

Terms of Reference (TORs): Women in Iraq's Creative Economy Research

The British Council seeks proposals from researchers / research teams to undertake research of Women in Iraq's Creative Economy to gain insights into challenges and possibilities for women's participation in the creative industries in Iraq. The research should cover the main urban centres of Baghdad, Erbil, Basra and Sulaymaniyah, as well as other geographical locations to ensure the representation of diverse communities within Iraq.

We invite proposals from UK, Iraq & MENA based researchers & research teams. In all cases, we expect collaboration with Iraqi researchers/ experts who can provide local expertise & capacity.

Date: May 16, 2024

1 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.

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. Further information can be viewed at www.britishcouncil.org.

2 Introduction and Background to the Project / Programme

The British Council's work in Arts and Culture & the Creative Economy Iraq

Iraq is going through a transition from a humanitarian crisis to a development phase. This phase presents a new set of challenges and priorities, including the importance of economic diversification, increasing youth engagement in the private sector and developing the cultural sector as a vehicle for economic growth and the expansion of human capability & social transformation. Through its Arts and Culture programme, the British Council in Iraq aims to support these national priorities, and especially that of supporting the development of Iraq's nascent creative economy, by harnessing the energy and potential of its creative youth to open doors for young people and create viable career paths & social engagement. The programme aims to engage with young creatives and cultural leaders from both public and private sectors to help develop the ecosystem for Iraq's new creative economy by:

- Supporting the development of the creative economy ecosystem through increasing awareness and understanding of the sector and increasing ability and commitment of sector stakeholders to support the creative economy.
- Increasing access to training, development resources and expertise for creative professionals and enterprises in Iraq to help build sustainable creative businesses.
- Increasing opportunities for joint innovation and entrepreneurial collaboration between creative enterprises in the UK and Iraq

About the programme:

In 2022, the British Council commissioned a mapping of the creative economy in Iraq. The research report that resulted from the research and consultations with 600 artists and creatives all over Iraq is the first of its kind in Iraq for the creative sector. It highlighted the promise of the creative scene in Iraq, buzzing with talent and potential. It also underlined the shortage of critical skills – business, creative and technical. The development of these skills was rated by sector members as one of the biggest impediments to growth and sustainability for Iraq's creative businesses, across all sub-sectors of the creative economy. While the report provided a comprehensive overview of the sector, there is a need to better understand how women engage and work within it. Creative economy is recognized globally as a vehicle for inclusive and sustainable growth, and with national priorities focusing on strengthening the private sector and entrepreneurial spirit, a closer look at women in creative economy would provide valuable insights on the challenges and opportunities specific to women's engagement in the creative industries/sector as well as how to empower and upskill them to increase their effective participation in this sector. This research is meant to inform British Council future programming in Iraq as well as benefit other stakeholders interested in the creative industries in Iraq.

The research

The research project has three main objectives:

- **1 / To gain insight into women's role in the creative economy in Iraq – what is the current status of women's participation in the creative industries? What are specific needs and challenges facing their participation in the sector? What support opportunities are available for women creatives and where are the gaps? What are the success stories and lessons learned for successful creative women in Iraq that can be highlighted for the benefit of other women creatives?**
- **2/ To develop a roadmap of possible interventions to empower and increase women's participation in the creative economy through a consultative and collaborative process with women creatives, sector leads and policy makers**
- **3 / To engage entrepreneurs, sector leaders and policy makers in a conversation around Iraqi women's role creative economy, and the value and potential impact of empowering women creatives.**

3 Specification

Using the research mentioned above by the British Council as a starting point, the appointed supplier will be expected to conduct research in the main urban centres of Baghdad, Erbil, Basra and Sulaymaniyah, as well as other geographical locations to ensure the representation of diverse communities within Iraq. This research should be delivered through a combination of in-situ qualitative research and desk-based analysis.

The research findings will be utilised at a programmatic level, providing understanding of specific needs and possibilities for women in the sector and identifying key interventions where British Council and other national and international bodies can develop programmes and partnerships to support women's participation in the creative economy.

Research services outputs:

- 1.** A detailed methodology for the research – this should be proposed by the supplier and then refined and finalised in consultation with British Council.
- 2.** Delivery of research report on women's position in the context of Iraqi creative economy highlighting needs, challenges and opportunities as well as key interventions. This report should include:

- Information and analysis on the current and possible contribution of women to creating economic value and input into the creative economy in Iraq.
 - information on the key needs and challenges faced by women in the creative industries.
 - information on sector support initiatives and opportunities available to Iraqi women in the creative economy
 - Roadmap with identified actions and recommendations of next steps for the British Council and other Iraqi and international organisations with an interest in supporting women's effective participation in the creative economy. These recommendations should mirror the three levels that are outlined in the Creative Iraq research report: enterprise, leadership and skill and policy.
3. Development of detailed and diverse case studies of three to five Iraqi women creatives and / or women-led creative enterprises
 4. A final presentation of the research targeting key stakeholders who have engaged with the research. Preference is for face-to-face presentation in two locations in Iraq – Baghdad and Erbil.
 5. A PowerPoint slide deck presenting the key findings, which the British Council can use within internal/external presentations. British Council PowerPoint templates will be provided.

The methodology should include the following (but shouldn't be limited to):

- Qualitative fieldwork to map the activity of women creatives and economic value of women-led creative businesses in Iraq and opinions and experiences of key stakeholders operating in the creative economy.
- Meetings / Focus group discussions / semi-structured interviews to better understand the profile of women entrepreneurs and stakeholders operating in the creative and cultural industries, their needs and interests and the challenges they are facing. The participants and interviewees should represent a diverse group of creative women across different creative economy sectors and aspects, experiences, and career stages.
- Facilitation of at least one face to face road mapping workshop where key stakeholders are able to engage with the process for developing the

recommendations and next steps to support women's participation in the creative economy in Iraq.

This role will require travel to Iraq – Baghdad, Kurdistan region of Iraq and potentially Basra - to deliver face to face workshops and interviews. For UK and regional researchers, the British Council will facilitate your entry to Iraq and have duty of care the duration of your stay in the country.

Research audience

The primary purpose of the research is to support British Council's programme development. However, the research is also intended to benefit for the wider creative community, namely:

- Creative entrepreneurs and creative sector organisations in Iraq and the UK
- Iraqi government and policy makers
- Other researchers
- International organisations with an interest in creative economy development
- Businesses and corporations interested in supporting women empowerment initiatives.

Research format

The report must include (but is not limited to) the following sections:

- Executive summary
- Context
- Methodology
- Presentation of data and analysis
- High resolution visuals and images that will support key points
- Case studies
- Recommendations for enterprise, leadership and skill and policy.

The exact format and methodology will be agreed between the supplier and the British Council in the project inception phase.

Budget

The total budget of the project is between **£10,000** to **£17,000** (exclusive of VAT), Commercial evaluation has 40% out of the selection criteria for this tender.

This includes:

- Researcher team and editor fees

- Related expenses such as communications tools, translation and day to day incidental expenses outside of travel periods
- Iraqi coordinator/researcher costs/fees (for UK and regional suppliers)
- Design and publishing of report

The total budget above does not include costs such as international travel and domestic travel and in-country practicalities such as accommodation, security, meals, etc. These costs will be covered separately by the British council in addition to costs related to the workshop and event logistics in Iraq as needed (venue rental, local participant travel, printing and stationery etc).

Working with a Iraqi researcher / expert

We invite proposals from UK, Iraq & MENA based researchers & research teams. In all cases, we expect collaboration with Iraqi researchers/ experts who can provide local expertise & capacity.

Requirements.

Essential	Desirable
At least 5 years' experience of research and consultancy in the field of business development, entrepreneurship and/or gender studies including situational analysis and strategy development.	Experience in research in creative and cultural industries.
At least 5 years' experience delivering high quality research including a range of qualitative, quantitative and modelling skills.	Specific experience delivering qualitative research on creative economy and/or women in economy.
Experience working in the MENA region	Experience of working in conflict-affected or post-conflict countries with weak data, under-developed legislative frameworks and public institutions.
Experience of organising and facilitating high quality presentations and workshops on the creative economy (or more generally economic development)	Experience co-designing and delivering collaborative research
Strong English language proficiency in report writing	Arabic language proficiency for conducting interviews and report writing

11 Timescale

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
RFP Issued to bidding suppliers	16/05/2024
Deadline for clarification questions (Clarification Deadline)	22/05/2024.
British Council to respond to clarification questions	25/05/2024
Deadline for submission of RFP responses by potential suppliers (Response Deadline)	5/6/2024
Final Decision	11/06/2024
Contract concluded with winning supplier	30/06/2024
Contract start date	01/07/2024
Research period, including visits to Iraq	01/07 – 15/11//2024
Interim findings presented by the selected consultant, for review by British Council	01/12/2024
Final draft presented by selected consultant	05/01/2025
Launch of research and consultancy findings	25/01/2025
End of contract	30/03/2025