INVITATION TO TENDER
BRITISH COUNCIL/NESTA INTERNATIONAL CREATIVE ENTERPRISE PROGRAMME

BRIEF FOR A BRITISH COUNCIL FUNDED RESEARCH PIECE
INVITATION TO TENDER

BRITISH COUNCIL / Nesta International Creative Enterprise programme
assessing the impact of Nesta’s methodology in an international context | helping us shape the future of the programme | identifying success stories/case studies

BACKGROUND
Over the last decade, Nesta has supported early-stage entrepreneurs with creative and practical tools which simply, but critically, offer a useful framework for developing, testing and turning business ideas into tangible solutions, focused on long term sustainability. The methods allow the individual to explore and develop their own values, skills, ambitions and confidence, alongside developing their actual idea - this is one of the key differentials compared to other forms of business support.

The British Council partnered with Nesta two years ago (2012-13) to internationalise their Creative Enterprise programme and disseminate their training methodology around the world. After a year of pilot programmes in Nigeria, Russia, Albania and Brazil, the programme is rolling out globally. The toolkit has already been translated into Mandarin, Russian and Portuguese. It has been designed to help creative entrepreneurs develop their business ideas step-by-step and discover - within a tried and tested framework - what values and relationships are important to their enterprises.

Over 400 creative entrepreneurs have taken part in our Creative Enterprise trainings since May 2012, and we have delivered workshops in Nigeria, Russia, Brazil, Albania, Macedonia, Turkey and Vietnam. After 2 years of running these pilots, we want to evaluate the impact of the programme, the relevance of the methodology for overseas' creative entrepreneurs, and understand better what the needs and opportunities are for this project.

What we need

1 - Assess the effectiveness of the trainings in meeting the needs of overseas’ creative entrepreneurs. We’ll need to measure the programme’s impact on them – both on a personal level and their businesses.

2 – Assess the effectiveness the mentoring component to the programme (which was only piloted in 4 groups) – again, we need to measure its impact on participants (on a personal level and in terms of their businesses’ performances).

3 – Better understand the needs of these networks of creative start-ups to better design the future of the programme.

4 - Help us identify and uncover some great stories which could help tell better tell the story of this programme. We’d like to develop 1-2 case studies/articles of these per country.

5 - Generate data that can be used to tell the story the programme in a dynamic and visual way – for example through info graphics or interactive maps.

6 - Develop a dynamic metric which can be used to measure the impact of the programme on future cohorts.

7 – Write up a short report which involves as many of the ca.400 alumni as possible

Timeline
Response to tender by and brief by Monday 17 March, 2014
Commission research: Friday 21 March, 2014
Completion: Monday 21 May, 2014
Deliverables
A short report which (a) responds to all the objectives outlined above, (b) contains data which can then be translated into visual graphics, and (c) includes 14-15 case studies of 1000-1500 words each. The report needs to involve as many of the 400 alumni and at least 100 of them need to respond to the survey for it to be a solid set.

Budget
Please contact Pablo.Rossello@britishcouncil.org for details of budget.

British Council Creative Economy team will supply contact details for alumni and relevant overseas’ colleagues to the successful bidder and broker the initial introductions.

Please respond to Pablo Rossello (Pablo.Rossello@britishcouncil.org) expressing interest and proposed outline approach by Monday 17 March 2014.