

Request for Proposals

For: Craft, Entrepreneurship and Technology for Women's Empowerment: a research consortium project

Date: 18 December 2016

1. Overview of the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

2. Introduction and background to the Project / Programme

The global Culture & Development programme at the British Council aims to establish, "Cultural approaches to sustainable development, and creative responses to development challenges".

The programme has three areas: Artists in Recovery, Voices and Spaces for Social Change, and the Cultural Protection Fund. This programme aims to address the Voices and Spaces for Social Change agenda, which looks to promote the role of culture in facilitating safe and open spaces for dialogue with the objective of enhancing social and economic wellbeing, freedom of expression and social cohesion and open, inclusive and stable societies. In the South Asia region, we are specifically looking at supporting the **inclusion of women and girls** by using the power of the arts to give voice and space to women and girls, challenge and shift attitudes that can perpetuate gender inequality, and harness the potential of the creative sector as a source of economic empowerment. Our work feeds into the Sustainable Development Goal #5 to **achieve gender equality and empower all women and girls**.

Craft across South Asia is rich and steeped in tangible and intangible heritage. Craft practices represent thousands of years of ways of living, cultural identity and visual culture unique to a specific place. It has been a way of life for many societies with artisanal practices creating employment as well as cultural expression. However, with the rise of mass production, craft practices have seen a rapid decline globally. In many places, these traditions are struggling to stay alive and are seen as unrelated to contemporary life. The UK went through similar struggles following the Industrial Revolution, but has been supported recently by the rise of the Maker Movement, which has seen consumers and designers interested to become more connected to the process of making. It is through the elevation of craft practice globally that these traditions can be preserved, and employment sustained.

In many craft practices, women frequently fill the role of artisan. With the decline of craft, many of these women, often from rural and marginalised communities, have found difficulties in maintaining a source of income. In many countries, these women turn to under or low paid factory work. With the rise in the interest of sustainable goods and the handmade, there is an increasing market for high quality craft product. There are many organisations who have been working this area over the years in order to elevate the status of craft and create viable employment opportunities for these women, who have largely contributed to the rise of the market. Many models look at providing women with education and entrepreneurship skills, empowering them to start their own businesses.

There are strong examples of the role that technology has played in developing the craft industries globally, and the role that the rise of digital has played in empowering women. At the same time, one of the challenges is how we create access to digital when so many South Asian women are cut off from required tools e.g.

'Eighty percent of the population in developing countries owns a mobile phone, but—according to the [most recent report](http://blogs.worldbank.org/developmenttalk/gendermatters-digital-divides-digital-dividends) on the subject by the global association of mobile operators, GSMA—more than 1.7 billion women do not own one. Women are 14 percent less likely to own a mobile phone than men, on average. Women in South Asia are 38 percent less likely to own a phone than men.' <http://blogs.worldbank.org/developmenttalk/gendermatters-digital-divides-digital-dividends>

However, by introducing the digital element to craft, taking the above into consideration, it may be possible to help propel the practice into the 21st century and compete with mass production.

The British Council sees culture as an enabler and driver of sustainable development and believes that artistic and cultural approaches can empower diverse groups to participate in cross-cultural dialogue, creative and collective problem-solving, and capacity building. We feel that through our UK arts contacts and global network we can add a valuable contribution to the work already being undertaken. We endeavour through this programme to look at how we can enhance the activities which are already taking place through partnerships.

3. Tender Conditions and Contractual Requirements

The Contracting Authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time. The appointed partners will be expected to travel to British Council offices in the country where the partner is based as required, in the delivery of the services.

The contract awarded will be for the duration of four months, based on project requirements, the contract may be extended for a further month.

The appointed partner will only process personal data accessed in performance of the services in accordance with the British Council's instructions and will not use such data for any other purpose. The contracted supplier will undertake to process any personal data on the British Council's behalf in accordance with the relevant provisions of the Data Protection Act 1998 and ensure appropriate and legislative consent is acquired where necessary.

The British Council is committed to equality and to positive action to promote this. It believes that an Equal Opportunities Policy helps to ensure that there is no unjustified discrimination in the recruitment, retention, training and development of staff on the basis of gender including transgender, marital status, sexual identity, region and belief, political opinion, race, work pattern, age, disability or HIV/AIDS status, socio-economic background, spent convictions, trade union activity or membership, on the basis of having or not having dependents, or any other relevant grounds. The appointed supplier must agree to operate in accordance with these principles while undertaking work at or on behalf of the British Council.

The British Council is committed to open government and to meeting its legal responsibilities under the Freedom of Information Act 2000 (the "Act"). Accordingly, all information submitted to a public authority may need to be disclosed by the public authority in response to a request under the Act. The British Council may also decide to include certain information in the publication scheme, which the British Council maintains under the Act.

If partners considers that any of the information included in their completed documentation is commercially sensitive, it should identify it and explain (in broad terms) what harm may

result from disclosure if a request is received, and the time period applicable to that sensitivity.

The partners should be aware that, even where they have indicated that information is commercially sensitive, the British Council might be required to disclose it under the Act if a request is received.

The partners should also note that the receipt of any material marked 'confidential' or equivalent by the British Council should not be taken to mean that the British Council accepts any duty of confidence by virtue of that marking.

The partner will comply with all applicable legislation and codes of practice, including, where applicable, all legislation and statutory guidance relevant to the safeguarding and protection of children and vulnerable adults and with the British Council's Child Protection Policy; in addition the supplier will ensure that where it engages any other party to supply any of the services under this agreement that that party will also comply with the same requirements as if they were a party to this agreement.

All relevant policies that partners are expected to adhere to can be found on the British Council website – <http://www.britishcouncil.org/about/policies>. The list of policies includes (but it is not limited to):

- Anti-Fraud and Corruption
- Child Protection Policy
- Equal Opportunities Policy
- Fair Trading
- Health and Safety Policy
- Environmental Policy
- Records Management
- Privacy

The British Council's contracting and commercial approach in respect of the required services is set out at Annex [1]: Terms and Conditions of contract (the "Contract"). By submitting a tender, you are agreeing to be bound by the terms of this TOR and the Contract without further negotiation or amendment.

If the terms of the Contract render the proposals in your tender unworkable, you should submit a clarification in accordance with Section [7] of this TOR (Clarification Questions) by 9 January 2017 and the British Council will consider whether any amendment to the Contract is required. Any amendments shall be published on the British Council website by 16 January 2017 and shall apply to all tenderers. Any amendments which are proposed but not approved by the British Council through this process will not be acceptable and may be construed as a rejection of the terms leading to the disqualification of the tender.

This document does not constitute an offer to provide goods and/or services to the British Council.

All costs incurred in the preparation of the proposal are the supplier's responsibility.

The British Council reserves the right to request reference information.

The British Council is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

4. Payment and Invoicing

The Council will pay correctly addressed and undisputed invoices within 30-45 days.

The essential information on an invoice for the Council is:

- A description of the services supplied.
- The Council reference number/Purchase Order number.
- Addressed to Accounts Payable.
- The costs including VAT (if applicable) and any other charges

5. Scope of Work/Specification/Outputs

The research will provide a contextual overview of Afghanistan, Bangladesh and Pakistan's **craft and entrepreneurship landscape more broadly but especially related to female communities** (Policy; Funding; Growth, etc).

It will also contribute greater understanding of the **skills gaps** (technical and transversal as well as artistic) and labour shortages affecting the crafts sector in Afghanistan, Bangladesh and Pakistan, including any differences or similarities across countries.

Key players addressing the skills gaps and shortages will be identified, as well as an outline of market demand for their products (if applicable). **Potential partners and possible co-investors** for future programme development will also be identified in the paper.

The role of **technology and digital** in the work of the **key players** should also be assessed. It should be considered whether there are any **key players** using technology, specifically mobile and digital technology, to advance their work.

The research will close by providing clear recommendations to inform the development of new evidenced-based programmes and products that address need.

We would like research to be undertaken in each country by a local individual, group, organisation or agency, entering into a consortium moderated by a UK organisation. The UK organisation will develop the research methodology and ensure the consortium partners are implementing this approach and will collate the overall research report.

The research will consider what appears to be a mutually reinforcing connection between women's empowerment and craft and entrepreneurship and consider how technology and digital is being used to advance current practice in 3 country contexts: Afghanistan, Bangladesh and Pakistan.

The research study is expected to include the following:

1) Desk review of existing literature to ascertain the evidence (mapping/databases) and current narratives around craft and entrepreneurship for women's empowerment. This will include a review of globally significant research as well as research specifically in the named countries. The review will include, but not be limited to, the following questions:

- Is entrepreneurship in craft providing an effective platform for women's empowerment?
- Do a significant number of craft organisations seek to provide greater opportunity/access to resources for women, or address other key issues related to women and girl's empowerment issues?
- Are there any organisations using technology to aid in the progress of these activities? How is technology being used? Is it through mechanisation of the process, the use of digital to grow platforms for sales, the use of mobile technology to connect practitioners especially in rural areas?

- What are the barriers for the growth of these organisations and individuals? What are the common skills gaps for the organisations or female artisans and entrepreneurs?

Output: Introductory essay of 4,000 – 6,000 words.

2) Significant qualitative and quantitative research in each of the named countries to understand what organisations are currently operating in the areas of craft and entrepreneurship for women’s empowerment and where the British Council could add value to their activity.

In delivering the qualitative research the consultant needs to ensure:

- Robust and credible results i.e. statistically valid and completed in such a way as to not significantly influence the findings.
- A culturally sensitive approach, mindful of barriers caused by language and logistics.

Output: An overall findings report plus individual country reports, each of 4,000 – 6,000 words;

3) In response to the findings: what recommendations at each country level and at a cross-regional level can be made for developing a programme which seeks to promote women’s empowerment through craft and entrepreneurship and what value technology and digital might add to this? What investors, donors, trusts, foundations and other organisations might be interested to fund a programme like this?

Output: Recommendations of 4,000 – 6,000 words

4) Executive summary paper

While the quantitative research is expected to be a desk based study using existing data and literature, the qualitative research will be primary research and we look forward to proposals about how this can best be completed. Comment is also welcomed from the researcher as to the strength of existing data and any gaps where further research is needed.

6. Intellectual Property Rights

Any pre-existing materials provided to the Supplier by the British Council and any reports, materials, and documents produced by the Supplier for the contract, the intellectual property rights will be owned by the British Council.

7. Recruitment Process and Timescales

Given the need for qualitative research, we need to ensure a methodology that works with local cultures and languages. Therefore it may be that best way to meet the overall aims is for the research to be carried out by a **consortium** where a UK lead manages and engages with counterparts in-country. It may be that suitable consortia can form without our assistance, but in order to support that process, we will adopt the following recruitment schedule:

Activity	Date
Terms of Reference released	19 December
Interested partners for global and/or local in country role to submit their	9 January

contacts: organisation, named person, areas of expertise, contact details AND Clarification / Questions from Partners (Any questions should be submitted via email to 9 January to Kendall.robbs@britishcouncil.org)	
Circulation of contact details of all interested parties to aid consortia forming AND clarification responses from the British Council	16 January
Submission of bids	30 January
Selection of Preferred Partners	2 February
Submission of final reports	1 May

Note: Timescales are estimated and may be subject to change
To submit your proposal please complete Annex 2 and send to Kendall.robbs@britishcouncil.org no later than 1700 GMT 30 January 2017

8. Evaluation Criteria

Partner responses will be assessed using the following criteria and weightings. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

Criteria	Weighting
<p>Knowledge and Experience (Please be clear exactly which individuals will deliver the work and their direct knowledge and experience)</p> <p>Including for example: Track record of leading studies and publications in the research areas (women's empowerment, craft and technology, entrepreneurship)</p> <p>Academic expertise in relevant subject</p> <p>Expertise in qualitative research</p> <p>Excellent written communication, including for a general public (not academic) audience</p> <p>Experience in global/multi-country research projects</p>	40%
<p>Methodology and Approach</p> <p>Including but not limited to: Approach to the review of existing data and research</p> <p>Method for qualitative data collection and analysis</p> <p>Assurance of credible and robust findings</p> <p>A proposed methodology that can overcome</p>	40%

cultural and language barriers across the named countries	
Ideas for effective presentation and dissemination of the findings and recommendations.	
Staffing and Time	20%

The responses under each sub category will be scored based on the following matrix:

Points	Interpretation
10	Excellent - A comprehensive and strong answer indicating the provider is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
7	Good - There are slight concerns that the organisation will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
5	Adequate - There are concerns that the organisation will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.
3	Poor Response/Limited Evidence - There are serious indications that the organisation will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	Unacceptable - The answer is non-compliant and/or no relevant information has been received to demonstrate the organisation can achieve the required outcomes. No response or a response that is entirely irrelevant

Please note that all your responses to the tender requirements and the pricing schedule will be incorporated into a contractual document.

The successful tender will be the tender with the highest score awarded at the end of the evaluation process outlined in this TOR.

9. Budget

The indicative budget which has been allocated for the work £ 15,000 in total (including all costs and VAT), which will cover activity costs and fees for the 4 consortium partners.