

**Request for Proposal (RFP)**

**For: Consultant –** Country Associates for Supporting the Creative Economy: hybrid learning programme

**Date: July 2024**

**1 Overview of the British Council**

1.1 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 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.

1.2 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.

1.3 We work on the ground in more than 100 countries. In 2019-20 we connected with 80 million people directly and with 791 million people 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).

**2 Introduction and Background to the Project / Programme**

Supporting the Creative Economy; a programme for policymakers is an immersive self-taught online course for policymakers in Egypt who work in local, regional, and central government. It will give civil servants the practical skills and knowledge to embed the creative and cultural industries into their areas of work as well as clear guidance on how to formulate and implement policy. It is designed for civil servants and sector professionals to build their understanding of the creative economy, providing insights, case studies, and practical knowledge to inform their policy development work.

The key themes that the course cover include creative sector synergies with other sectors, data collection and measurement, new skills for workforce and enterprise development, business models, creative hubs and networks, intellectual property, advocacy and lobbying, cultural diversity and audience development, and creativity as a national brand or competitive advantage.

This is the second cohort of the programme that started last year-2023, that included 60 participants from the Ministry of Culture, Industry and industrial Modernization Center, through a series of hybrid learning and in-person workshops, a key element of the programme was the development of networks and contacts between those working in this area of policy that is supporting productive and collaborative relationships to further this area of policy development.

 The programme content created in partnership with Cultural Associates Oxford (CAO)

The majority of the learning will take place through the face-to-face sessions and Rise digital platform. which will give participants the opportunity to hear more from, and engage with, some of the speakers in the modules. More information about these sessions will be sent well in advance.

All course / training materials will be translated into Arabic by the British Council.

The course / training includes 6 modules, details of each module as the following.

|  |  |  |
| --- | --- | --- |
|  Module  | Lessons  | Takeaways  |
| 1. Introduction to policymaking for the creative economy  | • Overview of the creative industries and the wider creative economy • Protecting creativity through Intellectual Property • Measuring / Classifying the creative industries  | • Understand the importance and impact of the creative industries and the creative economy • Appreciate the vital role policymakers can play in supporting the creative economy • Discover key concepts and tools to define creativity and the creative industries. • Have an overview of how IP protects and supports creative work  |
| 2. Social and economic innovation; impact in the cultural and creative industries  | • Overview of the economic and social value of the creative industries • Synergies with other sectors and the value of the cultural and creative industries • Creative industries and local development • Introduction to creative industry investment models  | • Understand how to advocate for the social and economic value of the creative industries • Discover the potential of the creative sector synergies with other sectors and what policymakers can gain from engaging with the cultural and creative industries • Understand the social and economic impact of the cultural and creative industries • Recognise the role of creative industries in development.  |
| 3.Supporting enterprise development in the creative industries  | • Making the case for entrepreneurship • Enabling an environment for creative enterprise to flourish • How to best support entrepreneurial skills development • Role of Higher Education in research and development  | • Understand a variety of business models used by creative entrepreneurs • Recognise the skills needed for creative enterprises to thrive • Discover how to demonstrate the impact of the cultural and creative industries and make the case for greater investment  |
| 4.Connecting networks, hubs and eco-systems  | • What is the role of creative hubs in cities today? • How can they demonstrate impact to policy makers? • Different models of networking and how they are funded  | • Gain an understanding of the strategic role of creative hubs and partnerships in cities • Understand the impact of hubs in city-wide policy decision making and how you would map creative hubs • Learn about examples of policy decisions and considerations to support creative hubs and creative networking more generally  |
| 5. Digital and the creative industries  | • What digital capabilities are emerging as necessary in the cultural and creative industries? • The value of digital R&D funding in the cultural and creative industries • The role of policymakers and possible government strategies at the intersection between culture, technology, and entrepreneurship  | • Gain an understanding of the uses of technology in the cultural and creative industries when looking at successful digital initiatives • Learn how to encourage the development of digital skills in the cultural and creative industries • Find out how evaluation (data and measurement) can be used to advocate for supporting digital initiatives • Understand and be able to make the case for why digital activity in the cultural and creative industries and adjacent sectors is important both economically and socially  |
| 6. Design, promotion and brand  | • How are the creative industries being used successfully in national, city, regional marketing? • The importance of brand and design to the CCIs • Creativity in marketing across film, design, and cultural heritage • Links between the creative economy and tourism  | • Learn about examples of the creative industries being used successfully in national/city/regional level branding and marketing • Understand the links between the creative economy and tourism • Recognise the use of promotion in cultural diplomacy and soft power • Discover the importance of brand, brand identity and design.  |

**Evidence of sector capability, professionalism and delivery**

* Bachelor’s Degree in the creative industries, educational sciences and/or any other relevant field. Master’s or PhD degree would be an asset,
* Minimum 10 (ten) years of professional experience,
* Minimum 5 (five) years of experience designing, planning and delivering capacity building programmes,
* Experience of delivering capacity building to policy makers and/or sector professionals in the creative economy,
* Experience of facilitating and/or moderating workshop and networking events,
* Ability to collaborate with a number of international stakeholders,
* Ability to identify, seize and transfer learning into action.

Full details of the work deliverables and timeline are outlined in **‘Part 7: Specification’** of this document.

2.2 The purpose and scope of this RFP and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFP (“**Proposal**”).

**3 Proposal Conditions and Contractual Requirements**

This section of the RFP sets out the British Council’s contracting requirements, general policy requirements, and the general conditions relating to this procurement process (“**Procurement Process**”).

**3.1 Contracting requirements**

3.1.1 Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (see: <http://www.britishcouncil.org/organisation/structure/status>).

3.1.2 Delivery location for goods and/or services: the British Council offices in London, United Kingdom.

3.1.3 Duration: The Contract awarded shall continue in full force and **effect until all Services have been completed and all Deliverables have been delivered to the British Council’s satisfaction**

3.1.4 Contractual terms: As set out at Annex 1 (*Terms and Conditions of Contract*)] (“**Contract**”). By submitting a Proposal, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment. Once the Contract is awarded, there will be no changes allowed to the Contract (except in accordance with the provisions of the Contract). Any clarification questions in relation to any aspect of this Procurement Process and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*Clarification Requests*). Only changes which relate to the correction of ambiguity or manifest error in relation to the terms of the Contract will be considered and, if necessary, the British Council may, when issuing its response to clarification questions, reissue Annex 1 to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

**3.2 General Policy Requirements**

3.2.1 By submitting a Proposal, you confirm that you will, and that you will ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>).

**3.3 General Proposal conditions (“Proposal Conditions”)**

3.3.1 Application of these Proposal Conditions – In participating in this Procurement Process and/or by submitting a Proposal it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, Proposals should be made on the basis of and strictly in accordance with the requirements of this RFP.

3.3.2 Third party verifications – Your Proposal is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided, and the analysis of your Proposal being undertaken by one or more third parties commissioned by the British Council for such purposes.

3.3.3 Information provided to potential suppliers – Information that is supplied as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

3.3.4 Potential suppliers to make their own enquires – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

3.3.5 Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of Proposal – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council’s requirements, these Proposal Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

3.3.7 Compliance with the terms of the Contract – The successful supplier must comply with the Contract as set out in Annex 1 without any amendment (save as described in paragraph 3.1.4). .

3.3.8 Format of Proposal – Proposals must comprise the relevant documents as detailed by the British Council in Annex 2 (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

3.3.9 Modifications to Proposals once submitted – You may modify your Proposal prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new Proposal in accordance with Annex 2 (Supplier Proposal) and these Proposal Conditions.

3.3.10 Disqualification – If you breach these Proposal Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

* to inappropriately influence this Procurement Process or fix or set the price for goods or services;
* to enter into an arrangement with any other party that such party shall refrain from submitting a Proposal;
* to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted;
* to collude in any other way;
* to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
* to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Proposal Conditions) or from another potential supplier or another Proposal,

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.1 below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

3.3.11 Proposal costs – You are responsible for obtaining all information necessary for preparation of your Proposal and for all costs and expenses incurred in preparation of the Proposal. Subject paragraph 3.3.15, you accept by your participation in this Procurement Process, including without limitation the submission of a Proposal, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in submitting a Proposal irrespective of whether or not your Proposal is successful.

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP, but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice in writing. Subject to paragraph 3.3.15, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 Consortium Members and sub-contractors – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirements of this RFP.

3.3.14 Liability – Nothing in these Proposal Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council’s liability may not be limited under any applicable law.

**4 Confidentiality and Information Governance**

4.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or sub-contractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your Proposal) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a Proposal. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.4 The Freedom of Information Act 2000 (“FOIA”), EU General Data Protection Regulation (GDPR) 2015, the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

4.5 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

**5 Proposal Validity**

5.1 Your Proposal must remain open for acceptance by the British Council for a period of sixty days from the Response Deadline. A Proposal not valid for this period may be rejected by the British Council.

**6 Payment and Invoicing**

6.1 The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the British Council include:

* A description of the good/services supplied is included.
* The British Council Purchase Order number is included.
* It is sent electronically via email in PDF format to sami.creta@britishcouncil.org or by post to:

The British Council, Corporate Services – UK Hub Team, 1 Redman Place, Stratford, London E20 1JQ

**7 Specification**

**Expected Outcomes**

* Policy makers and sector professionals in Egypt improve their knowledge, skills and understanding of the economic and social importance of the creative economy enabling them to better manage, support and promote the creative economy in their organizations / cities / regions
* Policy makers and sector professionals in Egypt are better connected with their peers in the UK, and able to exchange experience and models of good practice
* Increased awareness and improved perceptions of the UK and its experience in policy making for the creative economy for policy makers and sector professionals in Egypt
* Increased potential and opportunities for collaboration and partnership between the UK and Egypt in the area of creative economy policy

**Responsibilities and Deliverables**

We are looking for individuals and/or MSMEs to become ‘Associates’ to help deliver the above-mentioned programme through a localised and translated version in Egypt throughout 2024

Local associates will be engaged to perform the following tasks:

* Complete the ‘Supporting the Creative Economy; an online learning programme’ to get acquainted with the programme and user experience.
* Create a methodology to deliver a ready-made digital content in hybrid approach (Face to face sessions using the digital content and digital platform) for up to 60 participants from the different ministries to strengthen their professional and personal skills as Creative Economy Policy training programme.
* Prepare and present three case studies in collaboration with Cultural Associates Oxford focusing on the creative industries being used successfully in regional and national context.
* Prepare, arrange and deliver the following workshops, with a view to support actionable insight from the online learning programme and provide networking opportunities.
1. 6 workshops for Ministry of Tourism and Antiquities for every module descried above; each session will range from 5 to 6 hours.
2. 6 workshops for Ministry of communication / Planning and International Corporation for every module descried above; each session will range from 5 to 6 hours.
3. Module 6 will be delivered by **Cultural Associates Oxford with the support of the local associate**
4. A refresh workshop for the previous participants at the first cohort 2023
* Monitor the progress of the training programme and prepare a final report including evaluation data, observations and recommendations
* Support the promotion of the programme to target groups in countries, act as an advocate when and as required.
* Work effectively and in collaboration with other associates, Cultural Associates Oxford and the British Council project team.
* **Cultural Associates Oxford** will plan and deliver 2 hours workshop with the Local associates to formalize with content and digital platform, they will review the suggested methodology created by the Local associate for final approval.

**Timeline**

The following timeline is for the first phase of the project. Subject to successful delivery, continued demand from target groups and available funding, delivery of localised version will be carried throughout 2025.

|  |  |
| --- | --- |
| **Deliverable/Output** | **Dates** |
| Provide a methodology to deliver a ready-made digital content in hybrid approach (Face to face sessions using the digital content and digital platform) including videos that request translation | 30 August 2024 |
| Prepare regional and local case studies  | 9 September 2024 |
| Start workshops delivery | 21 September 2024  |
| Prepare a final report | Jan/Feb 2025 |

**\*Dates may change based on schedule with UK partner**

**8 Key background documents**

8.1 Further relevant background documents / information may be provided to potential suppliers as an Annex to this RFP and/or by way of the issue of additional documents / links to additional information / documents. Please view list of Annexes at the end of this document.

**9 Timescales**

Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the intended timescales applicable to this Procurement Process are:

|  |  |
| --- | --- |
| **Activity**  | **Date / time** |
| RFP Issued to bidding suppliers | 24 July 2024 |
| Deadline for clarification questions (**Clarification Deadline**)  | 28 July 2024 |
| British Council to respond to clarification questions | 30 July 2024 |
| Deadline for submission of responses by potential suppliers (**Response Deadline**)  | 5 August 2024 |
| Final Decision | 7 August 2024 |
| Contract concluded with winning supplier | 8 August 2024 |
| Contract start date | 12 August 2024 |

**10 Instructions for Responding**

10.1 The documents that must be submitted to form your Proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Supplier Proposal) to this RFP. All documents required as part of your Proposal should be submitted to sami.creta@britishcouncil.orgby the Response Deadline, as set out in the Timescales section of this RFP.

10.2 The following requirements should be complied with when submitting your Proposal in response to this RFP:

* Please ensure that you send your submission in good time to prevent issues with technology – late Proposals may be rejected by the British Council.
* Do not submit any additional supporting documentation with your Proposal except where specifically requested to do so. PDF, JPG, PPT, Word and Excel formats can be used for any additional supporting documentation (other formats should not be used without the prior written approval of the British Council).
* All attachments/supporting documentation should be provided separately to your main Proposal document, clearly labelled and cross-referenced to the Proposal as relevant.
* If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your Proposal.
* Unless otherwise stated as part of this RFP or its Annexes, all Proposals should be in the format of the relevant British Council requirement with your response to that requirement inserted underneath.
* Where supporting evidence is requested as ‘or equivalent’ you must demonstrate such equivalence as part of your Proposal.
* Any deliberate alteration of a British Council requirement as part of your Proposal will invalidate your Proposal to that requirement and for evaluation purposes you shall be deemed not to have responded to that particular requirement.
* Responses should be concise, unambiguous, and should directly address the requirement stated.
* Your Proposal to the RFP requirements and pricing will be incorporated into the Contract, as appropriate.

**11 Clarification Requests**

11.1 All clarification requests should be submitted to sami.creta@britishcouncil.org

 by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests and will response if the question is appropriate and received before the Clarification Deadline.

11.2 Any clarification requests should clearly reference the appropriate paragraph in the RFP documentation and, to the extent possible, should be aggregated rather than sent individually.

11.3 The British Council reserves the right to issue any clarification request made by you, and the response, to all potential suppliers unless you expressly require it to be kept confidential at the time the request is made. If the British Council considers the contents of the request not to be confidential, it will inform you and you will have the opportunity to withdraw the clarification query prior to the British Council responding to all potential suppliers.

11.4 The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their Proposal or other information they may have provided. Should you not provide supplementary information or clarifications to the British Council by any deadline notified to you, your Proposal may be rejected in full and you may be disqualified from this Procurement Process.

**12 Evaluation Criteria**

12.1 You will have your Proposal evaluated as set out below:

**Stage 1:** Proposals will be checked to ensure that they have been completed correctly and all necessary information has been provided. responses correctly completed with all relevant information being provided and all mandatory requirements as outlined in Section 8 met will proceed to Stage 2. Any Proposal not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal is rejected at this point it will automatically be disqualified and will not be further evaluated.

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**Stage 2:** If a bidder succeeds in passing Stages 1 of the evaluation, then it will have its Proposal evaluated in accordance with the evaluation methodology set out below.

12.2 Award Criteria – Responses from potential suppliers will be assessed to determine the most economically advantages proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

|  |  |
| --- | --- |
| **Criteria** | **Weighting**  |
| Qualifications, Experience and Competencies | 20% |
| Methodology and Approach | 30% |
| Social Value | 10% |
| Commercial | 40% |

12.3 Scoring Model – Proposals will be subject to an initial review at the start of Stage 2 of the evaluation process. Any Proposals not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Proposals not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria other than Commercial using the following scoring model:

|  |  |
| --- | --- |
| **Points** | **Interpretation** |
| **10** | **Excellent** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement.  |
| **7** | **Good** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested.  |
| **5** | **Adequate** –Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder’s failure to provide all of the evidence requested. |
| **3** | **Poor** –The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement. |
| **0** | **Unacceptable** –The response is non-compliant with the requirements of the RFP and/or no response has been provided.  |

12.4 Commercial Evaluation – N/A

12.5 Moderation and application of weightings – The evaluation panel appointed for this Procurement Process will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall Proposal score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

12.6 The Winning Proposal(s) - The winning Proposal shall be the Proposal scoring the highest percentage score out of 100 when applying the above evaluation methodology, which is also supported by any required verification evidence (to include, without limitation, any updated information) obtained by the Authority relating to any self-certification or other requirements referred to at any time in this Procurement Process.

**List of Annexes forming part of this RFP (issued as separate documents):**

1. **Annex 1 – Terms and Conditions of Contract applicability**
2. **Annex 2 – Supplier Proposal**
3. **Annex 3 – Pricing Approach**