

Request for Proposal (RFP)

For: *Communication Trainers*

Date: 19/10/2016

1 Overview of the British Council

1.1 The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to promote a friendly knowledge and understanding between the people of the UK and people worldwide; making a positive contribution to all the countries we work with; and making a lasting difference to the UK's security, prosperity and influence. It seeks to achieve its aims by working in education, science, governance, English and the arts. In 2014-15, its programmes reached a total audience of 647 million people worldwide, up by 43 million from the previous year. The British Council also had a total turnover of £973 million, which was 13% higher than the previous year. Its income included a grant-in-aid of £155 million, £637 million from fees and income from services such as English teaching, exams administration and £164 million from contract activity, such as the management of client-funded contracts, and funding from a wide range of public and private sector partners.

1.2 The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no. SC037733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

1.3 Its primary charitable objects are set out in the Charter and are stated to be to:

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries; and
- Otherwise promote the advancement of education.

1.4 The British Council works in more than 110 countries around the world and employs over 7000 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 Background to the Project / Programme

2.1 The “Strengthening Resilience in MENA” project is funded by the EU’s Instrument contributing to Stability and Peace.

The British Council design and deliver an 18-month long project, with support from EU and locally-engaged partners who have expertise in strategic communications and building community capacity

The British Council will support local partners to deliver research, capacity building and youth programmes in Morocco and other countries in the MENA region, to increase the capacity of civil society to communicate to a youth target audience, and to increase the government capacity to understand the benefits of youth engagement with civil society and therefore permit or support this communication. In addition, civil society organisations will deliver training for young people in their communities, including on how to run community projects and develop their skills by doing so. To achieve the project results, the British Council will work with local partners as much as possible and international partners active in this area of work as appropriate.

2.2 Under this project the British council will support selected civil society organisations in the north of Morocco to develop their communication strategies and campaigns.

The British Council is seeking a communication expert who will design, deliver and support the monitoring and evaluation of a workshop to develop the communications capacity of a network of civil society organisation (approximately 15 participants representing the board of a council of civil society organisations), at agreed locations in Morocco. The approach will focus on the practical application of the course content, through supporting the organisation to produce communication plans and relevant campaigns that aim to communicate their work to young people and the community, in order to enable the organisations to develop their networks and increase the visibility of their work and engage more young people in the same.

Training objectives:

- Increase the understanding of the role of internal and external communication in achieving productivity and reaching the organization's objectives.
- To provide the participants with the necessary tools and knowledge to develop, implement and monitor an efficient communication strategy and communication campaigns.
- Support the CSOs to develop a communication strategy and annual communication plan that covers internal and external communication, and takes into consideration the organisation’s stakeholders, objectives and resources.

Expected outputs:

The consultant will be required to develop the following outputs:

- o Design content for 3-day workshop in close consultation with Lead Strategic Communications Advisor.

- Develop pre and post evaluations for training participants, in consultation with Evaluation Specialist.
- Deliver agreed the workshops in Morocco and facilitate training to address expectations and skills/experience of participants.
- Ensure that the training content is delivered accurately and effectively.
- Respond to participant’s feedback through each set of workshop.
- Ensure that data collected through workshops is made available for the monitoring and evaluation as soon as possible.
- Provide applicants with practical training to develop their communication plan, design develop and deliver their campaigns.
- Provide on-going mentoring, consulting and coaching to the organisation over a 3 month period. This will involve making 3-day consultancy visits to Morocco to assess the progress of the organisation, and monthly online consultancy via video/teleconference organised by the British Council and supported by the local campaign manager.
- Produce a report after the training delivery, including suggestions on the following year’s training program development.
- Ensure that relevant data is collected to support the British Council’s monitoring and evaluation framework.

3 Tender Conditions and Contractual Requirements

3.1 Contracting requirements

3.1.1 The contracting authority is the British Council Morocco.

3.1.2 The appointed supplier will be expected to deliver the goods and/or provide services at the British Council offices in Morocco.

3.1.3 The Contract awarded will be for duration of 3 months with an option for an extension for up to an additional 3 months.

3.1.5 In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request in accordance with the provisions of this RFP by the Clarification Deadline (as defined below in the Timescales section of this RFP). Following such clarification requests, the British Council may issue a clarification change to the Contract that will apply to all potential suppliers submitting a tender response.

3.1.6 The British Council is under no obligations to consider any clarifications / amendments to the Contract proposed following the Clarification Deadline, but before the Response Deadline (as defined below in the Timescales section of this RFP). Any proposed amendments received from a potential supplier as part its tender response shall entitle the British Council to reject that tender response and to disqualify that potential supplier from this Procurement Process.

3.2 General Policy Requirements

3.2.1 By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will, and that they shall ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

4 Confidentiality and Information Governance

4.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or subcontractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a tender response. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 This RFP shall remain the property of the British Council and must be returned on demand.

4.4 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.5 The Freedom of Information Act 2000 (“FOIA”), the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

4.6 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

5 Intellectual Property

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

9 Qualification Requirements

Essential:

- Deep understanding of civil society organizations work.
- Experience of delivering communication trainings and support CSOs.
- A proven experience in tailored consultancy, coaching, mentoring, and monitoring and evaluation.
- Strong ability and expertise in designing and delivering training programmes in communication strategy and campaigns.
- Excellent interpersonal and communication skills.
- Ability to undertake the assignment, including travel to Morocco, during the periods specified.
- Ability to interact, motivate and engage with members of a heterogeneous group.

Highly Desirable:

- The ability to deliver training in French and Arabic.

6. Format of Tender

Interested parties should submit:

- 1) A concise and focused proposal that sets out:
 - An understanding of the brief and an explanation of the approach taken;
 - A detailed schedule for the work including number of days needed to complete the project;
 - Examples or links to the organisation previous work.
 - Total Fee.
- 2) Up to date CV of the personnel that will be delivering the service illustrating relevant knowledge, skills and experience

8. Instructions for submitting your tender

Please submit a copy of your tender, in the email subject line, to maria.hrimech@britishcouncil.org and Amy.White@britishcouncil.org by no later than **12.00 pm Morocco Standard Time on 17 November 2016**.

11 Timescales

11.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

Activity	Date / time
RFP Issued to bidding suppliers	08/11/2016

Deadline for submission of RFP responses by potential suppliers (Response Deadline)	17/11/2016
----------------------------------------------------------------------------------------	------------

14 Evaluation Criteria

You will have your tender response evaluated as set out below:

Criteria	Weighting
Quality	20%
Methodology and Approach	20%
Experience on working with CSOs	30%
Experience on delivering trainings on communication	30%
Value for money	10%

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.