Terms of reference – Specialist Contractor

Purpose

The specialist contractor terms of reference (ToR) is a document that sets out the specialist contractor’s contribution to the task. The template is designed to set out the aims of the task and what the contractor is responsible for in order to achieve those aims.

Consultancy role title: Research Consultant for Sustainable Fashion in Pakistan

**Location: Pakistan**

**Apply by: 17th August 2023**

* 1. Background and context about the project

The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. We work in two ways – directly with individuals to transform their lives, and with governments and partners to make a bigger difference for the longer term, creating benefit for millions of people all over the world. We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.

We connect the best of the UK with the world and the best of the world with the UK. These connections lead to an understanding of each other's strengths and of the challenges and values that we share. This builds trust between people in the UK and other nations which endures even when official relations may be strained.

We work on the ground in more than 100 countries. In 2019-20 we connected with 80 million people directly and with 791 million overall, including online and through our broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

The British Council arts team in Pakistan is looking to commission a local consultant to research and develop a report on Pakistan’s sustainable fashion sector. The consultant will collate and share information on the context, scope and scale of sustainable fashion in Pakistan especially but not limited to its textile, apparel and accessories industry. They will identify key stakeholders, industry practices, supply chains and current trends. They will identify the pockets of work already happening, the current size of this creative industry and its impact, ascertaining demand and identifying existing operators, entrepreneurs and business models that have the potential for growth. The research will also identify gaps and make recommendations for the type of capacity development required and key areas for investment. As part of this, the research should include relevant-impactful international examples and case studies that could inspire and guide potential future programming for Pakistan.

In addition to engaging key players and building a network of like-minded individuals/ organisations, the specialist consultant will also aim to share information that can be used as a basis for building new partnerships between the UK and Pakistan and for attracting investment from green funds that are keen to support sustainable enterprises.

Pakistan is a large exporter of textiles and holds the potential to develop its manufacturing base to build sustainable practices and international brands. Further, as an agrarian economy, Pakistan has a wide variety of raw materials and by products that can be processed to create strong supply chains to support innovation and expansion. Indigenous knowledge coupled with UK expertise in this area could help unlock new business and markets.

* 1. About the role of the specialist contractor

As above, in consultation with the British Council arts team, the specialist consultant will be responsible for researching and developing a country report on the sustainable fashion sector in Pakistan. The local consultant will be required to collect information for the report via:

* Desk research- identifying relevant data sources including previous British Council projects and reports
* Identifying key stakeholders, developing relevant questionnaires, conducting online and in-person key informant interviews (KIIs)
* Meeting with relevant British Council staff for understanding the landscape and programming.
* Organising and joining face-to-face meetings with key stakeholders to discuss and review broader observations, challenges and recommendations.
* Submitting a completed research report, designed and ready for printing. The consultant is responsible for designing the report in keeping with British Council brand guidelines. In addition, they will be required to provide a standalone executive summary, a final presentation of the findings and recommendations and two infographics that can be used to share and promote the report.
* Developing, organising and moderating the report launch programme in coordination with the British Council arts team.

The consultant will work both remotely and face to face for desk research, online interviews and consultations. They will also be required to travel to three cities for face-to-face interviews, stakeholder engagement and convening sessions with government departments, educational institutions, material suppliers, manufacturers, fashion designers, fashion brands etc.

* 1. Outcome and outputs

**Expected outputs and deliverables:**

The principal outcome is a comprehensive **“country level situational overview”** of the sustainable fashion sector in Pakistan and key recommendations, with complete design and artwork of an A4 document using the British Council brand hub Research template. All content to meet British Council editorial guidelines. Digital and Print Assets required

The final report must include:

* A short brief about country context including demographics, economic status, education, gender equality, religion and ethnicity, political stability, geopolitical context and major national challenges
* Overview of the textile, apparel and fashion sector with a clear study of sustainable practices in the entire supply chain, from materials, human resources, design, manufacturing and making processes to market.
* comprehensive research and insights, identifying key stakeholders, examples/case studies, potential and recommendations.
* Governmental and non-governmental organisations supporting sustainable fashion in country, including educational institutions, cultural organisations and creative businesses.
* Sustainable fashion needs and priorities including key challenges and opportunities
* Role of indigenous knowledge and practices
* Legal and government structures, legal regulations and restrictions
* Role of local and foreign funding/investors/businesses
* Recommendations for capacity development and key areas of growth/investment
* Recommendations for government engagement
* Recommendations for interventions, programmes and projects

In addition, the consultant is required to provide a designed executive summary, a final presentation of the findings and recommendations (slide deck not more than 15 slides designed as per brand hub guidelines) and two infographics with top line data and themes that can be used to share and promote the report.

* 1. Timeline

This is a 7-month specialist consultancy.

Key milestones include an inception report which will serve as an annexure to these TORs and will used as a live document. **Inception report** must clearly lay out the approach and methodology agreed. (1 month)

Consultant will share updates on desk research and will share a stakeholder engagement plan, schedule of interviews, consultations and focus groups.

Research and consultations with **1st draft submission** – 2 months

Comments, clarifications, editing and **final designed submission**- 2 months

Report launch- February-March 2024

Project closes 31st March 2024

* 1. Fee & expenses

This is a part time consultancy over a 7-month period that we expect will cost between PKR 1.6 to 2.2 million.

Please submit a breakdown of your costs for the work as listed in the terms of reference, which will include a designed final report in format ready to print. This fee is inclusive of all related costs such as design costs, costs of meetings, travel to and from the office, materials, telecommunication bills etc. No payments will be made other than the fee quoted and agreed upon. Payments will be made upon the successful completion of milestones and final payment upon project closure and hand over of all reports and materials.

All pre-agreed out of city travel arrangements and event management costs related to report launch and report printing will be borne by the British Council. No additional expenses will be billable to the British Council.

* 1. Reporting and communication

The British Council will appoint an arts manager as point of contact that will liaise with the consultant on a regular basis. The consultant will have check-ins and meetings to discuss progress on research, stakeholder engagement, quality reviews and to assure key timelines are being met. These include face to face and online meetings.

* 1. Qualifications and experience required

Essential

* Sector knowledge and key contacts. The consultant must demonstrate their understanding of sustainable practices, climate challenges and the textile, apparel and fashion sector in Pakistan.
* Have a minimum of 5 years of experience in a relevant field and an undergraduate degree.
* Evidence strong research and report writing skills with relevance to sustainable fashion practices and climate change discourse.
* Be able to share a clear approach and methodology i.e. how they intend to approach this task and how they intend to go about collecting information, developing key insights and recommendations
* Strong organisational and management skills to ensure timely completion of the report
* Evidence strong communications skills to be able to build stakeholder engagement, present the research report and moderate discussion.

Desirable:

* Understanding of development sector projects
* Understanding of the UK fashion sector and climate change trends
  1. How to apply

Application deadline: 17 August 2023

Please submit your CV and a 500-word written statement to [pk.arts@britishcouncil.org,pk](mailto:pk.arts@britishcouncil.org,pk) that shares your approach and methodology, and demonstrates your qualifications, experience and track record relevant to this consultancy. You can share links to relevant past works/reports. You must also submit your fee quotation.

Clarification questions can be submitted in writing to the same email address by 10 August 2023

Submissions after 17August 2023 11:59pm will not be considered

Shortlisted applicants will be invited for an interview.

* 1. Criteria for evaluation
* Pakistan sector knowledge, experience and key contacts. The consultant must be able demonstrate their understanding of the textile, apparel and fashion sector in Pakistan and relevant sustainable practices in the context of climate change
* Wider knowledge of global sustainable fashion practices and current trends in the context of climate change, with an emphasis on UK’s creative economy
* Qualification: Have a minimum of 5 years of experience and an undergraduate degree
* Demonstrate strong research and report writing skills with relevance to sustainable fashion and climate change.Be able to share a clear approach and methodology.
* Strong organisational and management skills to ensure timely completion of the report
* Strong communications skills to be able to build stakeholder engagement, present the research report and moderate discussion