

Open Call: Crafting Futures Malaysia Grant for Digital Craft Toolkit

Notes for Applicants

About Crafting Futures

Crafting Futures is a British Council global programme supporting the future of craft; its practices and people. It does this through creating economic, social and cultural impact by:

- Economic: improving the livelihoods of those working in craft through improved skills and innovation, alongside the economic growth of the sector
- Social: tackling inequality within craft and improving the perceived value of craft and its practice
- Cultural: preserving and developing craft practices and traditions which are under threat and ensuring younger generations can continue their use, development and innovation

As a global programme operating in 20 countries Crafting Futures aims to empower the crafts sector (with a particular focus on women and girls) globally for increased social and economic well-being and to revitalise their cultural assets by providing inclusive opportunities through craft, design, and social & creative enterprise development.

Our Crafting Futures programme in Malaysia is part of the regional Crafting Futures programme, which aims to empower women in the crafts sector in South East Asia by providing inclusive opportunities through design and creative enterprise development to help increase their social and economic well-being and revitalise their cultural assets.

Malaysia is home to a diversity of crafts with their own techniques and identity. However, the craft sector is facing numerous challenges that undermine its future. Malaysian artisans feel under-supported, under-valued, and subsequently struggle to adapt to product innovation or international demand. The entire sector struggles to attract the next generation of artisans. Crafting Futures Malaysia aims to address the need for product design innovation and youth engagement.

In the first 2 years of the programme, we worked with the Institute of Design Innovation at Glasgow School of Art, the programme focused on supporting a new generation of artisans from the National Craft Institute (IKN) through capacity building and design innovation workshops, local, regional and UK exchanges (internships and cross disciplinary exchanges), and networking events with industry and other educational institutions. This pilot project's aim was to help IKN become a creative hub for vocational students and a catalyst of creativity for the craft sector.

About British Council Digital Craft Toolkit

The impact of Covid-19 on the craft sector has been great, pausing many projects and creating more barriers for the already challenged sector. Many artisans are based in rural, isolated communities making interventions, even in person, very challenging particularly as the future remains unknown due to the pandemic.

In order to respond to the growing demand for access to knowledge, building capacity and upskilling, British Council have worked with Applied Arts Scotland to develop the [Digital Craft Toolkit](#), which has been successfully implemented in Thailand as an e-learning platform in Thai and English which provides an opportunity for craft artisans and entrepreneurs in Thailand and globally to learn about craft business development. This leads to upskilling, product development, and increased business insights, thus allowing craft artisans to earn more income, improve livelihoods, and become leaders of their own businesses in terms of both artisanal skills and business development. The project sits at the intersection of the crafts industry, technology and entrepreneurship.

The Digital Craft Toolkit can be accessed on a smartphone, tablet or laptop / desktop computer. Users can access the toolkit free of charge by registering for an individual user account with their name and a valid email address. It is licenced under Creative Commons. The toolkit courses cover a variety of lessons such as setting business goals, overall business planning, creating design concepts, developing products, sales and marketing, as well as budget management. The Digital Craft Toolkit is currently under a second development and will be made available in Bahasa Malaysia and several other languages by March 2021.

About the grant

The British Council welcomes proposal submissions from Malaysia-based organisations to adapt, deliver and share the British Council Digital Craft Toolkit to craft communities in Sarawak, Malaysia.

The grant aims to enable organisations **to address the need to capacity build local artisans with entrepreneurial skills to enhance the economic sustainability of their craft** to achieve the following objectives:

- Skills building (including digital skills) and sustainable economic development
- Empowering, raising awareness and building confidence for under-represented and underprivileged communities (rural communities, ethnic minorities, and female artisans)
- Preservation, enrichment and promotion of cultural heritage
- Development of creative industries and cultural sectors
- Support of open, prosperous societies

The proposed project will need to **begin by April 2021 and completed by July 2021**.

What is the grant for?

Professional fees to:

1. Attend the British Council Digital Craft Toolkit training by Applied Arts Scotland. The training will be conducted in English.
2. Prepare workshop materials required for delivery in the local context and language.
3. Deliver workshops with the British Council Digital Craft Toolkit to local craft communities in Sarawak.
4. Track impact and gather feedback from the workshop participants and produce a Monitoring & Evaluation report of the project.
5. Capture high resolution photos and video documentation of workshops (to be used for communications purposes or as a complement to the report).

What is the value of the grant?

A grant of **up to £5,500** could be awarded.

Who can apply?

1. The applicant will need to be based in Sarawak, Malaysia.
2. Have had previous experience/ track-record and good standing with the craft communities they plan to work with.
3. Able to commit to the online training for the toolkit.
4. Able to adapt the toolkit, deliver and communicate to artisans in Bahasa Malaysia/ the local language or dialect.

What is the application process?

Submit the completed application form which is available for download below to Erica.Choong@britishcouncil.org by **10 November 2020**.

Application outcome would be informed by **20 November 2020**.

How will my application be assessed?

- Evidence of a sound team and skills to deliver the project.
- Evidence of track record with the selected local craft communities.
- Evidence that applicant is able to communicate with the selected local craft communities.
- Evidence of developed plan to adapt, deliver and share the toolkit with selected local craft communities. Please include the methodology, activities outline and timeline.
- Evidence of estimated cost breakdown and timescales.
- Evidence of project's impact contribution to the local craft communities.
- Evidence of the applicant's ability to conduct monitoring, evaluation and reporting of the project.

FOR MORE INFORMATION

Florence Lambert
Head of Arts and Creative Industries, British Council in Malaysia
Florence.Lambert@britishcouncil.org.my