

Terms of Reference

Call for Dissemination Partner for British Council Report on Gender Equality and Empowerment in the Creative and Cultural Industries

1. Background

In December 2017 the British Council commissioned the economic development agency PPV Knowledge Networks to carry out a study of the position of women and girls within the creative and cultural industries (CCIs) in Armenia, Azerbaijan, Georgia and Ukraine. The research was funded by the UK Government's Conflict Stabilisation and Security Fund as part of a wider programme of support to the creative industries managed by the British Council.

The aim of the research was to provide an overview of the current landscape of gender equality and empowerment within the creative sectors across the region, to analyse the main barriers which discourage or prevent women from pursuing careers in the CCIs, and to set out recommendations for policy-makers, educators and other relevant stakeholders to address these barriers.

The research team conducted their field study in 2018, reaching almost 200 people across the CCIs in the four countries, through 40 interviews and 17 focus groups. The team broadly grouped their observations from the focus groups and individual interviews in seven topics and defined a list of specific tendencies that reflected the most interesting attitudes and practices.

The research is currently available in English and Ukrainian. Please visit our [website](#) to read the whole text and/or its executive summary

2. Assignment

The British Council now intends to promote the key findings of the report, reaching out to decision makers and representative from the CCIs sector, as well as to the wider pool of stakeholders having an impact on the CCIs sector. We would also like to communicate the research insights to wider audiences via digital platforms and social media.

The British Council is now looking for a dissemination partner who will work together with the British Council's team to ensure wide communication and promotion of the report data, and facilitate awareness and debate around the findings. We also aim that the report's data are analysed and used by CCIs funding bodies and key organisations. The active promotion stage should take place from September 2019 to March 2020.

The dissemination partner is expected to deliver the following tasks:

- Together with the British Council identify key events and platforms for the presentation and promotion of the report findings;
- Develop a media and social media campaign plan and play a key role in its execution;

- Identify case study heroes based on the report findings, produce case studies and ensure their promotion;
- Explore partnerships with media and other organisations, which may be interested to partner with the British Council on joint activities around the report. Coordinate such partnerships on behalf of the British Council;
- Ensure the report is presented/discussed at least at five key events in the CCIs and other relevant sectors. Select speakers and moderators for such events, and coordinate the input of the two leading researchers who were engaged in the project;
- Produce texts and images required for the project;
- Come up with innovative ideas for additional ways to scale up the project;
- Administer project-related payments to third parties on the British Council's behalf;
- Ensure effective cooperation, communication and reporting with the British Council's team.

3. Timeline:

Launch of open call for dissemination partner for the British Council Report on Gender Equality and Empowerment in the Creative and Cultural Industries	31 July 2019
Application deadline for applicants	27 August 2019
Selection results communicated to applicants	30 September 2019
Preparatory and planning meetings with the British Council team	mid-September 2019
Kick-off of activities	September 2019
Project activities	September 2019 – March 2020

4. Eligibility and Requirements

Eligible service providers for this call for a dissemination partner will be communications agencies, NGOs, private organisations or individual entrepreneurs specialising in the CCIs or social sectors (with a focus on gender equality) with at least three years of experience of running similar campaigns/projects and having existing relations with Ukrainian media and stakeholders in the sector.

Selection criteria:

Essential

- Relevant (minimum three years) experience in developing and running communication and audience awareness-raising campaigns/projects;
- Knowledge (and experience) of the creative industries sector in Ukraine and/or the social / gender equality sector;
- Strong track record of working with media, existing database of contacts;
- Experience in developing and running social media campaigns;
- Available team resource to perform the above-mentioned tasks;
- Ability to collaborate and report in Ukrainian and English.

Desirable



- Experience of working with international partners/organisations;
- Network of contacts in the cultural and creative industries sector in Ukraine;

5. Conflict of Interest

Applicants must confirm in their cover letter that there are no known existing conflicts of interest relating to the assignment, or any other professional or personal circumstances that might affect the fulfilment of the assignment. Organisers must also declare any potential conflicts of interest which arise during the assignment. Should any conflict of interest arise which was known about but not declared at the time of the original application, the British Council may terminate the contract.

6. Contracting and Payments

The selected dissemination partner will be contracted for a period of one year with break-off/review points to allow qualitative review of the services provided. The dissemination partner will sign a service contract with the British Council in Ukraine to deliver the assignment.

The services will be paid for based on submitted timesheets, narrative reports and other financial reports as required under British Council standards. Payment will be made by bank transfer in UAH.

The dissemination partner will be considered as having the legal status of an independent contractor and as such there will be no employer/employee relationship between the British Council on the one side, and the dissemination partner or any person used by the dissemination partner on the other side.

7. Submission of proposals

The official language for the proposal, reports and for any other documents in relation to the assignment is English. The service contract will be bilingual in English and Ukrainian.

The proposal should provide the following information:

- A detailed description of the applicant organisation, including a summary of its experience in developing and running communication and audience awareness-raising campaigns/projects, as well as the applicant's relation to the CCIs industries sector/gender sectors;
- The CV of the staff member who will be the applicant's coordinator for the project;
- Quotes of daily fees for services in UAH (one day is eight working hours) including all related taxes. We expect that the assignment will require the involvement of up to one communications manager and one administrator. Workloads will be based on the activity schedule.

Proposals must be submitted by e-mail to ce@britishcouncil.org.ua no later than 23:59 Kyiv time on 26 August 2019, with the subject line **Dissemination Partner Gender Equality in CCIs report**



In case of further questions please contact ce@britishcouncil.org.ua with the subject line **Request for Information on Dissemination Partner Gender Equality in CCIs report**

Requests for clarification about any aspects of this call may be sent to ce@britishcouncil.org.ua no later than 23:59 Kyiv time on 18 August 2019. Questions submitted which are of general interest will be published on the British Council website, in anonymised form, together with the British Council's answers, on 23 August 2019.