

## Terms of Reference

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### Fair Trade for Refugee Artisans, MADE51 + WFTO

#### Marketing Consultant

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#### Background

*The Fair Trade for Refugee Artisans through MADE51* project seeks to support the development of a global initiative 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 World Fair Trade Organization (WFTO) will support this through co-development of the Ethical Compliance Assessment, through technical assistance missions and through remote support.

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 MADE51 partners will be able to connect refugee-made artisanal products with international markets where they are in demand.

#### 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 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. The product collection will be showcased through a MADE51 brand and marketing platform, which widens sales opportunities and offers new market access for refugee artisans and their supporting social enterprises. MADE51 invites Strategic Partners to contribute their technical expertise so that MADE51 can reach its goals through a true collaborative initiative.

Within MADE51, WFTO's role for 2019 is:

- a) Manage the Ethical Compliance Assessment so that it is aligned with WFTO's guaranteed system,
- b) Take LSEs through the onboarding process and assess their readiness
- c) Develop Improvement Plans for LSEs and provide business advisory services to enterprises through the customized improvement plans and technical guidance
- d) Play a support role in the development of the MADE51 Toolkit
- e) Contribute to market readiness of the MADE51 collection and marketing outreach

- f) Strengthen the holiday collection and other specific collections within MADE51
- g) Issue seed funding to LSEs as per improvement plans and product development plans
- h) Contribute to the overall structure and development of MADE51

To help in the implementation of this project, WFTO will enter into a consulting relationship with a Marketing expert with the following terms of reference:

**Consultancy Name:**

Marketing Expert for Seasonal Home Decorations

**Timing and Location:**

Home Based with field travel, starting 18<sup>th</sup> of March ending 30<sup>th</sup> June 2019

**Objectives**

The aim of the consultancy is to coordinate in the development and implementation of marketing activities associated with MADE51 holiday collection, specifically the development of a marketing plan, materials and the promotion of the collection to buyers. To ensure that the MADE51 Holiday Collection and associated specific marketing and sales initiatives are in line with market trends and are viable for today's market, the Marketing consultant will contribute to organizing and marketing an attractive Holiday Collection. The Marketing Expert's role will connect MADE51 and the LSEs and thereby, refugee artisans, with regional and international markets, thus increasing the opportunity for refugees to earn income through their craft.

**Activities**

**1)Information Gathering:**

- a. Gain an understanding of MADE51 through briefings with other key stakeholders and a review of project documents.
- b. Understand the skills of the refugee artisans working on MADE51, the raw materials available and the value chain that connects their products to markets.
- c. Understand the overall capacity of the Local Social Enterprises (LSEs) working on MADE51 and their challenges and bottlenecks in working with refugee artisans.

**2)Further the MADE51 Holiday Collection Concept and develop 2019 plan and timeline:**

Working together with the team, take primary responsibility to:

- a. Review the current ornaments and decide the design themes for 2019
- b. Define the business model behind the Holiday Collection including:
  - o The plan for marketing the collection
  - o The package that retailers commit to
  - o Fulfillment /distribution of the collection
  - o The display unit
  - o Pricing of ornaments
- c. Set targets and key performance indicators for the Holiday Collection

**3) Carry out activities to implement the Holiday Collection plan, including:**

- a. Give recommendations on product costing and pricing
- b. Refine the labeling and packaging of the Holiday Collection
- c. Define and develop the overall package to be offered to retailers, including approach materials, communications materials
- d. Refine the display unit so it is easily replicable and cost effective
- e. Work out logistics and fulfillment for the collection

**4) Develop marketing plan for MADE51 collection and the Holiday Collection:**

Working together with the team, take primary responsibility to:

- a. Develop the Holiday Collection product range
- b. Define the MADE51 Holiday Collection and decide viable markets
- c. Give input on the marketing materials used to approach buyers
- d. Develop a marketing plan
- e. Approach buyers, develop relationships, track responses

**5) Develop initial planning for Corporate Gifts collection:**

If time allows, building on the Holiday Collection business model, develop Corporate gifts concept (potentially including a marketing plan for the collection, pricing, a retailer package)

**6) Contribute to the overall structure and development of MADE51:** If time allows, consult on marketing, product design and overall operation structure of the MADE51 collection (including the development of marketing materials and assessment of potential markets)

**Deliverables:**

Weekly updates or calls with the MADE51 team discussing current activities and planning for subsequent activities. Brief monthly progress report completed and submitted to WFTO to ensure project outcomes are on track.

**Qualifications:**

- 10 years marketing experience, particularly with holiday products
- 10 years working for commercial company
- Proven business planning, financial planning and assessment skills.
- Sensitive to social / gender equity issues.
- Degree in business, marketing or design desired