

The British Council is looking for a proactive consultant with experience in research and programming to work alongside British Council Tunisia and the British Embassy in Tunis to research opportunities for arts and creative industries showcasing and engagement for the UK in Tunisia and advise on potential activity as part of the GREAT Campaign.

1. CONTEXT

About 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.

The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at www.britishcouncil.org. The British Council has a track record in the arts in Tunisia and, more recently, has led on the delivery of the EU-funded Tfanen project, working in partnership with the Tunis EUNIC cluster.

The British Embassy focus in Tunisia is to support the country's democratic transition through engagement and collaboration with the public and private sectors. The Embassy seeks to use 'programming, trade, investment and strategic communications capabilities in a coherent way to drive mutual prosperity, including through tackling market access barriers, supporting business-enabling economic reforms, boosting bilateral trade and investment, and trying to maximise the opportunities of Brexit'.

The GREAT campaign strapline is *Bringing the best of Britain to the world*, and the campaign seeks to 'showcase the best of what our ... nation has to offer to inspire the world and encourage people to visit, do business, invest and study in the UK'. The British Council works from the perspective of **mutual** benefit, which means that a challenge for *Creativity is GREAT* in Tunisia will be to bring these two approaches together.

2. ACTIVITIES and DELIVERABLES

Building on this and the opportunities presented by the positive reputation associated with both the British Embassy and the British Council, the two entities plan to work together under the banner of **Creativity is GREAT** to engage with the Tunisian creative, educational and business sectors in a series of events intended to highlight the UK's strengths in creative endeavour as well as explore opportunities for the further development of partnerships with Tunisian organisations and institutions. There will be focus on digital creativity and innovation but this will not be exclusive. The programme will be delivered by the British Council in Tunisia in close coordination with the British Embassy.

The British Council is engaging the services of a UK professional to work alongside British Council Tunisia and The British Embassy to research and scope the creative and cultural landscape of Tunisia to identify opportunities for mutual engagement to inform recommendations for programming in Tunisia through funding provided by the GREAT campaign. The task will be to assess and build on ideas already generated by the British Council and British Embassy. The British Council and British Embassy will need to ensure that the proposal meets GREAT requirements on return on investment.

The consultant will lead in two phases of work:

Phase One: Research

The research element will primarily involve engaging with the British Council/British Embassy in Tunisia to ensure a shared understanding of the current Tunisian creative and cultural landscape, highlighting opportunities for capacity-building and skills to connect best practice and expertise from partners in the UK. In addition to desk research, the UK professional will be invited to Tunisia to undertake a scoping trip to underpin the research.

Phase Two: Planning/Proposal/Recommendation

Once the research phase is complete the consultant will make recommendations responding to themes and opportunities highlighted in the research. During this second phase the consultant will present potential programmes/activity informed by the research and requirements necessary to apply for GREAT funding. The presentation will include:

- Summary of research
- Recommended programme of activities
- Identification of potential UK experts and partners
- Identification of potential Tunisian partners and funders
- Outline of timeline, approximate costings etc (logistical and programme details)

The consultant will be required to support the drafting of the **Creativity is GREAT** submission which the British Embassy will subsequently present for funding.

Summary: key activities for the successful supplier will include:

- research and scoping of creative and cultural industries in Tunisia to generate a report of the findings
- present proposals for potential activity informed by the research phase aligned to The British Embassy's application to the GREAT Campaign
- Recommendation of potential links to the UK, including partners and UK experts
- Supporting the drafting of the GREAT submission

3. TIMELINE, RESOURCES, AND BUDGET

- 23:59 on 1 September 2019 Deadline for submission of expressions of interest (EOI)
- 6 September 2019 Confirmation of consultant
- 20 September 2019 Contract signing and completion of vendor form
- 27 September 2019 Agreement of timeline, deliverables and work plan
- October 2019 Delivery of contract

The contract will cover a period of 10 working days, including a scoping visit to Tunis

Resources: the consultant will have support from British Council Tunisia, British Council London and The British Embassy.

Budget: the maximum budget available for this project will be £4000, exclusive of VAT, and, in addition, British Council will cover travel and accommodation expenses which will be agreed in advance as well as any agreed additional expenses incurred during delivery.

4. PROPOSAL GUIDELINES

To apply for this opportunity please submit (EOI) to Robert Ness (robert.ness@tn.britishcouncil.org)

The EOI should outline your suitability for the commission and any relevant experience, as well examples of written work. It should include an outline of budget expectations for delivery of the programme recommendations, to the specification outlined above.

EOIs should be a maximum of two pages long (please see below Annex 2 Proposal template), bearing in mind the time commitment and the timeframe for development of the work. Proposals should be submitted by 23:59 on 1 September.

ANNEX 1 – SELECTION CRITERIA

EOI should be a **maximum of 2 A4 pages** (see template in Annex 2) and provide sufficient detail to be assessed against the following selection criteria:

Criteria	Points
Relevant experience and approach to delivery of the work	5
Availability to deliver, and suitability of budget	5
Total	10

ANNEX 2 – PROPOSAL TEMPLATE

- Organisation/Individual Name
- Email contact
- Contact Phone Number
- Expression of interest
- Proposed research plan and approach, including specific projected deliverables
- Proposed budget
- Professional experience relevant to this opportunity (or CV)