

## Request for Proposal (RFP)

# Content Production and Curatorship of Content for Digital Campaign (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 audio visual 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 in content production and curatorship is requested to both curate and produce a range of digital materials for the regional campaign Young People and Violence (provisional name), preferably based in Mexico, Brazil, Colombia or the UK.

### **4. Duration and value of contract**

Six months, from July 2019 to January 2020, equivalent to £ 12,000 in the country where the contract is signed as of the signature date.

Right to work in the country where the contract is signed is necessary. This is a service provision contract, and legal deductions apply according to local law of where the contract is signed.

### **5. Deliverables**

Specific deadlines will be agreed within the curatorship and content production plan, although some generic guideposts are provided below. IP of previous and new content developed in the context of the below will pertain to the British Council or to the British Council and its partners, according to previous contractual arrangements, when these are in place.

1. Development of the curatorship and content production plan, in close collaboration with the campaigner and relevant British Council staff (especially project teams in Mexico, Jamaica, Cuba and the UK), to ensure coordinated actions.– based on the stakeholders mapping, campaign strategy, specific campaign objectives, messages and means of engaging each type of audience, online and face to face audience targets. By the end of the first month of the contract.
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2. In close collaboration with the campaigner as well as British Council country teams in Jamaica, Cuba and Mexico, compile and produce a range of campaign materials and present them in attractive digital formats for dissemination online, which will be previously agreed with the British Council team. These can range from webinars, video blogs, quizzes, interviews, white papers, documentaries, academic work and case studies on how young people are being affected by violence, prevention and protection strategies, methodologies, policies and innovative practices to mitigate the involvement of youth in violence - among others to be jointly defined. From month two to end of contract.
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3. Edit all the above, as well as short videos produced by Arts teams in Cuba and Jamaica, to produce shortened versions for quick dissemination in YouTube, WhatsApp and social media. From month two to end of contract.
4. Produce a final compilation with all produced content in a publishable format. By the end of the contract, once all content has been produced/compiled.

**6. Professional experience**

- At least 7 years of international work experience in the areas of curatorship, production of digital communications materials, awareness raising campaigns, and fostering international networks, particularly through social media.
- Experience in creating content using digital channels and graphic editing programs. Proven ability to curate and/or produce high quality webinars, video blogs, interviews, white papers, documentaries, compilation of academic work and case studies, among other campaign materials.
- Proven understanding of human rights issues affecting young people in the Americas and the work undertaken by key organisations to enhance their protection and promote their engagement in better pathways.
- 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**

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
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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 and 3 in the Evaluation Criteria table below (3MB maximum).
- Samples and/or links to relevant work as per the Evaluation Criteria table below (4MB maximum).
- References from at least two clients, with contact details.

to [AMERecruitmentTeam@britishcouncil.org](mailto:AMERecruitmentTeam@britishcouncil.org) by **3<sup>rd</sup> July 2019**. The email subject should be **'Content Production and Curatorship of Content for Digital Campaign (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. International work experience in the areas of curatorship, production of digital communications materials, awareness raising campaigns, and fostering international networks, particularly through social media.	30%
2. Experience in creating content using digital channels and graphic editing programs. Proven ability to curate and/or produce high quality webinars, video blogs, interviews, white papers, documentaries, compilation of academic work and case studies, among other campaign materials.	30%

3. Proven understanding of human rights issues affecting young people in the Americas and the work undertaken by key organisations to enhance their protection and promote their engagement in better pathways.	20%
4. Samples of relevant work.	20%

Scoring model for track record and interviews is as follows:

Points	Interpretation
10	<b>Excellent</b> – 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	<b>Good</b> – 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	<b>Adequate</b> – 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	<b>Poor</b> – 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	<b>Unacceptable</b> – The response is non-compliant with the requirements of the ITT and/or no response has been provided.