



Home of Fair Trade Enterprises

CALL FOR EXPRESSION OF INTEREST

MADE51 Brand activation project

Reports to: MADE51 **Associate Livelihoods Officer** at United Nations High Commissioner for Refugees (UNHCR)

Contract: Service agreement

Location: Remote

Period: 10th October to 31st December 2022 with possibility to deliver final activation in Q1 2023

Budget available: USD 30,000 – USD 35,000

Background of the Project:

MADE51 is UNHCR's flagship initiative, established by UNHCR, the UN Refugee Agency in 2018, that connects beautiful refugee-made products to global markets, thus enabling refugees to earn income through their craft.

The MADE51 implementation model entails: 1) identification of refugee artisans, 2) engagement of local social enterprises (LSEs) who meet Fair Trade standards, 3) partnering LSEs with refugee artisans to develop and market products that meet specified MADE51 design criteria, 4) offering technical and financial support to LSE partners to ensure sustainable inclusion of refugee artisans in their value chains, 5) creating market access for MADE51 products, and 6) facilitating inputs of Strategic Partners, brands and retailers that support model and ambitions of MADE51.

WFTO is UNHCR's main implementing partner on MADE51 and supports UNHCR to carry out and accomplish the abovementioned activities, including the creation of market access for refugee-made products. As part of this, WFTO seeks to support UNHCR in the development of MADE51 brand awareness and brand equity. In so doing, MADE51 can help create demand for refugee-made products, thus driving sales, which can in turn increase sustainable livelihoods opportunities for refugees. Furthermore, building the brand value of MADE51 allows UNHCR to engage more partners to support the development and scaling of MADE51, and helps improve public perceptions of refugees by showcasing them as talented, positive contributors.

Overview of expected outcomes and main activities:

Goal and expected outcome

WFTO aims to build MADE51 brand awareness and equity, using MADE51 products and artisan stories, to promote refugees as talented, positive contributors, thereby also supporting commercial partners to create demand for the products, ultimately leading to increased product orders and scaling to increase impact on the lives of refugees.

To achieve this goal, WFTO seeks to make an attractive, media-worthy creative product – a brand activation film - that showcases the MADE51 brand, producers, and products. Alongside the film,

there should be a launch strategy that is developed and implemented to ensure the maximum impact and reach of the creative product. The release of the brand activation film is expected to generate widespread positive attention in consumer media and beyond and drive an increase in consumer interest in MADE51 – increasing sales and reach of MADE51 channels.

Main activities

- Provide, develop and gain approval of a creative concept for a brand activation film
- Recruit partners and/or suppliers to collaborate on film, including for script writing, voice overs, sound production, etc.
- Coordinate production of brand activation film, in consultation with MADE51 team, making various formats available that can ensure widespread usage of the film.
- Develop and implement a launch strategy to maximize impact and reach of brand activation film, in collaboration with PR agency and communication agency partners

Selection criteria

Sector expertise and experience: demonstrated expertise in branding and creative strategy	30%
Project management: ability to effectively deliver project objectives with robust management of timelines, service provides and stakeholders	15%
Contribution of resources: willingness to provide substantial in-kind contributions towards the project goals that can be evidenced, e.g., human resources, or potentially to mobilize others to make contributions, e.g., bringing on other pro-bono or low-bono partners	20%
Experience working on humanitarian and Fair-Trade causes, ideally with a UN agency or ethical network/brand. Preferred: work experience supporting UNHCR or refugee-supporting organizations	20%
Experience working in brand building in the handmade sector: familiarity with artisanal brands and products and expertise in showcasing craftsmanship and human stories.	15%

Application procedure and Deadline

Companies or individuals interested in this project should submit a proposal that details the following information:

- Profile of the Consultant and/Organization
- Professional Motivation
- Short concept for the activation film
- List of expected deliverables and outcomes
- Timetable and Budget
- Indication of how your company meets selection criteria

Proposals should be no more than 3 pages in length. Date upon which decision will be communicated shortly after selection process. Apply by 3rd October 2022.

For more information, send an email, please reach out at made51@wfto.com

