BRITISH COUNCIL

Request for Proposal (RFP)

For: RFP - Purchase of Research Services for the Bangladesh Film and Extended Reality Sector

Date: 5 February 2025

1 Overview of the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

2 Introduction and Background to the Project / Programme

2.1 This RFP is issued by the British Council Bangladesh Arts team.

Our arts team works with the arts and culture sector in the U.K., and the British Council's global network of offices, to achieve significant impact and change by finding new ways of connecting and seeing each other through the arts. Our aim is to see stronger creative sectors across the world that are better connected with the U.K. We believe arts and culture are vital to prosperous, secure societies, and that offering international cultural connections and experiences strengthens their resilience. We are uniquely able to make a difference thanks to our extensive and diverse networks in the U.K. and internationally, enabling us to respond to the individual context of each place where we work.

Our portfolio is delivered through a set of globally led programmes that locates our work and impact within our strategic framework. These programmes deliver our key performance indicators and impact ambitions. Globally, our work in the arts, is delivered through four global approaches:

- Support artistic and cultural exchange between the U.K. and countries internationally;
- Engage and represent the U.K.'s cultural diversity and creativity at high-profile cultural events;
- Analyse creative ecosystems and highlight emerging trends and areas of convergence and difference between creative economies; and
- Celebrates the transformative power of arts and culture to change attitudes and the protection and promotion of cultural expression, diversity and heritage at risk.

2.2 Overview of the British Council's approach to Creative Economy

The British Council is at the forefront of championing the international creative economy through work that focuses on policy, research and advocacy, and on capacity building for creative professionals and policymakers. We build networks and support collaboration, for long-term impact, mutual benefit, and greater international understanding. By working with policymakers, we support their work at a strategic level, ensuring the conditions are in place for creative individuals and organisations to grow, reach their potential and effect relevant, sustainable and inclusive change.

2.3 Overview of the British Council's approach to gender inequalities in the arts

British Council takes a holistic approach to tackling gender inequality, which is a cross-cutting theme across all our programmes and activities.

We recognise that change is needed to support women and girls' awareness, capacities, and abilities, and to create opportunities towards an enabling environment for empowerment. We also understand that gender equality does not rest with women alone; engaging men and boys, and diverse genders, is a critical step towards changing gender norms and gender relations. We therefore work collectively to achieve change by building collaboration and networks with local organisations, as well as influencing and building alliances with other stakeholders.

For further understanding of the British Council's approach to gender inequalities in the arts, please refer to the 'Women in Focus: Gender Dynamics in India's Arts and Culture Sector,' report published by the British Council in March 2024. Read the full report: https://www.britishcouncil.in/sites/default/files/british_council_indian_art_with_links_compressed_1.pdf

2.4 Overview of the British Council's approach to climate change and sustainability in the arts

The British Council supports the arts and culture sectors in their responses to climate change through programmes that (a) raise awareness and engage audiences to climate action through new artistic

works and cultural exchange, and (b) improve sustainable practice within the creative and cultural industries. This is a cross-cutting theme across all our programmes and activities.

2.5   Overview of the project focus areas:

I. Film sector in Bangladesh

Based on consultation with and feedback from sector professionals in Bangladesh, the British Council seeks to engage a group of individual specialists, or specialist institutions working collaboratively in both Bangladesh and the U.K. to undertake a national mapping, policy review and report of sector stakeholders' views and recommendations for the film sector in Bangladesh, with particular focus on film as an artform within the framework of British Council's Creative Economy global programme. The research will consider both gender and gender inclusiveness, the gender digital-divide, and climate-sustainability as themes that crosscut all aspects of the film sector, the current policy environment, and stakeholders' recommendations for the future.

This research will yield as published outputs:

> A.   **A national baseline map** of data disaggregated by Division, gender, and age-group on audiences, creators, leadership, policy bodies, festivals, exchange networks, and trans-national collaboration in the film sector between Bangladesh and the U.K.;
>
> B.   **A policy review** to focus on the film sector nationwide, which will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector professionals and professional associations in Bangladesh and the U.K.; and
>
> C.   **A report of opportunities and challenges expressed by sector stakeholders** in film and the arts on their views of what is needed for the sector to grow and reach its potential in Bangladesh while effecting relevant, climate-sustainable and socially inclusive change in society. The report will be targeted to (i) the British Council and (ii) policy bodies, industry groups, sector professionals and professional associations across multiple, relevant disciplines in Bangladesh and the U.K.

II. Extended Reality sector in Bangladesh

Based on consultation with and feedback from sector professionals in Bangladesh the British Council seeks to engage a group of individual specialists, or specialist institutions working collaboratively in both Bangladesh and the U.K. to undertake a national mapping, policy review and report of sector stakeholders' priorities for the Extended Reality ("XR") sector in Bangladesh with particular focus on XR as an emerging artform and art.

The research will consider both gender and gender inclusiveness, the gender digital-divide, and climate-sustainability as themes that crosscut all aspects of the XR sector, the current policy

environment, and stakeholders' recommendations for the future. This research will yield as published outputs:

    I.   **A national baseline map** of data disaggregated by first-level administrative Division of Bangladesh[1] (Division), gender, and age-group on audiences, creators, leadership, policy bodies, festivals, exchange networks, and trans-national collaboration in the XR sector between Bangladesh and the U.K.;

    II.   **A policy review** to focus on XR in the context of the wider British Council Digital Innovation Strategy, which will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector professionals and professional associations in Bangladesh and the U.K.; This should include the extent to which policies and sector and professional bodies are recognising and proactively addressing gender equality issues and

    III.   **A report of priorities expressed by sector stakeholders** utilising XR on their views of what is needed for the sector to grow and reach its potential in Bangladesh while effecting relevant, climate-sustainable and gender and socially inclusive change in society. The report will be targeted to (i) the British Council and (ii) policy bodies, industry groups, sector professionals and professional associations across multiple, relevant disciplines in Bangladesh and the U.K, as well as providing opportunity to self-define their XR work, and what other creative technologies they may use (AI, web 3.0, haptics, games engines etc).'

This RFP invites proposals that will be structured around these key deliverables. This research initiative will furnish critical data and insights that, when applied, will contribute to climate-sustainable, ethical and inclusive growth in the Bangladesh arts, film and extended reality sectors and in cultural relations between Bangladesh and the U.K.

2.6 The purpose and scope of this RFP

This purpose of this Request for Proposal (RFP) document issued by the British Council Bangladesh Arts team is to describe in detail the requirements of the British Council and the process for submitting a proposal in response to this RFP ("**Proposal**").

The RFP outlines the project's objectives. We are looking for a supplier to research the film and the extended reality sectors in Bangladesh and their networks with the UK by reviewing relevant policies, compiling a research-based report of stakeholders' recommendations for the futures of the sector and convening events/forums to collect, test and disseminate research findings. The RFP describes the required deliverables, expected methodologies, evaluation criteria, timeline, and contractual terms for potential suppliers.

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[1] Barishal, Chattogram, Dhaka, Khulna, Rajshahi, Rangpur, Mymensingh and Sylhet

Organisations and individuals globally are invited to apply, and we encourage international collaborations. To be eligible, your team must consist of at least three members, with at least one member based in Bangladesh and/or the UK.

2.7 The objective is to create a framework of supplier(s) for British Council who can provide Film and/or Extended Reality services most effectively to ensure value for money. The tendering process is to create a framework of supplier(s) for our services.

- **Film Sector**

- **Extended Reality Sector**

- **Film and Extended Reality Sector**

2.8 How the framework Contract is expected to be structured:

The Framework Contract is a 3-Lot framework wherein Lot 1 is for the Film Sector only, Lot 2 is for the Extended Reality Sector only, and Lot 3 is for Film and Extended Reality Sector Services jointly. Further information around what general service requirements under this framework can be found in section 7 of this document. For clarity each of the Lots are as below:

Lot Number	Lot Name
Lot 1	Film Sector
Lot 2	Extended Reality Sector
Lot 3	Film and Extended Reality Sectors

The service provider must mention the Lot number and name for which the proposals are submitted.

- Film Sector

- Extended Reality Sector

- Film and Extended Reality Sector

3 Proposal Conditions and Contractual Requirements

This section of the RFP sets out the British Council's contracting requirements, general policy requirements, and the general conditions relating to this procurement process ("**Procurement Process**").

3.1 Contracting requirements

3.1.1   Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (see: http://www.britishcouncil.org/organisation/structure/status).

3.1.2   Delivery location for goods and/or services: The British Council offices in 5 Fuller Road, Dhaka 1000, Bangladesh.

3.1.3   Duration: Six (06) months with an option for an extension for up to an additional two (02) months

3.1.4   Contractual terms: As set out at Annex 1 - Terms and Conditions of Contract ("**Contract**"). By submitting a Proposal, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment. In the event that the chosen service provider is operating as a Sole Trader or through a Personal Service Company, the British Council retain the right to issue specific contractual terms and conditions, in order to take account of this status. If you plan to submit a bid as a Sole Trader or Personal Service Company please contact https://tap.tcsapps.com/tap2/#/login-supplier for a copy of the specific terms. Once the Contract is awarded, there will be no changes allowed to the Contract (except in accordance with the provisions of the Contract). Any clarification questions in relation to any aspect of this Procurement Process and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*Clarification Requests*). Only changes which relate to the correction of ambiguity or manifest error in relation to the terms of the Contract will be considered and, if necessary, the British Council may, when issuing its response to clarification questions, reissue Annex 1 to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

3.2   General Policy Requirements

3.2.1   By submitting a Proposal, you confirm that you will, and that you will 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).

3.3   General Proposal conditions ("Proposal Conditions")

3.3.1   Application of these Proposal Conditions – In participating in this Procurement Process and/or by submitting a Proposal it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, Proposals should be made on the basis of and strictly in accordance with the requirements of this RFP.

3.3.2   Third party verifications – Your Proposal is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided, and the analysis of your Proposal being undertaken by one or more third parties commissioned by the British Council for such purposes.

3.3.3   Information provided to potential suppliers – Information that is supplied as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

3.3.4   Potential suppliers to make their own enquires – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

3.3.5   Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6   Compliance of Proposal – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council's requirements, these Proposal Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

3.3.7   Compliance with the terms of the Contract – The successful supplier must comply with the Contract as set out in Annex 1 without any amendment (save as described in paragraph 3.1.4). .

3.3.8   Format of Proposal – Proposals must comprise the relevant documents as detailed by the British Council in Annex 2 (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

3.3.9   Modifications to Proposals once submitted – You may modify your Proposal prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new Proposal in accordance with Annex 3 (Supplier Proposal) and these Proposal Conditions.

3.3.10 Disqualification – If you breach these Proposal Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting

documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process or fix or set the price for goods or services;

- to enter into an arrangement with any other party that such party shall refrain from submitting a Proposal;

- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted;

- to collude in any other way;

- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or

- to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Proposal Conditions) or from another potential supplier or another Proposal,

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.1 below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

3.3.11 Proposal costs – You are responsible for obtaining all information necessary for preparation of your Proposal and for all costs and expenses incurred in preparation of the Proposal. Subject to the "Liability" Tender Condition below, you accept by your participation in this Procurement Process, including without limitation the submission of a Proposal, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in submitting a Proposal irrespective of whether or not your Proposal is successful.

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP, but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice in writing. Subject to the "Liability" Tender Condition below, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 <u>Consortium Members and sub-contractors</u> – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirements of this RFP.

3.3.14 <u>Liability</u> – Nothing in these Proposal Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council's liability may not be limited under any applicable law.

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 sub-contractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your Proposal) 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 Proposal. 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 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process 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.

4.4 The Freedom of Information Act 2000 ("FOIA"), EU General Data Protection Regulation (GDPR) 2015, the Environmental Information Regulations 2004 ("EIR"), and public sector transparency policies apply to the British Council (together the "**Disclosure Obligations**").

4.5 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 Proposal Validity

5.1 Your Proposal must remain open for acceptance by the British Council for a period of sixty days from the Response Deadline. A Proposal not valid for this period may be rejected by the British Council.

6 Payment and Invoicing

6.1 The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.

- The British Council Purchase Order number is included.

- It is sent electronically via email in PDF format to sadia.rahman1@britishcouncil.org or by post to: The British Council, 5 Fuller Road, Dhaka 1000, Bangladesh.

7 Specification

Description of the nature of the goods / service(s)

7.1 Mandatory Requirements (General)

1. The proposal shall present a team of no fewer than three (3) experts who will conduct research and shall specify one (1) senior team-member who will be the main point of contact with the British Council, and who will coordinate, convene, and function as editor of the research activity and deliverables.

2. **Country- and sector expertise:** The successful team will demonstrate experience and knowledge of the current country contexts of the relevant cultural sectors and creative industries in Bangladesh and the U.K., as well as knowledge of the value chain (financing, development, production, postproduction distribution, promotion, etc.) for film and/or XR, and understanding of the cross-cutting themes of gender inclusion and climate-sustainability cited in this RFP document.

3. **Experience:** Each member of the appointed team of experts will have at least 5 years of relevant, professional experience. The team will demonstrate an excellent record of achievements in international research and analysis of creative sectors, cultural policies, gender inclusion and climate-sustainability specific to film and/or XR in South

Asia, including working papers and peer-reviewed publications. Demonstrated experience and understanding of the Bangladesh context will be considered assets.

4. **Equality, diversity, and inclusion (EDI):** The appointed team will apply the principles of EDI to the team's formation and to all aspects of the proposed research activities and deliverables. Information about the British Council's approach to Equality, Diversity and Inclusion can be found at: https://www.britishcouncil.org/about-us/our-values/equality-diversity-inclusion

5. **Climate-sustainability:** The appointed team will, in all aspects of the research activities consider the climate-sustainability of the work and deliverables proposed.

6. **Data presentation:** Demonstrable track record of excellent skill in research, written and graphical/visual communication, and statistical summary as well as a record of writing comprehensive, analytical documents in the English language is essential.

7. **Language:** The appointed team will demonstrate capacity to consult sources of information and to conduct all research activities in both the English and Bengali languages. Ability to consult information sources in other languages of Bangladesh (such as Chakma, Garo, or Sylheti, for example) will be considered an asset.

8. **Registration:** The successful team will have relevant registration status within Bangladesh.

9. **Confidentiality:** The appointed team will be required to adhere to the confidentiality clauses specified in Annex 1.

10. **Data protection:** The appointed team will act in accordance with the consent obtained and will, as data processor, adhere to the U.K. Data Protection Act 1998 and any British Council instructions regarding the processing of personal data as clarified in the data protection clauses of Annex 1.

11. **Safeguarding and protecting children and vulnerable adults:** The appointed team will comply with all legislation and statutory guidance relevant in Bangladesh to the safeguarding and protection of children and vulnerable adults, and with the detail and principles of the U.K. Children Act 1989 and the UN Convention on the Rights of the Child and with the British Council's Child Protection Policy.

12. **Intellectual property rights:** for any pre-existing materials provided to the appointed researcher by the British Council and any reports, materials, data, or documents produced by the appointed researcher, the intellectual property rights created in the course of the services will be owned by the British Council.

7.2   LOT 1: Film Sector Research

7.2.1   Target audience and objectives for the goods / services deliverable (Film)

The research services and collected data will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector professionals and professional associations in Bangladesh and the U.K.

As noted in section 2 above, this research initiative will furnish critical data and insights that will contribute to climate-sustainable, ethical and inclusive growth in the Bangladesh film sector. The research, data, and report commissioned by the British Council will provide a detailed image of the status, challenges and future opportunities for the film sector in Bangladesh in 2025, with specific insights on variations between genders, age-groups and administrative Division. The report will also record and characterise opportunities to strengthen connections and cooperation between the creative and cultural economies of Bangladesh and the U.K. through these sectors.

7.2.2   Method (Film)

The successful research team will propose a combination of relevant qualitative and quantitative methods and protocols for the collection and analysis of data from sector stakeholders throughout Bangladesh disaggregated by Division, gender, and age-group. This will be with reference to the methods of data collection and analysis presented in the following toolkits:

> I.   *Toolkit: Mapping the Creative Industries: A Toolkit*
> Published in 2010 by the British Council's Creative Economy Unit, this toolkit is intended to be a practical guide to mapping – one that explores how to do it, which approach would be best in any given context, and how to maximise the policy impact of the work. It aims to help researchers, policymakers and creative practitioners to understand the creative industries better by setting out ways in which evidence can be gathered. Read the toolkit: https://creativeeconomy.britishcouncil.org/media/uploads/files/English_mapping_the_creative_industries_a_toolkit_2-2.pdf

> II.   *Toolkit: DCMS Evidence Toolkit – DET*

> This toolkit, published in 2002, was commissioned by the U.K. Department of Media, Culture and Sport (DMCS) for use by themselves and other users to build a more coherent evidence base on which to make policy for the Cultural Sector. Read the full technical report: https://assets.publishing.service.gov.uk/media/5a74fc1ee5274a59fa71680a/DET_Technical_Report_August2004.pdf

Where disaggregated data is collected, such as for gender, age-group, or Division-level, the disaggregation should align with Bangladesh national data as reported in the Bangladesh Population

& Housing Census 2022: Preliminary Report. Read the preliminary report:
https://sid.portal.gov.bd/sites/default/files/files/sid.portal.gov.bd/publications/01ad1ffe_cfef_4811_af97_594b6c64d7c3/PHC_Preliminary_Report_(English)_August_2022.pdf

To support the successful research team, the British Council will appoint a panel of critical friends/peer reviewers external to the research team who will support the research team to discuss, review and confirm their proposed research plans and research deliverables at agreed points during the research initiative.

The specifics of the methods used for this research project will be agreed through consultation between the appointed service providers, the British Council, and the supporting panel. We anticipate the research methods to include:

I.   *Desk research/Sector-landscape Mapping:*

For **national baseline mapping**, desk-based data-collection tools such as survey, analysis of official government data, web-based research, and directories of businesses such as those maintained by municipalities, chambers of commerce, women's chambers of commerce, professional associations and civil society organisations may be the most relevant research methods.

For **policy review**, we envision a detailed, desk-based review of the policy documentation and regulations applicable to the film sector in Bangladesh as well as of policies related to gender inclusion, and climate-sustainability in the industry.

II.   *Qualitative research*

In collating the **report of sector stakeholder recommendations**, the British Council welcomes and encourages propositions for creative, inclusive and climate-sustainable approaches to qualitative research methods such as Participatory Research, Focus Group Discussion, and Key Informant Interview. Building on the **national baseline map** and **policy review** created during this research initiative, the report of sector stakeholder recommendations will compile, analyse, and summarize the recommendations offered by stakeholders in the film sector in each Division of Bangladesh.

We consider that stakeholder recommendations may be best gained, understood and ultimately disseminated through a planned programme of stakeholder engagement events/forums.

The British Council is interested in research methods and stakeholder engagement activities that include and are reflective of our commitment to Equality, Diversity and Inclusion (EDI) and to climate-sustainability.

7.2.3 Project Tasks (Film)

The selected proposal will undertake the following tasks between March and September 2025:

I.   MAR: Confirmation of research protocols, research areas at Division-level, and sampling.

II.   MAR: Desk-based data-collection, data tabulation, annotation and analysis.

III.   MAR: Desk-based policy review.

IV.   APR: Produce for review by British Council and appointed panel of critical friends/peer reviewers a first the draft of the national mapping, and policy review.

V.   MAY: Based on reviewer comments and feedback, revise and finalise the national mapping, and policy review and present them to contributors, respondents and stakeholders at events that will double as foundational activity for qualitative research for the report of sector stakeholder recommendations.

VI.   JUL: Connect with stakeholders for qualitative data collection.

VII.   AUG: Produce for review by British Council and appointed panel of a critical friends/peer reviewers a first the draft of the report documenting stakeholders' recommendations.

VIII.   SEP: Based on reviewer comments and feedback, revise and finalise the report documenting stakeholders' recommendations and present them at a launch event to contributors, respondents and stakeholders.

7.2.4 Project Deliverables (Film)

I.   A **national baseline mapping** that incorporates data visualisation and statistical summary in describing and analysing the national stakeholder landscape and Bangladesh-U.K. connections of the film sector. As mentioned previously, this mapping exercise will disaggregate all data and review for variations between gender, age-group, and District location in access to opportunities, participation, funding, viewership and purchase. This mapping will:

A.   Provide the country context and a brief overview of cultural relations between Bangladesh and the U.K. with a particular focus on film production, training, distribution, and viewership.

B.   Identify and locate film practices, producers, distributors, mainstream theatres, arthouse theatres, financing initiatives and festivals across Bangladesh, and will provide analysis organised by District on financial scale, practice size, leadership, inclusion and/or eligibility for national professional networks, and existing linkages and/or engagements with creative industries in the U.K.

C.   Provide and summarise the data on the participation/inclusion from the year 2010-to-date of film that has been wholly, or partly produced in Bangladesh, which has

been presented in festivals, major exhibitions, mainstream theatres, arthouse theatres, or streaming platforms in the U.K., or from the U.K. in Bangladesh.

D.   Locate, quantify and describe the funding mechanisms available, or currently under discussion for film. This is to address the value chain for stakeholders in Bangladesh for any stage of work, e.g. development, design, production, post-production, or distribution. This is to include any existing or planned bilateral co-production agreements and special film production relationships to which Bangladesh is/will be party. This is also to include aspects of funding mechanisms that promote/inhibit balancing of gender participation, age-group participation, and/or promote/inhibit climate-sustainable practice in film in Bangladesh.

E.   Collect information on purchase and viewership of film, and analyse for variances in gender, age-group and Division-level use and participation.

F.   Map the key (i) ministries and government departments, (ii) national and local licensing bodies, (iii) professional associations, and (iv) civil society organisations relevant to film in Bangladesh. This is to include gender-segregated and age-group segregated data on the incumbency of senior leadership positions and board/governance body membership in these organisations nationally.

G.   Provide gender-segregated and age-group segregated information and analysis of the formal and informal education/training pathways experienced by practitioners designing, creating and/or producing the visual, sonic, narrative, and experiential aspects of film, as well as those involved in finance, production and policy.

II.   **A policy review**, which will list, review, and summarise Bangladesh policy, legislation and regulations applicable to education/training, production, distribution and finance for film.

As mentioned above, gender equality and climate sustainability are cross-cutting themes for the British Council. Accordingly, gender inclusion, the gender-divide in access to technology and technological education, and climate-sustainability will be specifically addressed in the policy review. This is to include regulations that promote/inhibit balancing of gender participation, age-group participation, and/or climate-sustainable practice in these sectors in Bangladesh.

With reference to the British Council's 2020 report, *'The Missing Pillar: Culture's contribution to the Sustainable Development Goals,'* the policy review will characterise the cultural, social, and economic potential of film with particular attention to SDGs 5, 8, 10, 11 and 16, and to the indicators that are priorities of the SDG tracker of the Government of the People's Republic of Bangladesh. Read the full report: https://www.britishcouncil.org/arts/culture-development/our-stories/the-missing-pillar-sdgs

Please refer to the following online materials:
- o UN SDG goals and indicators: https://sdgs.un.org/goals
- o Government of Bangladesh SDG tracker: https://sdg.gov.bd/page/allgoals/4#1

The policy review will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector and film sector professionals and professional associations in Bangladesh and the U.K.

III.   **A report of stakeholders' recommendations** from across the film sector that is targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector and film sector professionals and professional associations in Bangladesh and the U.K., and which:

A.   Through direct engagement with sampled stakeholders nationwide, reflects on and tests the information and research assumptions generated through creating (I) the national sector map, and (II) policy review for the film sector;

B.   Identifies the (i) challenges faced, and (ii) opportunities perceived by creators, producers and financiers, and distributors in Bangladesh with respect to achieving climate-sustainable, ethical and inclusive growth in the film sector in Bangladesh and in cultural relations between Bangladesh and the U.K.;

C.   Identifies the benchmarks and indicators used by stakeholders in the film sector to measure achievement against targets for artistic, social, and commercial success, and audience reach and impact;

D.   Characterises the demography of participation nationwide in each stage of the value chain of film, including gender- and age-group participation and contributions and District-level presence, including in existing collaborations and exchanges between Bangladesh and the U.K.

IV.   **Data collected**

A.   Full, catalogued, tabulated and annotated records of quantitative and qualitative data collected.

B.   In the case of meetings, meeting minutes noting the names, designations, professional affiliation(s), contact details and Division-of-residence of the attendees, as well as the date and location of the discussion and anonymised gender-participation and age-group participation data.

C.   In the case of focus group discussions, key informant interviews, and other qualitative methods of data collection, full, annotated transcripts the noting the names, designations, professional affiliation(s), contact details and Division-of-residence of the discussants/interviewees, as well as the date and location of the discussion and anonymised gender-participation and age-group participation data.

In designing and printing the national baseline mapping, the policy review and the report of stakeholders' recommendations, the appointed research team will abide by the British Council's style and brand guidelines for the editorial style and its visual identity. In order to be published on the British Council Research & Insight website, research outputs will need to be designed using the British Council research framework branding templates and guidelines, which can be accessed via the British Council Brand Hub (new users will need to register for an account to access this). Please factor this design process into the proposed project costs and timeframe. Digital examples of previous research commissioned by the British Council can be seen here: https://www.britishcouncil.org/research-insight.

Printed copies should be limited in number to no more than 250 and shall be produced using paper, binding materials, binding agents and inks that are demonstrated to have minimal environmental impact, are eco-friendly, biodegradable, non-toxic, and ethically and sustainably produced.

The intellectual property created through this research initiative will be transferred to the British Council. The applicable terms and conditions are provided in Annex 1.

7.2.5   Project Delivery Milestones (Film)

Item	Delivery Milestone	Date / time	Payment milestone
1.	Contract with appointed research team countersigned and all necessary paperwork received.	MAR	30%
2.	(A) Confirmation of finalised research approach for (I) mapping and (II) policy review, and (B) provision of draft research approach for report of sector stakeholders' recommendations.	APR	20%
3.	Final drafts of (I) mapping, and (II) policy review are confirmed by British Council and external peer review group.	MAY	10%
4.	(A) Mapping, and policy review are presented at stakeholder forums, and (B) research approach for sector stakeholders' recommendations is confirmed by British Council and external peer review group.	JUL	10%
5.	First draft of report of stakeholders' recommendations and complete research database provided for review and feedback.	AUG	10%

Item	Delivery Milestone	Date / time	Payment milestone
6.	Final report of stakeholders' recommendations completed and presented at stakeholder forums.	SEP	20%

7.3 LOT 2: Extended Reality Sector Research

7.3.1   Target audience and objectives for the goods / services deliverable (Extended Reality)

The research services and collected data will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector professionals and professional associations in Bangladesh and the U.K.

As noted in section 2 above, this research initiative will furnish critical data and insights that will contribute to climate-sustainable, ethical and inclusive growth in the Bangladesh XR sector. The research, data, and report commissioned by the British Council will provide a detailed image of the status, challenges and future opportunities for the XR sector in Bangladesh in 2025, with specific insights on variations between genders, age-groups and administrative Division. The report will also record and characterise opportunities to strengthen connections and cooperation between the creative and cultural economies of Bangladesh and the U.K. through these sectors.

7.3.2 Method (Extended Reality)

The successful research team will propose a combination of relevant qualitative and quantitative methods and protocols for the collection and analysis of data from sector stakeholders throughout Bangladesh disaggregated by Division, gender, and age-group. This will be with reference to the methods of data collection and analysis presented in the following toolkits:

I.   *Toolkit: Mapping the Creative Industries: A Toolkit*
Published in 2010 by the British Council's Creative Economy Unit, this toolkit is intended to be a practical guide to mapping – one that explores how to do it, which approach would be best in any given context, and how to maximise the policy impact of the work. It aims to help researchers, policymakers and creative practitioners to understand the creative industries better by setting out ways in which evidence can be gathered. Read the toolkit: https://creativeconomy.britishcouncil.org/media/uploads/files/English_mapping_the_creative_i ndustries_a_toolkit_2-2.pdf

II.   *Toolkit: DCMS Evidence Toolkit – DET*

This toolkit, published in 2002, was commissioned by the U.K. Department of Media, Culture and Sport (DMCS) for use by themselves and other users to build a more coherent evidence base on which to make policy for the Cultural Sector. Read the full technical report: https://assets.publishing.service.gov.uk/media/5a74fc1ee5274a59fa71680a/DET_Technical_Report_August2004.pdf

Where disaggregated data is collected, such as for gender, age-group, or Division-level, the disaggregation should align with Bangladesh national data as reported in the Bangladesh Population & Housing Census 2022: Preliminary Report. Read the preliminary report: https://sid.portal.gov.bd/sites/default/files/files/sid.portal.gov.bd/publications/01ad1ffe_cfef_4811_af97_594b6c64d7c3/PHC_Preliminary_Report_(English)_August_2022.pdf

To support the successful research team, the British Council will appoint a panel of critical friends/peer reviewers external to the research team who will support the research team to discuss, review and confirm their proposed research plans and research deliverables at agreed points during the research initiative.

The methodology used for this research project will be agreed through consultation between the appointed service providers, the British Council, and the supporting panel. We anticipate the research methods to include:

I. *Desk research/Sector-landscape Mapping:*
For **national baseline mapping**, desk-based data-collection tools such as survey, analysis of official government data, web-based research, and directories of businesses such as those maintained by municipalities, chambers of commerce, women's chambers of commerce, professional associations and civil society organisations may be the most relevant research methods.

For **policy review**, we envision a detailed, desk-based review of the policy documentation and regulations applicable to the XR sector in Bangladesh as well as of policies related to gender inclusion, and climate-sustainability in the sector.

II. *Qualitative research*
In collating the **report of sector stakeholder recommendations**, the British Council welcomes and encourages propositions for creative, inclusive and climate-sustainable approaches to qualitative research methods such as Participatory Research, Focus Group Discussion, and Key Informant Interview. Building on the **national baseline map** and **policy review** created during this research initiative, the report of sector stakeholder recommendations will compile, analyse, and summarize the recommendations offered by stakeholders in the XR sector in each Division of Bangladesh.

We consider that stakeholder recommendations may be best gained, understood and ultimately disseminated through a planned programme of stakeholder engagement events/forums.

The British Council is interested in research methods and stakeholder engagement activities that include and are reflective of our commitment to Equality, Diversity and Inclusion (EDI) and to climate-sustainability.

7.3.3 Project Tasks (Extended Reality)

The selected proposal will undertake the following tasks between **January and June 2025**:

I.   MAR: Confirmation of research protocols, research areas at Division-level, and sampling.

II.   MAR: Desk-based data-collection, data tabulation, annotation and analysis.

III.   MAR: Desk-based policy review.

IV.   APR: Produce for review by British Council and appointed panel of critical friends/peer reviewers a first the draft of the national mapping, and policy review.

V.   MAY: Based on reviewer comments and feedback, revise and finalise the national mapping, and policy review and present them to contributors, respondents and stakeholders at events that will double as foundational activity for qualitative research for the report of sector stakeholder recommendations.

VI.   JUN: Connect with stakeholders for qualitative data collection.

VII.   JUL: Produce for review by British Council and appointed panel of a critical friends/peer reviewers a first the draft of the report documenting stakeholders' recommendations.

VIII.   AUG: Based on reviewer comments and feedback, revise and finalise the report documenting stakeholders' recommendations and present them at a launch event to contributors, respondents and stakeholders.

7.3.4   Project Deliverables (Extended Reality)

The British Council seeks to appoint expert supplier(s), or consultant(s) to conduct research, and deliver the research outputs/deliverables outlined in sections 2.4, and 7.3 above, and which are further described here:

I.   A **national baseline mapping** that incorporates data visualisation and statistical summary in describing and analysing the national stakeholder landscape and Bangladesh-U.K. connections of the XR sector. As mentioned previously, this mapping exercise will disaggregate all data and review for variations between gender, age-group, and District

location in access to opportunities, participation, funding, viewership and purchase. This mapping will:

A. Provide the country context and a brief overview of cultural relations between Bangladesh and the U.K. with a particular focus on XR production, training, presentation, and technology.

B. Identify and locate XR practices across Bangladesh, and will provide analysis organised by District on financial scale, practice size, leadership, inclusion and/or eligibility for national professional networks, and existing linkages and/or engagements with creative industries in the U.K.

C. Provide and summarise the data on the participation/inclusion from the year 2010-to-date of U.K.-Bangladesh collaborations, and/or exchanges in creating, producing, or presenting XR technology, and/or experiences including inclusion in festivals, exhibitions, conferences and product releases.

D. Locate, quantify and describe the funding mechanisms available, or currently under discussion for XR. This is to address the value chain for stakeholders in Bangladesh for any stage of work, e.g. development, design, production, post-production, or distribution. This is to include any existing or planned bilateral co-production agreements to which Bangladesh is/will be party. This is also to include aspects of funding mechanisms that promote/inhibit balancing of gender participation, age-group participation, and/or promote/inhibit climate-sustainable practice in XR in Bangladesh.

E. Collect information on purchase and viewership/participation in physical and digital XR environments and experiences, and analyse for variances in gender, age-group and Division-level use and participation.

F. Map the key (i) ministries and government departments, (ii) national and local licensing bodies, (iii) professional associations, and (iv) civil society organisations (including women's rights organisations) relevant to XR in Bangladesh. This is to include gender-disaggregated and age-group disaggregated data on the incumbency of senior leadership positions and board/governance body membership in these organisations nationally.

G. Provide gender-disaggregated and age-group disaggregated information and analysis of the formal and informal education/training pathways experienced by practitioners designing, creating and/or producing the technological, financial, visual, sonic, narrative, and experiential aspects of XR.

H. Provide a summary of how gender inequalities are manifested in the use of XR and highlight opportunities for addressing or reducing these

II. **A policy review**, in the context of the wider British Council Digital Innovation Strategy (2024) and approach to Creative Economy, that will list, review, and summarise Bangladesh

policy, legislation and regulations applicable to education/training, production, distribution and finance for XR.

As mentioned above, gender equality and climate sustainability are cross-cutting themes for the British Council. Accordingly, gender inclusion, the gender-divide in access to technology and technological education, and climate-sustainability will be specifically addressed in the policy review. This is to include regulations that promote/inhibit gender equality, inclusion of diverse age-groups, and/or climate-sustainable practice in these sectors in Bangladesh.

With reference to the British Council's 2020 report, *'The Missing Pillar: Culture's contribution to the Sustainable Development Goals,'* the policy review will characterise the cultural, social, and economic potential of XR with particular attention to SDGs 5, 8, 10, 11 and 16, and to the indicators that are priorities of the SDG tracker of the Government of the People's Republic of Bangladesh. Read the full report: https://www.britishcouncil.org/arts/culture-development/our-stories/the-missing-pillar-sdgs

Please refer to the following online materials:
  o   UN SDG goals and indicators: https://sdgs.un.org/goals
  o   Government of Bangladesh SDG tracker: https://sdg.gov.bd/page/allgoals/4#1

The policy review will be targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector, film and creative technology professionals and professional associations in Bangladesh and the U.K.

III.   **A report of stakeholders' recommendations** from XR that is targeted to (a) the British Council, and (b) relevant policy bodies, industry groups, festivals, art sector and creative technology professionals and professional associations in Bangladesh and the U.K., and which:

A.   Through direct engagement with sampled stakeholders nationwide, reflects on and tests the information and research assumptions generated through creating (I) the national sector map, and (II) policy review for XR;

B.   Identifies the (i) challenges faced, and (ii) opportunities perceived by creators, producers and financiers, and distributors in Bangladesh with respect to achieving climate-sustainable, ethical, gender equitable and inclusive growth in XR in Bangladesh and in cultural relations between Bangladesh and the U.K.;

C.   Identifies the benchmarks and indicators used by stakeholders in the XR sector to measure achievement against targets for artistic, social, and commercial success, and audience reach and impact;

D.   Characterises the demography of participation nationwide in each stage of the XR value chain, including gender- and age-group participation and contributions, and in existing collaborations and exchanges between Bangladesh and the U.K.

E.   Provides opportunities for stakeholders to input on what other creative technologies they may us in their work (AI, haptics, games engines, web 3.0) in line with British Council Digital Innovation Strategy

IV.   **Data collected**

A.   Full, catalogued, tabulated and annotated records of quantitative and qualitative data collected.

B.   In the case of meetings, meeting minutes noting the names, designations, professional affiliation(s), contact details and Division-of-residence of the attendees, as well as the date and location of the discussion and anonymised gender-participation and age-group participation data.

C.   In the case of focus group discussions, key informant interviews, and other qualitative methods of data collection, full, annotated transcripts the noting the names, designations, professional affiliation(s), contact details and Division-of-residence of the discussants/interviewees, as well as the date and location of the discussion and anonymised gender-participation and age-group participation data.

In designing and printing the national baseline mapping, the policy review and the report of stakeholders' recommendations, the appointed research team will abide by the British Council's style and brand guidelines for the editorial style and its visual identity. Guidelines are available online, here: www.brand.britishcouncil.org. Digital examples of previous research commissioned by the British Council can be seen here: https://www.britishcouncil.org/research-insight. Printed copies should be limited in number to no more than 250 and shall be produced using paper, binding materials, binding agents and inks that are demonstrated to have minimal environmental impact, are eco-friendly, biodegradable, non-toxic, and ethically and sustainably produced.

The intellectual property created through this research initiative will be transferred to the British Council. The applicable terms and conditions are provided in Annex 1.

7.3.5   Project Delivery Milestones (Extended Reality)

Item	Delivery Milestone	Date / time	Payment milestone
1.	Contract with appointed research team countersigned and all necessary paperwork received.	MAR	30%

Item	Delivery Milestone	Date / time	Payment milestone
2.	(A) Confirmation of finalised research approach for (I) mapping and (II) policy review, and (B) provision of draft research approach for report of sector stakeholders' recommendations.	APR	20%
3.	Final drafts of (I) mapping, and (II) policy review are confirmed by British Council and external peer review group.	MAY	10%
	(A) Mapping, and policy review are presented at stakeholder forums, and (B) research approach for sector stakeholders' recommendations is confirmed by British Council and external peer review group.	JUL	10%
4.	First draft of report of stakeholders' recommendations and complete research database provided for review and feedback.	AUG	10%
5.	Final report of stakeholders' recommendations completed and presented at stakeholder forums.	SEP	20%

7.4 LOT 3: Film Sector and Extended Reality Sector

If submitting a proposal for this lot, Lot 3: Film Sector and Extended Reality Sector the specification that needs to be met is of all elements included in both Lot 1: Film Sector and Lot 2: Extended Reality Sector as described in sections 7.2 and 7.3, above.

8   Mandatory Requirements / Constraints

8.1   As part of your Proposal, you must confirm that you meet the mandatory requirements / constraints, if any, as set out in the British Council's specification forming part of this RFP. Failure to comply with any mandatory requirements or constraints shall entitle the British Council to reject a Proposal.

9   Key background documents

9.1   Further relevant background documents / information may be provided to potential suppliers as an Annex to this RFP and/or by way of the issue of additional documents / links to additional information / documents. Please view list of Annexes at the end of this document.

10 Timescales

10.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the intended timescales applicable to this Procurement Process are:

Activity	Date / time
RFP Issued to bidding suppliers	30 January 2025
Deadline for clarification questions (**Clarification Deadline**)	11 February 2025
British Council to respond to clarification questions	13 February 2025
Deadline for submission of Proposals by potential suppliers (**Response Deadline**)	20 February 2025
Final Decision	Week commencing: 24 February 2025
Contract concluded with winning supplier	Week commencing: 3 March 2025
Contract start date	Week commencing: 10 March 2025

11 Instructions for Responding

11.1 The documents that must be submitted to form your Proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Supplier Proposal) to this RFP. All documents required as part of your Proposal should be submitted to https://tap.tcsapps.com/tap2/#/login-supplier by the Response Deadline, as set out in the Timescales section of this RFP.

11.2 The following requirements should be complied with when submitting your Proposal in response to this RFP:

- Please ensure that you send your submission in good time to prevent issues with technology – late Proposals may be rejected by the British Council.

- Do not submit any additional supporting documentation with your Proposal except where specifically requested to do so. PDF, JPG, PPT, Word and Excel formats can be used for any additional supporting documentation (other formats should not be used without the prior written approval of the British Council).

- All attachments/supporting documentation should be provided separately to your main Proposal document, clearly labelled and cross-referenced to the Proposal as relevant.

- If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your Proposal.

- Unless otherwise stated as part of this RFP or its Annexes, all Proposals should be in the format of the relevant British Council requirement with your response to that requirement inserted underneath.

- Where supporting evidence is requested as 'or equivalent' you must demonstrate such equivalence as part of your Proposal.

- Any deliberate alteration of a British Council requirement as part of your Proposal will invalidate your Proposal to that requirement and for evaluation purposes you shall be deemed not to have responded to that particular requirement.

- Responses should be concise, unambiguous, and should directly address the requirement stated.

- Your Proposal to the RFP requirements and pricing will be incorporated into the Contract, as appropriate.

12   Clarification Requests

12.1   All clarification requests should be submitted to https://tap.tcsapps.com/tap2/#/login-supplier by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests and will response if the question is appropriate and received before the Clarification Deadline.

12.2   Any clarification requests should clearly reference the appropriate paragraph in the RFP documentation and, to the extent possible, should be aggregated rather than sent individually.

12.3   The British Council reserves the right to issue any clarification request made by you, and the response, to all potential suppliers unless you expressly require it to be kept confidential at the time the request is made. If the British Council considers the contents of the request not to be confidential, it will inform you and you will have the opportunity to withdraw the clarification query prior to the British Council responding to all potential suppliers.

12.4   The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their Proposal or other information they may have provided. Should you not provide supplementary information or clarifications to the British Council by any deadline notified to you, your Proposal may be rejected in full and you may be disqualified from this Procurement Process.

13   Evaluation Criteria

13.1   You will have your Proposal evaluated as set out below:

Stage 1: Proposals will be checked to ensure that they have been completed correctly and all necessary information has been provided. responses correctly completed with all relevant information being provided and all mandatory requirements as outlined in Section 8 met will proceed to Stage 2. Any Proposal not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal is rejected at this point it will automatically be disqualified and will not be further evaluated.

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Stage 2: If a bidder succeeds in passing Stages 1 of the evaluation, then it will have its Proposal evaluated in accordance with the evaluation methodology set out below.

13.2   Award Criteria – Responses from potential suppliers will be assessed to determine the most economically advantages proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

Criteria	Weighting
Social Value	10%
Relevant Experience and Quality:	20%
Methodology and Approach:	30%
Commercial	40%

13.3   Scoring Model – Proposals will be subject to an initial review at the start of Stage 2 of the evaluation process. Any Proposals not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Proposals not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria other than Commercial using the following scoring model:

Points	Interpretation
10	**Excellent** – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement.

7	**Good** – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested.
5	**Adequate** – Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder's failure to provide all of the evidence requested.
3	**Poor** – The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement.
0	**Unacceptable** – The response is non-compliant with the requirements of the RFP and/or no response has been provided.

13.4   Commercial Evaluation – Your "Overall Price" (as calculated in accordance with requirements of Annex 3 (Pricing Approach) for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluation, further information on this approach may be available in Annex 3. In the event that any prices are expressed as being subject to any pricing assumptions, qualifications or indexation not provided for by the British Council as part of the pricing approach, the British Council may reject the full Proposal at this point. The British Council may also reject any Proposal where the Overall Price for the goods and/or services is considered by the British Council to be abnormally low following the relevant processes set out under the procurement rules. A maximum offer score of 10 will be awarded to the Proposal offering the lowest "Overall Price". Other Proposals will be awarded a mark by application of the following formula: (Lowest Overall Price/Overall Price being evaluated) x 10 (rounded to two decimal places) = commercial score.

13.5   Moderation and application of weightings – The evaluation panel appointed for this Procurement Process will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall Proposal score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

13.6   <u>The Winning Proposal(s)</u> - The winning Proposal shall be the Proposal scoring the highest percentage score out of 100 when applying the above evaluation methodology, which is also supported by any required verification evidence (to include, without limitation, any updated information)] obtained by the Authority relating to any self-certification or other requirements referred to at any time in this Procurement Process.

List of Annexes forming part of this RFP (issued as separate documents):

Annex 1 – Terms and Conditions of Contract

Annex 2 – Supplier Proposal

Annex 3 – Pricing Approach