

## Terms of Reference

01 February 2019

### Circular Economy Policy Advocacy - Learning Partner for Circular Fashion Team

#### 1. Introduction to C&A Foundation and the Circular Fashion Programme

C&A Foundation<sup>1</sup> is a corporate foundation that aspires to a fair and sustainable fashion industry in which everyone can thrive. The foundation works to address deeply rooted sustainability challenges of the industry by supporting initiatives, and by partnering with key stakeholders to maximise results.

The Circular Fashion team at the foundation aims to build a fashion sector that has a positive impact on ecology, economy and people. It has recently developed its theory of change to achieve this goal, and centres around four strategies: accelerate transformational innovations, create data and methodologies that enable circular business models, increase demand by business for circular business models and create enabling policies for a circular economy (CE).

We work with several partners (grantees) to accelerate the industry's transition from linear to circular. Our partners include Fashion for Good, Zero Discharge of Hazardous Chemistry and Ellen MacArthur Foundation to name a few.

#### 2. Background to Terms of Reference

We are in the early stages of building our understanding of what policies will accelerate CE for the apparel and footwear sector and how to influence the political agenda. Recently, we began connecting with networks and planning our work in policy advocacy. We intend to focus at the European Union and member state level where we have at least three ambitions: apparel and footwear are recognised as priority products in CE policy, procurement and product design legislation promotes CE and trade and tax legislation enables, not hinders, CE.

Our strategy will become more detailed and refined over time and we intend to learn by doing. But, by the end of 2019, a detailed plan with clear policy goals should be in place to guide the next five years of C&A Foundation's programming in advocacy.

#### 3. Purpose

We are seeking a Learning Partner to build our capacity in policy advocacy in circular economy with a focus in Europe. The policy learning partner will build on work that has already been done by some of our partners and translate this into a more detailed policy advocacy implementation strategy,

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<sup>1</sup> See [www.candafoundation.org](http://www.candafoundation.org)

including five-year targets. The support will also include designing and reviewing new policy advocacy initiatives that C&A Foundation could fund.

## 4. Activities and Scope

The Circular Economy Policy Advocacy Learning Partner will:

1. Co-develop with the circular fashion team a detailed policy advocacy strategy that includes: (1) long, medium and short-term policy priorities for circular economy and circular fashion with a focus on the EU; (2) outcomes indicators and targets over five-years; (2) guidance on actions to take / activities to fund that will enable our desired outcomes and targets (estimated length 8-10 pages).
2. Support in scouting at least three potential partners and advising them and C&A Foundation on the grant concept. Concept notes are typically 4 pages in length and cover main activities, implementing partners, risks, outcomes and high-level budget.
3. Support our review of circular advocacy grant proposals, including written identification of strengths, areas for improvement, risks (including potential conflicts with the policy goals of C&A Foundation's labour rights programme and any political or reputational risks of applicant) and suggestions on how to overcome challenges and mitigate risks. Grant proposals are usually 10-15 pages (irrespective of size and duration of grant request) and we expect no more than three grant applications over the course of this assignment.
4. Guide C&A Foundation in the monitoring of active policy advocacy grants. Monitoring will involve written feedback on policy position papers produced by partners and supporting documentation and interim results related to policymaker and industry engagement. There will be a minimum of one active grant and a maximum of two during this assignment.
5. Give input and feedback on other pieces of work related to circular fashion and policy advocacy e.g. communications articles, blog posts, presentations etc.
6. Ensure our list of organisations and parties that support or oppose our policy goals is up-to-date and accurate.
7. Provide ad hoc guidance to general or specific questions from the C&A Foundation Circular Fashion team (4 people) as they arise.

## 5. Consultant Requirements, Level of Effort and Location

Applicants must have at a minimum the following qualifications:

- Expertise in circular economy and policy goals that will enable/empower circular economy
- An understanding of frameworks and principles of systems change
- Proven ability in advising and supporting NGOs, foundations and multi-stakeholder initiatives or industry associations in circular economy
- A good understanding of how to influence policy change at the European Union and member state level
- Knowledge of sustainability or circular economy initiatives in the apparel sector a plus

- Willingness to travel as appropriate and necessary
- Excellent verbal and written skills (in English)
- No conflict of interest with C&A Foundation

The estimated level of effort is expected to be ca. 30 working days spread across March – November 2019.

It is expected that most of the work will be conducted remotely from the Consultant's base. Any in-person meetings with C&A Foundation will take place in Europe (generally Amsterdam, Netherlands or Zug, Switzerland).

## 6. Expressions of Interest

We invite interested parties to submit a **2-page (maximum) expression of interest** to Megan McGill ([m.mcgill@candafoundation.org](mailto:m.mcgill@candafoundation.org)) by **27<sup>th</sup> February 2019**. The expression of interest should include:

- A description of what a governance and policy framework to accelerate circular economy should look like / include
- Organisational background including relevant experience for this assignment
- Cost estimate (in euros)