



## Home of Fair Trade Enterprises

### CALL FOR EXPRESSION OF INTEREST

#### MADE51 media and marketing project

**Reports to:** MADE51 Global Lead at United Nations High Commissioner for Refugees (UNHCR)

**Contract:** Service agreement

**Location:** Remote

**Period:** 10<sup>th</sup> October to 31<sup>st</sup> December 2022 with possibility to deliver final services in Q1 2023

**Budget available:** USD 20,000 – USD 25,000

#### 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 public awareness 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 public awareness of MADE51 brand and products to 1) drive sales, 2) build brand awareness, 3) increase interest of brands and companies in collaborating and partnering in MADE51, and 4) show refugees as talented, positive contributors.

To achieve this goal, WFTO seeks support to build and implement a consumer PR strategy and campaign for the following activities:

- 1) Launch of the Sahel Collection in collaboration with the MADE51 Strategic Partner who developed a creative concept and campaign plan for the launch of a line of jewelry handmade by Malian refugee artisans. Target date: Q4 2022
- 2) Promotion and sales of holiday season sales, with a focus on the MADE51 Holiday Collection, a line of 21 Christmas ornaments made by refugees around the world. Target sales period: 1 Nov – 20 Dec 2022
- 3) Launch of a brand activation film that is intended to build brand equity and awareness amongst consumers. Target launch period: Feb 2023

### Main activities

- Develop a consumer PR strategy and campaign plan that clearly outlines targets, timelines and measurable outcomes that can be expected for each of the three areas – Sahel Collection, Holiday Collection / season sales, and brand activation
- Review available assets (photography, videos, profiles) and provide guidance on any additional assets needed to support a consumer PR campaign
- Gain consensus on the strategy from UNHCR, MADE51 team and MADE51 Strategic Partners
- Implement PR campaign and recalibrate as needed
- Tracking outcomes of press relations activities and reporting on impact

### Selection criteria

<b>Sector expertise and experience:</b> demonstrated expertise in media relations / consumer PR	30%
<b>Project management:</b> ability to effectively deliver project objectives with robust management of timelines, service provides and stakeholders	20%
<b>Contribution of resources:</b> willingness to provide 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	15%
<b>Experience working on humanitarian and Fair-Trade causes, ideally with a UN agency or ethical network/brand.</b> Preferred: work experience supporting UNHCR or refugee-supporting organizations	10%
<b>Experience working in product placement / media coverage for home décor, fashion accessories and/or Christmas gifts, ideally with some knowledge of the handmade/ artisan sector</b>	25%

### 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 concepts note that outlines the services the consultant or organization would recommend delivering in order to meet project goals

- List of expected deliverables and outcomes
- Timetable
- Budget
- Indication of how the company or consultant 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 3<sup>rd</sup> October 2022.

For more information, send an email, please reach out at [made51@wfto.com](mailto:made51@wfto.com)