

INVITATION TO TENDER

**CRAFT AND DESIGN DEVELOPMENT FOR
EAST ASIA**

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PURPOSE: The British Council are looking for a craft and design professional to work with craft and design support organisations in the UK to develop a business development and design support programme for the craft and design sector in East Asia.

BACKGROUND

Craft and design is a significant part of the creative economy in the East Asia region, and is particularly important in developing countries such as Vietnam, Thailand, Burma and Indonesia. The sector and its needs are mixed. Traditional crafts and products are very important part of the sector, but there is an increasing interest in how to produce more design-led products, both for export and internally for the emerging affluent middle classes.

Alongside this, as businesses scale and need to become more digitally savvy there is an increasing demand for business and marketing skills for craft and design businesses to enable these enterprises to survive and thrive in today's economies.

In some countries, such as Burma, there is a focus on supporting craft to address wider cultural development goals such as providing skills and economic opportunities for marginalised groups and communities.

The British Council is increasingly being approached by trade bodies, craft and design support organisations and private companies who are interested in supporting the craft and design sector; they are looking to the excellence in craft and design as well as programmes of support for small businesses in the UK for inspiration.

The British Council has already run several programmes in East Asia to support the craft and design businesses. These include:

Innovation Design training for craft businesses in Vietnam

New for Old: Business skills and new product development in Thailand

Kotagede Silversmiths project in Indonesia

Although these projects have been successful, we are looking to develop a larger offer, one that is more cohesive and comprehensive and that we could present to partners in the region.

AIMS AND OBJECTIVES

1) Using research that has already been carried out and interviews with key partners and British Council staff, create a short summary report of the business development and design needs of the craft and design sector in East Asia.

- Identify (with the support of our offices) key partners and existing research reports; conduct interviews to establish priorities and opportunities.
Produce a preliminary short report with key findings, which will inform the second phase of the assignment (see below).

2) Using this research, work with a number of UK craft and design specialist organisations to design and develop a comprehensive programme of support for the craft and design sector in the selected East Asian countries and present in report.

- This should be a flexible programme of support that can use both tools and modules that already exist in the UK alongside, where appropriate, newly developed ones. The programme should contain different components so that bespoke programmes can be put together depending on specific local needs and opportunities.

- The programme needs to be reasonably cost effective – the final report should include approximate costs (programme and delivery costs). Where appropriate we are interested in piloting remote and/or local delivery of content.
- We are also interested in capacity building support organisations in the region so the final report should include suggestions of whom to partner/support with a train-the-trainer approach.
- The report should include recommendations on how to implement the programme in each of the countries involved (Burma, Thailand and Vietnam).
- Programme suggestions need to be made on the basis of existing (and exemplary) UK initiatives/support programmes. The design of the programme should be an opportunity to gather the best of these to offer them the chance to participate/give suggestions and then bid to deliver/take part in it.

DELIVERABLES

- Delivery of initial summary document/matrix of business development and design needs in East Asia in **late January 2015**, in advance of this being presented to the UK sector.
- Delivery of final report in **late March 2015** which will include a clear craft and design programme with distinct stand-alone elements/modules for selected countries in East Asia including indicative pricing, named delivery partners and recommendations for how the programme should be delivered.

TIMELINE

Please note this is just a suggested programme and a final programme can be agreed on appointment. Please note that the work needs to be completed by end of March 2015

Date	Activity
Mid – late January	Research period: In-depth interviews with British Council staff and key in-country partners and reading reports on needs of craft and design sector in East Asia
Early February	Submission of initial summary document/matrix of business development and design needs in East Asia
Mid February – Mid March	Working with UK organisations to develop craft and design offer for East Asia either using existing products or, where appropriate, developing new ones
Late March	Submission of craft and design support programme including, clear craft and design offer with distinct stand-alone elements/modules for selected countries in East Asia including indicative pricing, named delivery partners and recommendations for how the programme should be delivered

PERSON SPECIFICATION

We are looking for an individual consultant or someone working within a relevant organisation/initiative. If the latter, they need to ensure the offer is informed by, and indeed open to, the wider crafts' sector in the UK – the contract doesn't guarantee that the delivery of the programme itself will be carried out by their organisation.

Essential skills:

- We are looking for a craft and design professional with at least five years' experience working in the sector.
- Demonstrable knowledge of the craft and design sector in the UK.
- Demonstrable links to craft and design support organisations in the UK and a good knowledge of their current programmes and initiatives.
- Knowledge or experience of the craft and design sector in East Asia

Desirable skills:

- Experience designing business support and/or design development initiatives for craft and design businesses
- Experience of carrying out research to feed into the development of new initiatives and analysing and presenting that research in a useful format
- Experience of directly delivering business support

BUDGET

The budget for this work is £6000 – this excludes international/UK travel etc.

The person will be expected to work remotely but they will need to have periodic meetings with the British Council programme manager in London and with the Director Arts and creative industries in East Asia.

HOW TO APPLY

To apply for this opportunity please submit the following:

- Up to date CV outlining experience and skills
- Document (no more than one page) outlining some initial ideas of how you would deliver this project.

Please submit your applications by email to: Katelijn Verstraete, Director Arts and Creative Industries in East Asia katelijn.verstraete@britishcouncil.org.sg by 20 November 2014.