

Request for Proposal (RFP)

Regional Communications Campaign on Young People and Violence (consultancy)

1. Organisation: 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 conducts a wide range of projects to promote youth development. In the Americas, violence is a growing phenomenon which affects largely young people from economically deprived backgrounds. In order to specifically address this key challenge in the region, the programme Building Movements – Young People and Violence will be implemented as part of a more robust strategy to tackle violence and its impact on youth.

2. Background

Latin American and the Caribbean account for only 8 percent of the world's population, but for 37 percent of the world's homicides. Eight out of the 10 most violent countries in the world are in the region. The youth population is the most affected by this context of violence and insecurity, many of them part of the “hard core” of exclusion, often involved in different criminal practices directed by adults who use them in the knowledge that minors cannot be held criminally responsible. There is a clear disconnection between what recent research demonstrates regarding the causes of violence and how it affects youth, and the responses adopted by states. The views and experiences of youth themselves, which could point to solutions based on very tangible realities, are also widely disregarded in the design of public policies.

To address this situation, the British Council will implement the programme **Building Movements - Young People and Violence**, which involves an awareness raising campaign. The goal of the campaign – to be undertaken in Mexico, Jamaica and Cuba - is to enhance the understanding of why the Americas present the highest rates of violence and crime in the world, what are the repercussions for youth (the most affected population), and what could be more effective public policies and civil society intervention models to tackle the problem.

This will be done through dissemination of case studies, academic research and methodologies for working directly with youth; dialogues involving key stakeholders; webinars; creation of audiovisual materials; among other campaign activities. There is a strong element of youth participation, as they will be invited to conduct or contribute to several of the proposed activities, having opportunities to voice their views and influence matters that affect their lives. ‘Young People’ will encompass those aged 13 to 30 years, who will be targeted by the project activities according to their age group and following guidance on engaging young people to be provided by the British Council child protection global team.

Targeting the general public, key stakeholders and young people, it will ultimately contribute to more coordinated approaches and the adoption of more effective institutional practices and policies against manifestations of violence that affects youth in the region.

In addition, the campaign will promote knowledge exchanges with key UK stakeholders (academics, policy makers and influencers, youth), which can also shed light on more effective approaches against violence that affects youth generally. British stakeholders will thus be strongly involved in the project activities.

3. Overall Purpose

An organisation with expertise on violence and youth issues is sought to design the strategy and implement the regional campaign Youth and Violence (provisional name), preferably based in Mexico, Brazil, Colombia or the UK.

Right to work in the country where the contract is signed is necessary. The British Council is not able to support or sponsor work visa applications or relocation costs for foreign applicants.

4. Duration and value of contract

Nine months, from mid-July 2019 to mid-April 2020, equivalent to £19,000 in the country where the contract is signed as of the signature date. This is a service provision contract, and legal deductions apply according to local law of where the contract is signed.

Travel costs to the three project countries (at least one travel per country during the consultancy period) will be covered separately by the British Council, according to British Council policy.

5. Deliverables

All deliverables need to be developed in coordination with relevant British Council teams, and based on ongoing communication with teams in the project countries namely Mexico, Jamaica, Cuba and the UK. Specific deadlines will be agreed within the campaign strategy and communications plan, although some generic guideposts are provided below.

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| <p>1. Development of the campaign strategy and a detailed communications plan, in close collaboration with British Council staff and the curator of campaign materials, to be executed by both the campaigner and British Council team members – including preparing a stakeholders mapping (identifying the priorities and work of key organisations and individuals), specific campaign objectives, messages and means of engaging each one of them, defining online and face to face audience targets, defining travel needs to participating countries, monitoring and evaluation mechanisms etc. The campaign should include provisions for taking advantage of key dates related to child rights and well as unexpected events that can boost opportunities for reaching target audiences. This will entail close collaboration with the campaign curator. The detailed communications plan shall include content to be disseminated through British Council and partners channels. To be completed in the first month of the contract.</p> |
| <p>2. Together with British Council staff, development of partnerships/relationships with key stakeholders (Schools of Magistrates, Public Defenders Offices, Public Attorney Offices, NGOs, CSOs, members of Judiciary, Executive, Legislative, policy makers and influencers, academics - both in region and the UK. These are key to reach target groups that have tremendous influence on judicial procedures and policies; they could use the videos, webinars, case studies, research papers and other campaign materials in their own initiatives, campaigns, courses, websites, events; hold webinars and other joint initiatives in the project countries and the UK; among other activities</p> |

that can build the foundation for enhanced joint actions especially from Year 2 of the project, including a regional policy dialogue in 2020. This will entail close collaboration with the British Council country teams in the project countries. Ongoing throughout the contract (month 2 onwards).

3. Dissemination of campaign materials through the Internet (YouTube, social media, Whatsapp, those provided by the network mobilized through the project) as well as supporting the British Council team to disseminate materials. The British Council Communications team will disseminate content in its internal channels. Timeline as per developed campaign strategy and communications plan.

4. Strategic support to country events (at least one event per country) in Jamaica, Cuba and Mexico (workshops and dialogues), ensuring they reach the most adequate stakeholders: these events will enable key stakeholders to share knowledge, explore effective practices and policies, strengthen protection networks, and influence practitioners and policy makers. Ongoing throughout the contract.

5. Delivery of reports through the ongoing monitoring of campaign activities and targets, according to timeline specified in campaign strategy and communications plan.

6. Final Evaluation of Campaign Results in April 2020, including draft of Evaluation report.

6. Professional experience

- At least 10 years of international work experience in the areas of communications, media relations, campaigning, awareness raising and managing/fostering international networks.
- Experience in strategic planning, stakeholders mapping, design, implementation, monitoring and evaluation of awareness raising/advocacy campaigns, using communications tools appropriate to each identified stakeholder.
- Experience in working with governments, the Judiciary system, policy makers and influencers, legislators. Experience in working with the UK a plus.
- Experience in creating content and managing social networks, using digital channels, and graphic editing programs. This includes a high sense of risk management in regards to the use of social media.
- Expertise in youth development and international affairs organisations, as well as experience in developing countries.
- Proven ability to manage material and human resources to achieve campaigns' objectives.
- Ability to identify priority activities and assignments, allocation of appropriate amount of time and resources for completing work.
- Curiosity and open-mindedness: ability to ask questions to clarify, and exhibit interest in having two-way communication; demonstrate openness in sharing information and keeping people informed.
- Fluency in written and spoken English and Spanish. Portuguese is a plus.

7. Confidentiality

All information supplied to applicants by the British Council, 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 tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

8. General Policy Requirements

By submitting a proposal, applicants confirm that they will, and that they shall 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, which can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>). Please pay particular attention to the Child Protection Policy and EDI Policy.

9. Timescales

Subject to any changes notified to applicants/suppliers of services by the British Council, the following timescales shall apply:

Activity	Date - year 2019
Deadline for asking clarification of questions	20 June
British Council to respond to clarification questions	25 June
Deadline for submission of proposal	3 July
Selection of proposals and interviews	3 to 12 July
Final Decision communicated to winning applicant	15 July
Signing of contract	15 to 19 July
Beginning of consultancy assignment	22 July

10. How to apply

You are invited to submit:

- relevant track record (including client portfolio) divided by criteria 1, 2 3 and 5 (see Evaluation Criteria table below) (3MB maximum).
- a proposal detailing how you envision the campaign strategy (4MB maximum)
- references from at least two clients, with contact details

to AMERecruitmentTeam@britishcouncil.org by **3rd July 2019**. The email subject should be '**Regional Communications Campaign on Young People and Violence (consultancy)**'.

11. Evaluation Criteria

You will have your response evaluated as set out below:

Stage 1: It will be checked if all required documents have been provided according to the specifications in *10. How to apply*. Incomplete or incorrect submissions will be disqualified and not evaluated further.

Stage 2: The track record and the proposal detailing the envisioned campaign strategy will then be evaluated in accordance with the criteria and weightings set out below. If excluded at this point, they will not be evaluated further.

Stage 3: If passing Stages 1 and 2, an interview will follow.

Criteria	Weighting
1. Experience with strategic planning, stakeholder mapping, design, implementation, monitoring and evaluation of awareness raising/advocacy campaigns, using appropriate communication tools.	25%
2. Experience in creating content and managing social networks, using digital channels, and graphic editing programs. This includes a high sense of risk management in regards to the use of social media.	25%
3. Experience in working with governments, the Judiciary system, policy makers and influencers, legislators (experience in working with the UK is a plus).	20%
4. Methodology and quality of the proposal detailing how you would envision the campaign strategy (4MB maximum pdf format).	20%
5. Good understanding of youth development and international affairs organisations, as well as experience in developing countries.	10%

Scoring model for proposals/interviews is as follows:

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 ITT and/or no response has been provided.