

## **Request for Proposals (RFP)**

**For: Jakarta Creative Hub & Creative Practitioner Mapping**

**Date: 31 August 2022**

### **1 Overview of 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.

1.2 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

1.3 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](http://www.britishcouncil.org).

### **2 Overview of Dinas Pariwisata dan Ekonomi Kreatif Provinsi DKI Jakarta**

#### **2.1 Vision and Missions**

Dinas Pariwisata dan Ekonomi Kreatif DKI Jakarta is a vessel of industry-leading people that envision Jakarta as a vying and viable tourism destination. This foresight cascades to several objectives, which are:

- a. Develop superior, environmentally sustainable, cultured, and interactive tourist destinations;
- b. Develop a cutting-edge tourism industry that are globally competitive, and also responsible for the natural and sociocultural environment;
- c. Develop an engaging, inventive, intensive, and synergistic approach to tourism marketing;
- d. Advancing the Creative Economy as one of Jakarta's new economic sources, and;
- e. Develop the responsibilities and organisations of the local governments, private sectors, communities, regulations, as well as effective and efficient operational processes.

#### **2.2 Function and Organisational Culture**

The organisational culture of the DKI Jakarta Provincial Government of Tourism and Creative Economy is a Work Culture that is applied in the DKI Jakarta Provincial Government as stated in the DKI Jakarta Provincial Governor Regulation Number 54 of 2020 concerning Work Culture.

The Work Culture Values of the DKI Jakarta Provincial Government consists of:

- a. Integrated, means the ability to uphold the applicable standards, laws, and values while maintaining harmony between words and deeds.
- b. Collaborative, means working with all parties involved to achieve shared objectives.
- c. Accountable, means carrying out the work thoroughly and can be accounted for each performance target.
- d. Innovative, means creating innovative ideas to improve service quality through evaluation, problem solving and continuous improvement.
- e. Fairness, means the sensitivity to ensure that the rights of various parties can be accommodated.

### **3 Overview of Komite Ekonomi Kreatif Jakarta (KE JKT)**

#### **3.1 Overview**

Komite Ekraf Jakarta (KE JKT) is a strategic partner of DKI Jakarta's Government in advancing the creative economy sector and facilitating the city's creators through purposeful collaborations. Helping in developing DKI Jakarta's creative economy road map, KE JKT acts as a bridge between creators, government, and stakeholders. KE JKT strives to make the creative economy the main axis of the economy and human capital development in the city. To pursue the aforementioned vision, KE JKT promotes collaboration to create value-added programs that are impactful and sustainable.

#### **3.2 KE JKT Pillars**

- a. Creativity
- b. New Economy Creation
- c. Digital Breakthrough
- d. Collaboration
- e. Sustainable Ecosystem

### **4 Introduction and background to the work**

#### **4.1 The British Council is an integral and important part of the UK's bilateral relationship with Indonesia.**

As one of the British Council's main strategic business units, the Arts team, works with the best of British creative talent to develop innovative, high-quality events and collaborations with artists, cultural institutions and partners across education and the creative economy. We find new ways of connecting and seeing each other through the arts and creative economy. Our programme offers artists, creative industry professionals and audiences enriching experiences inspired by the UK's cultural and artistic strength and diversity.

We bring new work or new interpretations of work from the UK to audiences across the whole of Indonesia. Through strong partnerships we discover new talent and new innovations, challenging ideas and pushing boundaries.

Our team in Indonesia works with our arts specialists in the UK and the region to design the most effective programmes, working with arts professionals and policy makers in the UK and Indonesia.

#### **4.2 Creative Hubs Works by British Council**

The British Council has worked with over 800 creative hubs globally since 2014. We see hubs as playing an integral role in the growth of the creative economy, gathering, supporting and representing creative communities. Hubs have also featured greatly in our programming — as partners, collaborators, producers and researchers. The British Council is strategically placed in South East Asia to be the connector between the hubs and cities in the region and the UK and wants to develop more creative connections and exchanges between the dynamic hubs sector in South East Asia and the UK.

Our Hubs for Good programme aims to provide support for the development of creative hubs to be key drivers and catalysts for good across Indonesia. We want to increase and enhance the capacity of hubs to function more efficiently, and increase the positive impact towards their community, contributing to the well-being of these cities.

We aim to connect hubs and hub managers together, to other regional hubs and to local stakeholders who, in Indonesia remain unaware of the positive impact hubs create on communities. We also want to create advocacy pathways for the development and support of creative hubs, which we hope will result in the adoption of new national policies.

#### **4.3 Jakarta Creative Sector Landscape**

A new economic force that will support the country's economy from now on is the creative economy. In the RPJMN 2020–2024, two of the key targets—economic transformation and the development of human resources—are extremely relevant to the creative economy.

The Creative Economy will contribute 6.98% or Rp. 1.134 trillion in 2021.

When compared to nations that have been successful in turning the Creative Economy into a major business, this value is still insignificant. For instance, South Korea contributed Rp 13795.5 Trillion in 2021 and provided jobs for 5.2 million people.

Even international consultancy Deloitte anticipates a 40% increase in the Creative Economy globally by 2030.

Indonesia must be particularly prepared in order to participate in seizing the chance for the global Creative Economy to expand in 2030.

To develop the creative economy in Jakarta, the nation's capital and the birthplace of Indonesia's creative economy trend, it is essential to create a mapping of creative practitioners and hubs in Jakarta. This will subsequently be important to create policy recommendations that will accelerate new economic growth, particularly in Indonesia.

## 5 Proposal Conditions and Contractual Requirements

This section of the RFP sets out the British Council's contracting requirements, general policy requirements, and the general proposal conditions relating to this procurement process ("**Procurement Process**").

### 5.1 Contracting requirements

5.1.1 The contracting authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time (see: <http://www.britishcouncil.org/organisation/structure/status>).

5.1.2 The appointed consultant will be expected to deliver the goods and/or provide services remotely from their own office.

5.1.3 The British Council's contracting and commercial approach in respect of the required goods and/or services is set out at Annex [1] (Terms and Conditions of contract) ("**Contract**"). By submitting a proposal response, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment.

5.1.4. The contract will be awarded by October 2022, with consultancy ongoing through to January 2023.

5.1.5 In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request in accordance with the provisions of this RFP by the Clarification Deadline (as defined below in the Timescales section of this RFP). Following such clarification requests, the British Council may issue a clarification change to the Contract that will apply to all potential suppliers submitting a proposal response.

5.1.6 The British Council is under no obligations to consider any clarifications / amendments to the Contract proposed following the Clarification Deadline, but before the Response Deadline (as defined below in the Timescales section of this RFP). Any proposed amendments received from a potential supplier as part its proposal response shall entitle the British Council to reject that proposal response and to disqualify that potential supplier from this Procurement Process.

### 5.2 General Policy Requirements

5.2.1 By submitting a proposal response in connection with this Procurement Process, potential suppliers 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. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

### **5.3 General proposal conditions (“Proposal Conditions”)**

5.3.1 Application of these Proposal Conditions – In participating in this Procurement Process and/or by submitting a proposal response it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, proposal responses should be on the basis of and strictly in accordance with the requirements of this RFP.

5.3.2 Third party verifications – Your proposal response is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided; and the analysis of your proposal response being undertaken by one or more third parties commissioned by the British Council for such purposes.

5.3.3 Information provided to potential suppliers – Information that is supplied to potential suppliers as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue, but the British Council will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of the British Council.

5.3.4 Potential suppliers to make their own enquires – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. You should notify the British Council promptly of any perceived ambiguity, inconsistency or omission in this RFP and/or any in of its associated documents and/or in any information provided to you as part of this Procurement Process.

5.3.5 Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP. Any such amendment shall be issued to all potential suppliers, and if appropriate to ensure potential suppliers have reasonable time in which to take such amendment into account, the Response Deadline shall, at the discretion of the British Council, be extended.

5.3.6 Compliance of proposal response submission – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council’s requirements, these Proposal Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

5.3.7 Format of proposal response submission – Proposal responses must comprise the relevant documents specified by the British Council completed in all areas and in the format as detailed by the British Council in Annex [2] (Supplier Response). Any documents requested by the British Council must be completed in full. It is, therefore, important that you read the RFP carefully before completing and submitting your proposal response.

5.3.8 Modifications to proposal response documents once submitted – You may modify your proposal response prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a complete new proposal response in accordance with Annex [2] (Supplier Response) and these Proposal Conditions.

5.3.9 Rejection of proposal responses or other documents – A proposal response or any other document requested by the British Council may be rejected which:

- contains gaps, omissions, misrepresentations, errors, uncompleted sections, or changes to the format of the proposal documentation provided;
- contains handwritten amendments which have not been initialled by the authorised signatory;
- does not reflect and confirm full and unconditional compliance with all of the documents issued by the British Council forming part of the RFP;
- contains any caveats or any other statements or assumptions qualifying the proposal response that are not capable of evaluation in accordance with the evaluation model or requiring changes to any documents issued by the British Council in any way;
- is not submitted in a manner consistent with the provisions set out in this RFP;
- is received after the Response Deadline.

5.3.10 Disqualification – If you breach these Proposal Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting documents, entitling the British Council to reject a proposal response apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process;
- to fix or set the price for goods or services;
- to enter into an arrangement with any other party that such party shall refrain from submitting a proposal response;
- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted; or
- to collude in any other way
- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
- to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Proposal Conditions) or from another potential supplier or another proposal response,

The British Council shall be entitled to reject your proposal response in full and to disqualify you from this Procurement Process. Subject to the “Liability” Proposal Condition below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

5.3.11 Proposal costs – You are responsible for obtaining all information necessary for preparation of your proposal response and for all costs and expenses incurred in preparation of the proposal response. Subject to the “Liability” Proposal Condition below, you accept by your participation in this

procurement, including without limitation the submission of a proposal response, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in proposing for this procurement irrespective of whether or not your proposal response is successful.

5.3.12 Rights to cancel or vary this Procurement Process - By issuing this RFP, entering into clarification communications with potential suppliers or by having any other form of communication with potential suppliers, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice to all potential supplier in writing. Subject to the “Liability” Proposal Condition below, the British will have no liability for any losses, costs or expenses caused to you as a result of such termination, amendment or variation.

5.3.13 Consortium Members and sub-contractors – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirement of this RFP.

5.3.14 Liability – Nothing in these Proposal Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council’s liability may not be limited under any applicable law.

## **6 Confidentiality and Information Governance**

6.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, 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 proposal response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

6.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a proposal response. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

6.3 This RFP and its accompanying documents shall remain the property of the British Council and must be returned on demand.

6.4 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your proposal response, to any employee, third party agent, adviser or other third party involved in the procurement in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this

Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

6.5 The Freedom of Information Act 2000 (“FOIA”), the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

6.6 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

6.7 If you wish to designate information supplied as part of your proposal response or otherwise in connection with this proposal exercise as confidential, using any template and/or further guidance provided at Part [2] (Submission Checklist) of Annex [3] (Supplier Response), you must provide clear and specific detail as to:

- the precise elements which are considered confidential and/or commercially sensitive;
- why you consider an exemption under the FOIA or EIR would apply; and
- the estimated length of time during which the exemption will apply.

6.8 The use of blanket protective markings of whole documents such as “commercial in confidence” will not be sufficient. By participating in this Procurement Process you agree that the British Council should not and will not be bound by any such markings.

6.9 In addition, marking any material as “confidential” or “commercially sensitive” or equivalent should not be taken to mean that the British Council accepts any duty of confidentiality by virtue of such marking. You accept that the decision as to which information will be disclosed is reserved to the British Council, notwithstanding any consultation with you or any designation of information as confidential or commercially sensitive or equivalent you may have made. You agree, by participating further in this Procurement Process and/or submitting your proposal response, that all information is provided to the British Council on the basis that it may be disclosed under the Disclosure Obligations if the British Council considers that it is required to do so and/or may be used by the British Council in accordance with the provisions provision of this RFP.

6.10 Proposal responses are also submitted on the condition that the appointed supplier will only process personal data (as may be defined under any relevant data protection laws) that it gains access to in performance of this Contract in accordance with the British Council’s instructions and will not use such personal data for any other purpose. The contracted supplier will undertake to process any personal data on the British Council’s behalf in accordance with the relevant provisions of any relevant data protection laws and to ensure all consents required under such laws are obtained.

## 7 Proposal Validity

Your response should remain open for acceptance for a period of 60 days from the Response Deadline. A response valid for a shorter period may be rejected.

## 8 Payment and Invoicing

The Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract

The essential information on an invoice for the Komite Ekonomi Kreatif Jakarta is:

- A description of the services is included.
- The Council Purchase Order number is included.
- The costs including VAT (if applicable) and any other charges
- It is sent electronically via email in PDF format to KE JKT (halo@komiteekrafjakarta.id)

## 9 Scope of Work, Specification and Outputs

### 9.3 Creative Industries, Creative practitioners and Creative Hubs landscape in DKI Jakarta

- i. Through this RFP, the organisations would like to request a proposal by researchers (creative professional, hub leader, research agencies, part of a university or independent)
- ii. The proposal will need to include to conduct a mapping and situational analysis of Creative Hubs and Creative Practitioners across the city of Jakarta which includes conducting surveys and interviews/conversations with hub leaders/managers and some members of the hubs to get an understanding of the following:
  - The hubs and creative practitioner profiles:
    - Goals (short, mid and long-term)
    - Challenges/needs, including those affecting women and other marginalised groups
    - Sustainability
    - Sectors their community members operate in
    - Business scale and prospects
    - EDI profile (gender, disability, etc) of the practitioners
  - The hubs' and creative practitioner role:
    - Within local economy
    - Within local communities and their social impact (if any, what kind, explicit/implicit)
    - Hubs alignment/contribution to the SDGs (with anecdotal evidence, if not available)
    - One aspect where hubs think they've succeeded or innovated

### 9.2 Project Objectives

- Gain an up-to-date view of the hubs and creative practitioners based and operating in Jakarta, their profiles, sustainability, impact and challenges.

- Assess if the 5 districts of Jakarta foster different specific profiles of creative hubs or creative sectors
- Facilitate an understanding of hubs' progress and change over the years, either by comparison with previous data, or by offering a baseline for future mappings.
- Provide a resource of information that would enable a future database of and networking platform for creative professionals and practitioners, including women and other marginalised groups working from creative hubs in Jakarta
- The report will provide insights for stakeholders on the works that has been done by creatives in Jakarta and the impact they've created.
- Long term goal of this project is to make the research methodology and report as a benchmark for other cities to develop their creative economy

The **output** of this mapping exercise would be **a report** containing:

- an executive summary
- contextualisation and methodology
- presentation of data and analysis
- a visual representation of hubs locations
- a synthesis list of hubs with their location
- an analysis of their challenges, needs and sustainability patterns
- an analysis of area profiles (for the 5 areas of Jakarta) and the specific creative sector particularities they foster (if any)
- providing analysis on the challenges, needs, impacts on women and other marginalised communities
- any programme and policy recommendations to develop the creative sector
- high resolution visuals and images

This report will be used by various audiences, among which:

- creative professionals and entrepreneurs globally
- local and international organisations interested in creative hubs
- local authorities and policy makers
- other researchers

### **9.3 The role of the UK Based researcher:**

- Peer Review on data collected and analysed by IDN Researcher
- Comparative Study between UK and IDN to provide deeper analysis on data findings
- Identify needs to foster collaboration between UK and Jakarta
- Identify potential programme collaborations between UK and Jakarta
- Identify stakeholders, organisations and individuals who are keen to be a part of creative collaborations between UK and Jakarta
- Report writing and editing (incorporating British Council, Disparekraf DKI Jakarta and KE Jakarta comments)

### **9.4 The role of the IDN Based researcher:**

- Define research methodology and questions based on the project objectives to gather data in Jakarta alongside with its analysis

- Manage the project and undertake the following types of data collection in collaboration with the local partner:
  - Desk-based research
  - Interviews with stakeholders (digital)
  - Surveys
- Documentation via high-resolution photos
- Report writing and editing (incorporating British Council, Disparekraf DKI Jakarta and KE Jakarta comments)

**9.5 The service is to be delivered within the given deadlines:**

<b>Activity</b>	<b>Month</b>
Contract Start Date	w/c 10 October 2022
Initial Briefing with Researchers	w/c 10 October 2022
Research Period	10 Oct - 30 Nov 2022
Interim Findings	17 - 26 Nov 2022
Final Draft	December 2022
Launch of Research	December 2022

**10 Mandatory Requirements / Constraints**

10.1 As part of your proposal response, you must confirm that you meet the mandatory requirements / constraints, if any, as set out in the British Council’s specification forming part of this RFP. A failure to comply with one or more mandatory requirements or constraints shall entitle the British Council to reject a proposal response in full.

**11 Qualification Requirements**

11.1 As part of your proposal response, you must confirm compliance with any qualification requirements as set out at Annex [3] (Qualification Questionnaire). A failure to comply with one or more such qualification requirements shall entitle the British Council to reject a proposal response in full.

<b>Essential</b>	<b>Desirable</b>
At least 5 years' experience of research and consultancy in the field of cultural and creative industries, including situational analysis and strategy development. Specific experience in researching and providing expertise on music policy / ecosystems	Specific experience in working for government ministries and / or municipalities in developing strategies to support music
At least 5 years' experience delivering high quality research on the creative economy, including a range of qualitative, quantitative and modelling skills.	Specific experience delivering qualitative research in an intercultural environment.
At least 8 years' experience working in an international environment in culture development, policy or research.	Experience working in SEA, including Indonesia.
At least 3 years' experience working in collaborative research teams with international partners.	Experience co-designing and delivering collaborative research in SEA.
Experience of delivering high quality presentations and workshops on music / the creative economy.	Experience of successful advocacy and strategy work in SEA, including Indonesia.
	Demonstrable knowledge of gender issues relating to the arts / creative sector in SE Asia / Indonesia

## 12 Key background documents and further information

10.1 Further relevant background documents / information may be provided to potential suppliers as set out below, as an Annex to this RFP and/or by way of the issue of additional documents / links to additional information / documents. Where no such information / documents are provided, this Section of the RFP will not apply.

10.2 The following additional documentation / information is provided as part of this RFP

## 11 Timescales

11.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the following timescales shall apply to this Procurement Process:

<b>Activity</b>	<b>Month</b>
Open Call Period	31 August - 26 September 2022
Deadline for Clarification Question	13 September 2022
Clarification Questions Responded To:	19 September 2022
Deadline for submission of responses by potential suppliers ( <b>Response Deadline</b> )	26 September 2022

Proposal Review	26 - 30 September
Selected Researcher Announcement	3 October 2022
Contract Start Date	w/c 10 October 2022

Initial Briefing with Researchers	w/c 10 October 2022
Research Period	10 Oct - 30 Nov 2022
Interim Findings	17 – 26 Nov 2022
Final Draft	December 2022
Launch of Research	December 2022

### 13 Instructions for Responding

11.1 The documents that must be submitted to form your proposal response are listed at Part [2] (Submission Checklist) of Annex [2] (Supplier Response) to this RFP. All documents required as part of your proposal response should be sent to the address below by 26 September 2022, 10:00 BST UK Time.

[halo@komiteekrafjakarta.id](mailto:halo@komiteekrafjakarta.id)

Please do not forget to add your references, proof of capability document and written commitment to undertake the tasks outlined above.

### 14 Evaluation Criteria

13.1 You will have your proposal response evaluated as set out below:

**Stage 1:** Proposal responses will be checked to ensure that they have been completed correctly and all necessary information has been provided. Proposals responses correctly completed with all relevant information being provided will proceed to Stage 2. Any Proposal responses not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal response is rejected at this point it will automatically be disqualified and will not be further evaluated.

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**Stage 2:** The completed Qualification Questionnaire will then be reviewed to confirm that the potential supplier meets all of the qualification criteria set out in the questionnaire. Potential suppliers that meet the qualification criteria will proceed to Stage 3. Potential suppliers that do not meet the qualification criteria set out in the Qualification Questionnaire may be excluded from the Procurement Process at this point. Where a potential supplier is excluded at this point, its proposal response will be rejected in full and not evaluated further and the supplier will automatically be disqualified from this Procurement Process.

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**Stage 3:** If a bidder succeeds in passing Stages 1 and 2 of the evaluation, then it will have its detailed proposal response to the British Council's requirements evaluated in accordance with the evaluation methodology set out below. Information provided as part of Qualification Questionnaire responses may also be verified as part of this stage.

14.2 Award Criteria – The first five companies which meet the essential criteria and complete proposal file submissions will be invited to the presentation stage.

Supplier responses will be assessed using the following criteria and weightings. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

Criteria	Weighting
Capability to perform the task based on evidence / references	40%
Scope of expertise and skills of additional staff	40%
Budget	20%

The responses under each sub category will be scored based on the following matrix:

Points	Interpretation
10	<b>Excellent</b> - A comprehensive and strong answer indicating the provider is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
7	<b>Good</b> - There are slight concerns that the organisation will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
5	<b>Adequate</b> - There are concerns that the organisation will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.

3	<b>Poor Response/Limited Evidence</b> - There are serious indications that the organisation will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	<b>Unacceptable</b> - The answer is non-compliant and/or no relevant information has been received to demonstrate the organisation can achieve the required outcomes. No response or a response that is entirely irrelevant.

The panel appointed to evaluate the bids will individually score all responses received. Each score will then have the relevant weighting applied. The mean average of the weighted scores awarded by each member of the evaluation panel will then be calculated.

The mean average scores after the weighting has been applied, will be added together to produce an overall total score.

The pricing evaluation will be based on the response with the lowest overall cost being assigned a score of 10 and all other responses will be calculated pro-rata.

Please note that all your responses to the proposal requirements and the pricing schedule will be incorporated into a contractual document individually for each project.

The successful proposal will be the proposal with the highest score awarded at the end of the evaluation process outlined in this RFP.