

**Request for Proposal (RFP)**

**For:** International research and thought leadership of 'Inclusive Growth'

**Date:** 18 October 2019

**1. Overview of the British Council's Cultural Heritage for Inclusive Growth Proof of Concept**

Cultural Heritage for Inclusive Growth (CH4IG) is a British Council two-year pilot programme exploring ways in which local culture can improve the lives of individuals around the world. The concept came from a 2018 British Council report exploring the notion that cultural heritage could contribute to inclusive growth. The report findings from a sector consultation and international research suggest that when people or communities are empowered with the opportunity to engage with, learn from and promote their own cultural heritage, this can contribute to social and economic development.

The programme's unique approach to 'inclusive growth' includes developing tangible opportunities for everyone to benefit from economic growth and social progress. CH4IG's approach to 'cultural heritage' includes any type of cultural object or activity that is connected to an individual's history and identity (anything from the built environment to cultural traditions such as music and language).

The report advocates for an 'inclusive way of working' and the British Council has developed a pilot programme to explore the concept based on a people-led approach. This means engaging with individuals and local communities and supporting them to promote their own cultural heritage, whilst also working with wider levels of society to support and effect positive change. Notionally, this not only leads to economic growth but will also lead to improved social welfare.

The programme has a budget of £3m over two years, from April 2018 to May 2020 and is piloting work in three countries, namely Colombia, Kenya and Vietnam. The programme is based on the report cited as supporting document, which includes a theory of change which notes that:

- The programme's objective is heritage for inclusive and sustainable growth that benefits all levels of society. There is a secondary objective (or outcome) relating to UK cultural relations and soft power, i.e. to provide deeper relationships, stronger influence/attraction and long-term value to the UK.
- The programme is expected to have short-term, intermediate and long-term outcomes in relation to an inclusive approach; a participatory approach; capacity building of sector; policy change; and cultural relations.

- There are a range of beneficiaries from different interventions under the programme. Beneficiaries are considered to fall into four stakeholder groupings: government and policy level; institutional level; professional individuals; and community level (see Annex).
- Interventions fall under four categories of valuing, learning, protecting and sharing.
- The programme is responding to a number of contextual problems.

Each of the three pilot countries have interpreted the programme, and the underpinning theory of change, differently. Countries have selected to work on different forms of cultural heritage; have defined inclusive growth in different ways (looking to refine and re-define this through programme implementation); and have considered varied possible mechanisms (over differing time frames) by which supporting cultural heritage might lead to inclusive growth. The wide-ranging means of implementation provides an opportunity to compare and contrast three different country contexts and approaches in order to inform the CH4IG proof of concept.

A copy of the CH4IG Global Results Framework will be provided to the successful supplier.

## **2. Purpose**

The British Council has commissioned Nordicity to conduct the monitoring and evaluation of the programme, and as part of this, the programme wishes to undertake three thematic studies.

The thematic studies are expected to explore three additional areas providing a specific focus on areas of interest (and at the core of the programme theory of change), building on the programme evaluation questions<sup>1</sup> being addressed by Nordicity.

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<sup>1</sup> The evaluation questions Nordicity is addressing are:

- Proof of concept - To what extent and in what ways, is investing in Cultural Heritage contributing towards different forms of inclusive growth to benefit our target groups and what is the evidence to support this?
- Implementation - What opportunities and challenges have been encountered during implementation in each country, how have they been addressed and what has been learned?
- Approach - How does the approach and ways of working defined across the global programme and within the research report influence both the development and delivery processes in results seen?
- Looking to the future – From the experience of programme implementation, what is the potential for longer term growth beyond the end of the programme. What are the conditions needed to support this?

This RFP seeks to commission a global expert on inclusive growth for the first thematic study, on the topic of inclusive growth in the context of the CH4IG programme.

The thematic study should address the following research questions:

1. Explore and provide the concept of inclusive growth, reviewing the international literature, data, trends, policy, current approaches and international inclusive growth frameworks such as OECD, RSA, UNPD, World Bank etc;
2. Review the inclusive growth approaches in our partner countries and regions - Colombia, Kenya and Vietnam;
3. Review the British Council's Cultural Heritage for Inclusive Growth approach and how it aligns, or not, with current policy and approaches in inclusive growth;
4. Is culture / heritage being used or seen as a driver for inclusive growth?
5. What are the general approaches to inclusive growth globally, and which of these approaches would be suitable for cultural heritage specifically, and why?

The research seeks to evaluate the cultural relations approach to inclusive growth, and posit what it means in this context and where it can bring value. It seeks to assess theories and approaches which include social and economic factors, and to assess where the CH4IG programme aligns to inclusive growth as it stands, and what direction can it take in the future. It should also consider indicators for measuring inclusive growth, as well as the concept of and different approaches to value for money within the context of inclusive growth.

In addition, the consultants will be encouraged to propose additional or enhanced research questions.

**Consultants with expertise outside the cultural heritage sector are encouraged to apply.**

Indeed, a key objective of the study is to consider how learnings from other sectors' progress on the development of conceptual frameworks, determinants and measurements for inclusive growth – especially on equality of opportunity in terms of unbiased access to markets and resources – can be applied to the cultural heritage sector.

### **3. Methods**

The methods for conducting the thematic study is not prescribed. Bidders are invited to make proposals in this area with the expectation that these would be finalised in inception. It is not expected that there would be significant primary data collection.

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- Internal ways of working - What were the intended and unintended benefits of Cultural Heritage for Inclusive Growth as a Multi-Country Programme? To what extent did the management of this programme enable these benefits to be realised?

Bidders' views on the means of data collection and indication of potentially relevant case studies would be welcome.

In addition, bidders are welcome to suggest how the study could maximise its global reach and impact.

#### 4. Outputs

The consultants will be expected to include a time a work plan and approach for delivering the following outputs.

- Inception report (including research proposal and report outline)
- Interim report
- Draft and final report
- Presentation of findings

The report outputs will be submitted to a high publishable standard, using clear language and visualisations.

#### 5. Project Timeline

The research will be undertaken within three (3.5) months, commencing in November 2019 and completed in February 2020.

Bidders will be expected to provide a detailed timeline with their work plan.

#### 6. Budget

The budget available for the thematic study is up to £20,000 (inclusive of expenses & VAT).

#### 7. RFP Timescales

Subject to any changes notified to potential consultants by Nordicity, the following timescales shall apply to this RFP procurement process:

Activity	Date / time
RFP Issued to bidding suppliers	18 October 2019
Deadline for clarification questions ( <b>Clarification Deadline</b> )	1 November 2019
Nordicity to respond to clarification questions	6 November 2019
Deadline for submission of RFP responses by potential suppliers ( <b>Response Deadline</b> )	12 November 2019
Clarification meeting(s)/interviews	14 November 2019
Final Decision	w/c 18 November 2019
Project completion	14 February 2020



## 8. Instructions for Responding

We are looking for an individual or a partnership with expertise in international approaches to inclusive growth.

We ask that interested researchers express their interest in this RFP in advance by email, to Juliana Craig at [jcraig@nordicity.com](mailto:jcraig@nordicity.com).

All clarification requests should be sent to Juliana Craig at [jcraig@nordicity.com](mailto:jcraig@nordicity.com) by 1 November 2019.

Please submit your responses by email, in MS Word format to Juliana Craig at [jcraig@nordicity.com](mailto:jcraig@nordicity.com), by 12 November.

Submissions should be delivered in the following order:

- Researcher/consortium profile and experience
- Methodology and approach (including consideration for project risks)
- Project timeline
- Two references for conducting similar work within the last five (5) years.
- A sample of one similar research report or more.

## 9. Evaluation Criteria

Proposals will be evaluated on the following criteria:

Criteria	Weighting
Commercial - Value for Money	20%
Technical and Professional Ability (incl. international experience with inclusive growth)	25%
Methodology and Approach	25%
Demonstrated expertise in the field of inclusive growth internationally, and the ability to deliver a globally compelling thought leadership study that will influence policy and discourse	30%

## 10. Background Supporting Material

- British Council, 2018. Cultural Heritage for Inclusive Growth. [https://www.britishcouncil.org/sites/default/files/bc\\_chig\\_report\\_final.pdf](https://www.britishcouncil.org/sites/default/files/bc_chig_report_final.pdf)
- OECD, Inclusive Growth. <https://www.oecd.org/inclusive-growth/>
- World Bank, Inclusive Growth: A Synthesis of Findings from Recent IEG Evaluations. [https://ieg.worldbankgroup.org/sites/default/files/Data/Evaluation/files/synthesis\\_i](https://ieg.worldbankgroup.org/sites/default/files/Data/Evaluation/files/synthesis_i)

- [nclusivegrowth.pdf](#)
- GSDRC, Inclusive Growth Topic Report. <https://assets.publishing.service.gov.uk/media/57a08981ed915d622c00024b/InclusiveGrowth.pdf>
- OECD – The Value of People. <https://www.oecd.org/insights/37967294.pdf>
- OECD – Inclusive Growth. <https://www.oecd.org/inclusive-growth>
- UNDP – Prosperity. <https://www.undp.org/content/undp/en/home/2030-agenda-for-sustainable-development/prosperity/recovery-solutions-and-human-mobility.html>
- UNDP – UNDP’s Strategy for Inclusive and Sustainable Growth. [https://www.undp.org/content/undp/en/home/librarypage/poverty-reduction/undp\\_s-strategy-for-inclusive-and-sustainable-growth.html](https://www.undp.org/content/undp/en/home/librarypage/poverty-reduction/undp_s-strategy-for-inclusive-and-sustainable-growth.html)
- RSA – Inclusive Growth Commission. <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/inclusive-growth-commission>

### **Overview of the British Council**

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.

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

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).

### **Overview of Nordicity**

Nordicity is an international cultural, heritage and creative industries consultancy specialising in monitoring and evaluation, strategy, policy and economics. Nordicity is engaged by the British Council as the lead monitoring and evaluation (M&E) supplier for the Cultural Heritage for Inclusive Growth (CH4IG) programme.

Further information can be viewed at [www.nordicity.com](http://www.nordicity.com).