

The British Council

The British Council was founded to create a friendly knowledge and understanding between the people of the UK and the wider world. We call this work cultural relations.

We achieve this purpose through our work in the following three core areas:

- Education and Society
- English
- Arts

The Creative Economy (part of Arts) team develops new collaborations, innovation and enterprise with the rapidly-changing creative and cultural industries worldwide. We're helping to build sustainable businesses in the creative and cultural industries worldwide. We share knowledge and experience through skills workshops, mentoring and peer networks.

Background

The Egyptian economy has reached a critical stage with low growth, high unemployment (13.2% overall but higher for young people), rising budget deficit and debt and the trade deficit standing at 71.7 bn US. Despite these burdens, a recent report from the Ministry of International Cooperation suggests that the Egyptian economy enjoys great potential for growth. Egypt has a wealth of human capital (a 'demographic gift') as young people, who are almost half the population, can, if skilled and employed, create growth and prosperity. The country has a large consumer market for producers and as yet not fully exploited resources in the fields of tourism, industries and services.

The government has made 'stimulating the economy' one of its key priorities and has increased spending on public investments for projects that serve low-income groups, create job opportunities for youth, reduce unemployment rates and increase demand for local products.

Despite the sharp downfall in the state sector, Egypt still has strong publishing, TV and film and music production industries. There is little official information on the contribution of these and other creative sectors to the GDP of Egypt, nor on the number of jobs they create. Unofficial estimates suggest that between 400,000 - 600,000 people are employed in the creative sector, with many being members of organised, professional unions that require members to be graduated from a specialised university-level academic institution.

However, in general, the infrastructure (soft and hard) for the creative sector is underdeveloped and there is room for further development of structured programmes which support the creative economy, particularly those which encourage public and private sector collaboration. The implementation of intellectual property rights is mixed, but there is growing understanding from inside the sector of the importance of devoting more attention to them. Initiatives specifically supporting cultural and creative entrepreneurship are few, but they are receiving significant funding from international donors, including the EU's support to both the Bibliotheca Alexandrina's cultural industries mapping project and UNIDO's project "Development of Clusters in Cultural

and Creative Industries in the Southern Mediterranean” and the Egyptian government funded ‘Creative Egypt’ project (run by the Industrial Modernisation Council).

Over the next three years the British Council Egypt plans to strengthen capacity at the individual, institutional, community and policy levels to support business development and improved social and economic well-being for a more dynamic, relevant creative sector prepared for the future.

Our approach will be ‘top down’ and ‘bottom up’ and will offer support for different organisational and individual life stages. Our legacy will include:

- An increased number of individual entrepreneurs and institutions working more entrepreneurially to make sustainable and resilient businesses out of their creative practice and having positive impacts on their community through this
- Creative businesses and individuals collaborating to achieve maximum impact for their communities
- Policy that supports a dynamic and economically sustainable creative sector A repository of curated resources for entrepreneurs, policy-makers and cultural leaders translated into Arabic and easily accessible

As part of our ‘top down’ approach, by the end of FY 2017-18:

- A group of 8 key stakeholders in the creative economy, including government officials, business leaders, creative entrepreneurs and educators will be active and committed champions for the creative economy in Egypt and leading on policy development
- 300 leaders in government, business, education and enterprise will have participated in policy dialogues and action-planning for policy development to support the creative economy

As a first step to achieving our longer term goals, we will host a study tour to the UK for a group of 8 key stakeholders in the creative economy, including government officials, business leaders, creative entrepreneurs and educators. This will:

- a) Support the government of Egypt in policy-making and long-term planning for the development of the creative economy’s contribution to economic prosperity
- b) Encourage discussion on possible government-to-government collaboration
- c) Raise awareness among decision-makers of the increasing importance of the creative sector to the creation of jobs and the generation of wealth
- d) Raise awareness of the UK’s strengths in the creative economies, particularly around the development of creative cities and creative hubs
- e) Create a forum for discussion, information exchange, and action-planning between Egyptian and UK government bodies, cultural organisations, networks of entrepreneurs and educators
- f) Build the capacity and skills of the members of this forum to enable them to lead advocacy and policy-making on the creative economies
- g) Create a cadre of ‘champions’ for the creative economies in Egypt

The study tour will be followed by a policy dialogue in Egypt led by the group of government officials, business leaders, creative entrepreneurs and educators who completed the UK study tour in 2015-16. This will:

- a) Raise awareness more widely across these sectors of the importance of the creative sector to the creation of jobs and the generation of wealth

- b) Build a wider forum for discussion, information exchange, and action-planning between Egyptian and UK government bodies, cultural organisations, networks of entrepreneurs and educators
- c) Result in action planning for future policy dialogues and activities
- d) Create increased trust with the UK

The project

We are seeking a UK consultant to programme and lead a study tour for the Egyptian delegation from 29 February-4 March 2016. This will involve:

- Identifying UK government departments/officials, business leaders, creative entrepreneurs and educators who will best demonstrate how the UK:
 - supports a vibrant creative economy through policy making and government intervention, particularly around the creation of jobs
 - Tailors educational provision to produce graduates qualified to work in and lead creative industries
 - builds local initiatives to support creative cities and business hubs
 - Maps and records the contribution of the creative industries to the overall wealth of the country
- Creating a 5 day programme in the UK which introduces all the above concepts to the delegation. This may include visiting other cities outside of London.
- Hosting the delegation throughout the programme
- Facilitating a ½ day meeting to draw out lessons learned from the group and begin formulating an action plan for the policy dialogue in Egypt

The British Council will be responsible for:

- Identifying delegates to participate in the study tour and take on the role of champions
- Managing logistics for the study tour including travel bookings

An outline schedule is below:

- 28 Feb Delegates arrive in the UK, evening dinner and briefing
- 29 Feb Day programme
- 1 March Day programme
- 2 March Day programme
- 3 March Delegates will attend the Creative and Cultural Skills conference (no programming necessary)
- 4 March Morning meetings, ½ day workshop
- 5 March Travel London-Cairo

Outputs

- Short report on the visit programme, incorporating lessons learned
- Draft action plan for policy dialogue

Timeline

The trip will take place from 29 February-4 March 2016. The report and action plan will be due on 21 March 2016.

Budget

We are inviting responses to this brief tender to not exceed £5,000, which should include all costs of planning, report writing and accompanying the delegation during the trip. The British Council will cover the costs of travel within the UK.

Expressions of interest

Please submit an outline indicating how you would respond to the above brief, along with evidence of similar work successfully conducted, to Rebecca Shoemith, rebecca.shoemith@britishcouncil.org by 8 January 2016.

Supplier profile

The successful bidder should have the following knowledge and experience:

- Previous experience in programming for high level inbound international delegations
- Demonstrable links with UK policy makers, cultural institutions, entrepreneurs and educators
- Strong knowledge of UK creative economy policies
- Knowledge of international creative economy policies (desired)
- Knowledge of challenges faced in the creative economy sector in the MENA region (desired)
- A familiarity with the work of the British Council

The British Council will retain full ownership of any intellectual property created as part of this contract, including any amendments, revisions or edits.

Format of tender

You should submit a short proposal that sets out:

- The knowledge, qualifications and previous experience you have that is relevant to this brief, including details for all individuals who will work on the project;
- How you plan to undertake the assignment
- The full cost of your proposal, including a breakdown of costs
- Any difficulties or risks you foresee and how you might resolve or overcome them.

Clarification Questions

Any questions you may have prior to your submission should be addressed via email to Rebecca Shoesmith (rebecca.shoesmith@britishcouncil.org) and Cathy Costain (Cathy.Costain@britishcouncil.org)

Instructions for submitting your tender

A copy of your tender, with 'Tender for British Council - Study Tour to the UK' in the email subject line, should be submitted to rebecca.shoesmith@britishcouncil.org should be submitted no later than 17.00 GMT on 8 January 2016.

- Please ensure that you send your response in good time to prevent issues with technology – late submissions may not be considered.
- Supporting evidence (PDF, JPG, PPT, Word and Excel formats only – other formats should not be used) can be provided to substantiate your response – please ensure that all attachments/supporting evidence is clearly labelled with the appropriate section/question number.
- Completion and submission of your response does not guarantee award of any British Council contract.

Evaluation criteria

Supplier responses will be assessed using the following criteria and weightings:

Criteria	Weighting
Fitness for purpose -Understanding the brief -Track record: credibility of background/experience -Understanding of Creative Industries/ Enterprise/ Culture and Development	45%
Methodology and approach - Quality of proposal - Clarity of the approach	40%
Costing/Price -Value for money	15%

Evaluation of all submitted responses will be undertaken by the evaluation panel which will consist of British Council representatives with relevant and significant experience and knowledge of the requirements.

Evaluation of all submissions will only consider information presented within the response. Previous/current relationships with suppliers cannot be taken into account when evaluating submissions unless the previous/current experience is clearly evidenced within the response. Evaluation will be fair and transparent.