



## Request for Quotation (RFQ)

**For:** An individual or a team of photographer, videographer and video editor for the British Council Malaysia ASEAN-UK Advancing Creative Economy Policy Training and Roundtable.

**Date:** 30 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](http://www.britishcouncil.org).

### 2 Introduction and Specification

2.1 The British Council would like to request a quotation for providing photography, videography and video editing services for the ASEAN-UK Advancing the Creative Economy Policy Training programme.

#### Context of the ASEAN-UK Advancing Creative Economy Programme

ASEAN-UK Advancing Creative Economy is co-funded by the UK's Foreign, Commonwealth and Development Office and the British Council and delivered in partnership with the ASEAN Secretariat. Our initiative will support the implementation of the ASEAN Socio-Cultural Community Blueprint 2025 and the [ASEAN Strategic Plan for Culture and Arts 2016-2025](#).

Our programme aims to strengthen the creative economy of ASEAN member states through collaboration with the UK, focusing on professional development, knowledge exchange, and building networks of policymakers and creative practitioners in both regions

ASEAN-UK Advancing Creative Economy programme aims to:

- strengthen the capacity of ASEAN policymakers and practitioners in the creative economy,
- enhance the quality and diversity of festivals within the ASEAN region,
- amplify cultural exchange and collaboration between the UK and ASEAN member states, and
- provide insights and research into ASEAN arts and creative sector,
- support creative professionals and policymakers.

At the heart of our programme is a commitment to empowering creative professionals and policymakers, fostering collaboration, and facilitating knowledge exchanges between the UK and ASEAN.

The programme consists of three strands:

- Professional development courses: Focused on creative economy policy development and festival management.
- Knowledge exchange between the UK and ASEAN: Through delegations to the UK for ASEAN festival managers, and policy development roundtables.
- Research into the ASEAN arts sector: Research will focus on regional perception polls, mapping of arts and creative technology landscape in ASEAN, and mapping of ASEAN festivals.

### **Supporting the Malaysian Creative Economy:**

**ASEAN-UK Advancing Creative Economy Policy Training** builds understanding of what the creative economy is and how policy to support the creative economy can be developed. The core of the programme is a series of six learning modules. In Malaysia, the training will be hybrid (on demand online self-learning + 4 live online sessions with various sector experts and one face-to-face Roundtable event). The 6 modules use case studies, presentations and interviews with experts and practitioners, which build insights and practical knowledge. The programme provides tools which policymakers and creative practitioners can use to support the development of the creative economy in their city, region or country and offers insight into approaches which have been successful elsewhere.

### **Who the programme is for:**

The programme was originally developed for policymakers working in local, regional or central government, and this remains the primary audience. However, the programme has also been successfully offered to creative practitioners and entrepreneurs working in the creative and cultural industries. It can enable practitioners to understand how their work is situated within the broader creative economy and how they can contribute to its growth, for example by influencing policymakers to institute new forms of support, or by promoting new approaches to collaboration and engagement with peers and professional networks.

### **Short/medium term Outcomes (24/25):**

- 50-80 policymakers and creative practitioners have developed their understanding of the values of the creative economy and are better equipped to support the sectors with relevant policies.
- Policymaker and practitioners speak and advocate for their sectors more confidently.
- We increase the engagement, dialogue, and networking opportunities between policymakers, governmental organisation and practitioners.

### **The ASEAN-UK Creative Economy Policy training timeline/activities**

In Malaysia, the programme will be delivered through a combination of:

1. 1 Information session to network partners and potential participants on 22 August: Introduce the training modules and Culture Associates Oxford (CAO, our UK partner who developed the training <https://culturalassociates.co.uk/>), announce speakers and roundtable, as well as gather key questions, such as expectations participants may have for the training.
2. 6 online modules (over 10 weeks) From W/C 14 October to 29 November
3. 4 live sessions moderated by CAO:
  - a) Session 1: Regional session moderated by CAO and British Council regional team to include participants from Indonesia, the Philippines and Malaysia (networking)
  - b) Session 2: MY sectors' panel discussion and networking – Moderated by CAO with MY speakers
    - Speaker 1: A representative of the arts/creative sectors to speak about the gaps between policy and practitioners and the need to separate arts and Creative industries in Malaysia
    - Speaker 2: sector representative/speaker (sector TBC)
    - Speaker 3: sector representative/speaker (sector TBC)
  - c) Session 3: Creative cities and placemaking – Regional session moderated by CAO and British Council regional team to include participants from Indonesia, the Philippines and Malaysia (networking)
    - Proposed Speaker 1: Kuching UNESCO city of Gastronomy
    - Proposed Speaker 2: KL Creative District and other cities case studies
  - d) Session 4: Regional session moderated by CAO and British Council regional team to include participants from Indonesia, the Philippines and Malaysia (networking)
4. Roundtable event in KL to draft a recommendation paper and call for action and networking to close the training.

### **Programme Activities**

<b>Timeline</b>	<b>Activity</b>	<b>Format</b>
September 2024	Launch of the training programme and participants recruitment period	Online
W/C 14 October 2024	Module 1 online release	Online
W/C 21 October 2024	Module 1 regional live session Module 2 online release	Online
W/C 28 October 2024	Module 3 online release Malaysia sector live session	Online
W/C 4 November 2024	Module 3 regional live session Module 4 online release	Online
W/C 11 November 2024	Module 5 online release	Online
W/C 18 November 2024	Module 6 online release	Online
W/C 25 November 2024	Module 6 regional live session	Online
Late-November/ Early-December 2024 (TBC)	Malaysia Roundtable hosted by British Council Malaysia	Face-to-Face
December 2024	Certification Programme evaluation	Online

### **Scope of Work**

The British Council is looking for an individual or a team of photographer, videographer and video editor for the British Council ASEAN-UK Advancing Creative Economy programme to capture and develop content and communications materials for the programme.

The individual/ team is tasked to produce videos of important milestones of the policy training programme comprising of:

- 4 online live events (recording will be provided by British Council)
- One face-to-face in person Roundtable event (full proceedings recording)
- Interviews with selected personalities such as British Council representative, the facilitator, programme participants (a policymaker and a creative practitioner) and UK partner (potentially pre-recorded for inclusion)

The output of the task should be a folder of photos, edited videos of 30-sec, 60-sec and 90-sec formats that are suitable for platforms such as Facebook, Instagram, X, YouTube and the British Council website.

### **Project Timeline**

<b>Activity</b>	<b>Date / time</b>
RFQ Issued to bidding suppliers	30 August 2024

Deadline for clarification questions ( <b>Clarification Deadline</b> )	6 September 2024
British Council to respond to clarification questions	10 September 2024
Deadline for submission of Proposals by potential suppliers ( <b>Response Deadline</b> )	13 September 2024
Final Decision and announcement	18 September 2024
Contract concluded with winning supplier	20 September 2024
Contract start date	1 October 2024
Programme Online Sessions	14 October – 29 November 2024
Programme Roundtable	(TBC) Late-November / Early-December 2024
Deliver photographs	30 November 2024
Deliver draft videos	10 December 2024
Deliver final videos	20 December 2024
Contract end date	31 December 2024

## Deliverables

1. Participate in meetings with British Council for and not limited to receive brief and clarify scope of work e.g. photos' and videos' lengths and formats.
2. Presentation of filming/ recording plans and storyboard.
3. Interviews with selected individuals.
4. Photography and filming of Roundtable events/ proceedings.
5. Drafts and final delivery of edited photographs, interviews and final videos as per agreed formats and lengths i.e. suitable for social media, YouTube and website use.

## Budget

The total budget for this project is no more than **£1,500** (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](mailto:erica.choong@britishcouncil.org) and [khadijah.turner@britishcouncil.org](mailto:khadijah.turner@britishcouncil.org).

## **5 Instructions for Responding**

5.1 Your quotation must be submitted to [florence.lambert@britishcouncil.org](mailto:florence.lambert@britishcouncil.org) and [erica.choong@britishcouncil.org](mailto:erica.choong@britishcouncil.org) by **5pm on Friday, 13 September 2024**.

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

- a. CV
- b. Business profile and registration (if applicable)
- c. Portfolio and links to past experiences/ projects
- d. Project approach
- e. Detailed breakdown of rates/ budget usage

## **6 Clarification Requests**

6.1 All clarification requests should be submitted to [florence.lambert@britishcouncil.org](mailto:florence.lambert@britishcouncil.org) and [erica.choong@britishcouncil.org](mailto: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.