



Request for Quotation (RFQ)

For: A media and content partner for British Council Malaysia Human-Nature programme.

Date: 29 August 2024

1 Overview of the British Council

1.1 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.

2 Introduction and Specification

2.1 The British Council would like to request a quotation for providing media and content services for the British Council Human-Nature programme.

Context

“Indigenous knowledge is the accumulated knowledge, beliefs, and practices of native communities around the world, gained from centuries of living in close proximity to nature. It includes a vast array of knowledge systems, ranging from agricultural practices and medicinal plants to spiritual beliefs and traditional storytelling. This knowledge is not only valuable in its own right but has the potential to offer vital insights into contemporary global challenges.

However, despite its value, much of this knowledge is at risk of being lost as indigenous communities face rapid modernization, globalization, and climate change. It is, therefore, crucial to preserve and promote indigenous knowledge to ensure its continued transmission to future generations and its potential application in modern society.”

– The Tuyang Initiative, community-led arts company from Miri, Sarawak

The British Council has launched a new global programme called “Culture Responds to Global Challenges” (CRGC). Through this strand of work, we support artists, creative practitioners, organisations and policymakers in their work to respond to global challenges and support sustainable development/The Sustainable development goals by:

- Leading major international programmes: training, mentoring, creating platforms for showcasing, building connections and networks
- Supporting locally-led, people centered work around the world
- Commissioning research into arts, culture, heritage and sustainable development
- Advocating for positive change, convening policymakers and partners.

Human-Nature Programme

In Malaysia, we will run “Human-Nature”: a 3-year arts programme that will enable UK and Malaysian artists, organisations, scientists and academics to research and collaborate to better understand Human’s relationships with nature and with each other.

Culture Responds aims to raise awareness of climate change and biodiversity loss through arts and culture, supporting people to take creative and collective climate action, building capacity and knowledge exchange of sustainable practices, and increase international dialogue with the cultural sector.

The programme’s mid-terms objectives are:

- Create awareness and share thought leadership content about climate adaptation stories, approaches, contexts, needs and strategies in the UK and Malaysia.
- Develop capacity and collaboration opportunities for civil society organisations and for artists and arts organisations to collaborate on climate adaptation responses together and undo the silos.
- Amplify the voices and promote a more equitable participation for Indigenous and other communities impacted by climate change.
- Initiate a network of cross discipline experts and arts practitioners to develop and share insights knowledge, opportunities, best practices.

The programme’s long-terms objectives are:

- Contribute to demonstrating that Arts and Creativity can play a role in supporting climate adaptation.
- Amplify underrepresented voices and promote a more equitable participation for Indigenous and other communities impacted by climate change
- Create new pipelines of interdisciplinary collaboration and exchanges between the UK and MY on topics relevant to both regions and renew our cultural relations approach with Malaysia
- Position the UK art sector as a partner of choice for climate adaptation strategies

We will achieve our objectives through:

1. Supporting creative exchange and artistic and cultural responses and interdisciplinary/international collaborations across arts, culture, science and technology
2. Research, thought leadership, artistic creation and positive dialogue
3. Capacity development for the cultural sector and CSOs

4. Raising awareness and promoting engagement
5. Developing a community of practice/network
6. Highlighting and centre the voices and experiences of those impacted the most by climate change and biodiversity loss

Themes

- Colonial legacy
- Power dynamics
- Trauma/ climate injustice/ marginalisation
- The stewardship role played by indigenous communities
- Oral stories
- Land rights
- Extractive economies
- Identity and representation
- Circular economy
- Alternative systems/models/values.

Geographic focus

- Borneo: Sabah and Sarawak states
- Peninsula: KL, Selangor, Kelantan, Pahang, Johor, Perak
- UK all 4 nations-England, Scotland, Wales and Northern Ireland

Audience

Malaysia	UK
Individual artists, arts organisations and collectives, researchers,	Individual artists, arts organisations and collectives
Arts producers, curators, arts and tech producers	Arts producers, curators, arts and tech producers
Scientists (climate and anthropology)	Scientists (climate and anthropology)
Researchers, academia	Researchers, academia
Indigenous communities’ representatives and community members	
CSOs, NGOs and activists (climate, Indigenous)	CSOs, NGOs and activists
Festival directors, Museums and galleries curators	Festival directors, Museums and galleries curators
Funders in climate and arts	Funders in climate and arts

Government agencies and policy makers	
Public and Media	Public and Media

To date, under the Human-Nature programme, the British Council has commissioned the publication of a Community Engagement Guide (to be published by December 2024), a research report and a 10-day delegation with seven UK arts organisations’ leaders and curators. The delegation visited three Malaysian states and met 266 Malaysian stakeholders. The delegation videos will be available in December 2024.

Human-Nature Storytellers Fellowship Programme

The voices and stories of communities impacted by climate change need to be heard. These stories hold the narratives of impacts, loss, trauma, but also hopes, opportunities and keys to finding solutions to climate adaptation. Telling these stories through art will require commitment, knowledge and understanding, access to communities, ethics and skills.

In October 2024 to October 2025, the Human-Nature programme will be piloting the Human-Nature Storytellers Fellowship. The 5-months fellowship programme will be led by a Malaysian and a UK collaboration partnership. Its objective is to equip artists and storytellers to gain storytelling skills and opportunities in their respective/ multiple artforms. Fellows will engage with communities during and after the fellowship by sharing their findings and outputs. Fellows and partners will disseminate their findings and learnings with wider audiences (climate experts, academia and arts organisations in UK and MY) during the fellowship and through a sharing event at the end of the exchange. It is also intended that learnings are shared with other international organisations such as UNESCO, ASEAN Museum conference in September 2024 in Bangkok and other networks.

Scope of Work

The British Council welcomes proposals from media partners with a strong portfolio in the Arts and Culture that has an audience base aligning to at least 2 of the programme audience categories as stated in the table above.

We are seeking media partnership(s) that are able to produce engaging and relatable content for the programme either in the written/ video and/or audio format, with social media engagement strategy.

Ideal angles:

November 2024

- Introduction to Human-Nature, the role of the arts and culture in climate adaptation think piece.

December 2024

- Interview with fellowship co-delivery partners and communities
- Promotion of the completed thematic delegation videos

January 2025

- Introduction and promotion of the Human-Nature Storyteller Fellowship programme

The produced outcomes will need to be digital and in formats that are suitable for the British Council website and social media platforms. It must also be accessible to disabled persons and should be made available/ subtitled in the English and Bahasa Malaysia languages. The proposal put forth should be within the timeline and budget stipulated below.

Activity & Timeline

Activity	Date / time
RFQ Issued to bidding suppliers	29 August 2024
Deadline for clarification questions (Clarification Deadline)	10 September 2024
British Council to respond to clarification questions	17 September 2024
Deadline for submission of Proposals by potential suppliers (Response Deadline)	24 September 2024
Final Decision and announcement	27 September 2024
Contract concluded with winning supplier	1 October 2024
Contract start date	1 October 2024
Orientation and consultation	4 October 2024
Presentation of ideas/ pitch for approval	11 October 2024
Agree on detailed deliverables	15 October 2024
Delivery of all deliverables	November 2024 - 25 March 2025
Contract end date	30 March 2025

Deliverables

1. Participate in meetings with the British Council for briefs and revisions.
2. Presentation of detailed approach to the ideal angles.
3. Timeline and workplan approval.
4. Drafts of deliverables and required assets.
5. Final delivery of publication/ campaigns as per agreed timeline.
6. Reporting of readership/ listenership/ viewership.

Budget

The total budget for this project is no more than **£3,500** (inclusive of all applicable taxes). This includes all professional fees and publishing rights.

3 Quotation Validity

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

4 Payment and Invoicing

4.1 The British Council will pay correctly addressed and undisputed invoices within 30 days of the Invoice Date. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.
- The British Council reference (i.e. Purchase Order number) is included.
- It is sent electronically via email in PDF format to erica.choong@britishcouncil.org.

5 Instructions for Responding

5.1 Your quotation must be submitted to rohafazlyna.ismail@britishcouncil.org and erica.choong@britishcouncil.org by **5pm on Tuesday, 24 September 2024**.

5.2 Together with your quotation, please submit the following details:

- a. CV
- b. Business registration (if applicable)
- c. Company/ Platform profile – including audience demographic, engagement and reach
- d. Portfolio and links to platform, past published works and campaigns
- e. Project proposal and approach
- f. Detailed budget breakdown of funds within proposal/ quotation

6 Clarification Requests

6.1 All clarification requests should be submitted to rohafazlyna.ismail@britishcouncil.org, florence.lambert@britishcouncil.org and erica.choong@britishcouncil.org.

7 Award Criteria

7.1 Responses from potential suppliers will be assessed and awarded based on the lowest cost, quality, innovation and experience.

8 Disclaimer

8.1 By issuing this RFQ, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier.

8.2 In the event that you are appointed as the Supplier, all intellectual property rights and licenses created from this service that pertains to the Deliverables are owned by the British Council, and grants to the British Council an irrevocable, royalty-free, non-exclusive, worldwide right and licence to use the Supplier's Background IPR included in the Deliverables.

8.3 All Deliverables will include the branding of the British Council. The Supplier will have to adhere to the branding and communications templates and guidelines set by the British Council. The British Council will provide the Supplier access to the templates and guidelines when appointed.