implementation model is to identify refugee artisans and engage a local social enterprise (LSE) who together develop and market a product line. To ensure that the social enterprise has the ability to integrate the refugee-made product line into their operations and introduce it to their customer base, marketing support, business development services and seed funding is offered. UNHCR and its partners will showcase the product collection through a MADE51 brand and marketing platform, which widens sales opportunities and offers new market access for refugee artisans and their supporting social enterprises. Recognizing that UNHCR is a humanitarian actor with extensive knowledge of its Persons of Concern, UNHCR invites Strategic Partners to contribute their technical expertise so that MADE51 can reach its goals through a true collaborative initiative.

Activities

The World Fair Trade Organization is looking for a freelance consultant to support the implementation of various projects within MADE51 for the period from September to December 2020. The role consists of coordinating and managing several work streams at MADE51 including:

- 1) Virtual fairs and online marketing:
 - a. Liase with trade show organizers to understand the requirements and methods for participating in virtual trade shows.
 - b. Ensure registration process is complete and information submitted for Maison et Object, Birmingham, NY Now, Trade + Impact and Ambiente trade shows.
 - c. Develop suitable content for each show.
 - d. Staff the virtual booth to answer questions when they arise.
 - e. Follow-up afterwards with trade show organizers to express appreciation.

- 2) Product Development Q4 and 2021:
 - a. Coordinate the product development process for MADE51, in support of the MADE51 designer.
 - b. Organize submissions received, schedule review sessions, gather feedback and share feedback with LSEs, along with next steps.
 - c. Liase with WFTO MADE51 Project Officer to ensure seed funding requirements are clearly outlined.
 - d. As needed by the design lead, follow up on inquiries and areas of opportunity.
 - e. Ensure the above process is applied for Q4 review and 2021 review.

- 3) Development of field-based manual:
 - a. Gather information needed to develop a field-based manual.
 - b. Develop a draft with content and obtain input.
 - c. Work with graphic designer on layout and once ready, share with selected field colleagues for testing.
 - d. Once adjustments are made, finalize and share.

- 4) Internal communication:
 - a. Coordinate internal communication newsletter in order to share activities with LSEs and partners.
 - b. Solicit content from MADE51.
 - c. Develop a draft with content and obtain input.
 - d. Layout content and images and once approved, finalize and share.

- 5) Impact Measurement:
 - a. Research potential organizations able to support on impact measurement.
 - b. Write description for impact measurement support needed on MADE51.
 - c. Reach out to potential companies/individuals and ascertain their willingness to engage.
 - d. Support the WFTO with the selection and procurement process for engagement.
 - e. Provide briefings to impact measurement service support on MADE51.

- 6) Increase visibility, promotion and sales of face masks crafted by refugees:
 - a. Ensure wholesale facemask brief is updated and cross-check accuracy with retail shop.
 - b. Regularly ensure the material in all sales and outreach materials is up-to-date and accurate.
 - c. Short-list potential retail customers and approach.
 - d. Follow up on any leads generated.
 - e. Develop a marketing plan with visibility through newsletters, social media channels and direct outreach.

- 7) Other activities and assignments, as assigned by the MADE51 team.

Expression of Interest Requirements

The consultancy will be home based and full time, starting immediately after selection and ending 31 December 2020. Freelance suppliers interested in this scope of work are requested to send their CV and letter of motivation to made51@wfto.com by 22 September 2020.