

## **Call for Papers (CFP)**

**For:** Short papers (or chapters) contributing to a thematic study on the 'future' of Cultural Heritage for Inclusive Growth (**proposal deadline extended to 24 Feb 2020**)

**Date:** *Updated 12 February 2020 (original CFP dated 3 March 2020)*

### **Summary**

Nordicity is seeking proposals for short papers (or chapters) that will contribute towards a thematic study on the future of cultural heritage for inclusive growth. Experts from across the globe are encouraged to propose short chapters addressing key practical and theoretical topics (described in Section 2 below) within this field of cultural heritage and inclusive growth. Primary research is not expected as a requirement. Chapter outlines will be agreed on with Nordicity and the final deliverable are not expected to exceed 5,000 words in length.

The research will be undertaken commencing in **March 2020** and completed by **20 April 2020**. The honourarium available for each short paper (chapter) is up to £2,500 (inclusive of expenses & VAT). A total of 5-8 short papers will be commissioned.

Short proposals of **2-6 pages** max. are due at **midnight GMT** on **24 February** by email to [jcraig@nordicity.com](mailto:jcraig@nordicity.com).

We welcome submissions from a diversity of cultural heritage and inclusive growth **specialists** from around the world.

### **1. Overview of the British Council's Cultural Heritage for Inclusive Growth (CH4IG) 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 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. The idea is that the programme not only lead to economic growth but will also lead to better social welfare.

- By 'inclusive growth' we mean developing tangible opportunities which create economic and social growth that benefits everyone.
- By 'cultural heritage' we mean any type of cultural object or activity that is connected to an individual's history and identity. This could be anything from the built environment to cultural traditions such as music and language.

The programme has a budget of £3m over two years, from April 2018 to May 2020. The three countries participating in the CH4IG pilot – Colombia, Kenya and Vietnam – are vastly different. So, each approach is distinct, unique and relevant to its particular place and context. The projects are all community-led, devised and managed with local partners on the ground. Nordicity is leading the monitoring and evaluation, looking at the effect these initiatives are having, as well as considering how this global concept with local solutions might translate to a broader context.

The CH4IG programme focuses on four main target groups:

- **Individuals:** Children and young people, women and girls, urban and rural communities, ethnic and religious minorities, indigenous people, students, general public
- **Practitioners/professionals:** Artisans, Crafts people, Masters, artists, Arts Managers, Heritage professionals, entrepreneurs, tourist guides, teachers, entrepreneurs, researchers, community leaders, CSO/NGO leaders, other
- **Institutions/Organisations:** Heritage, arts, tourism (inc private sector), education, NGOs/CSO's
- **Policy makers, thought leaders and influencers:** Policy and decision makers at a local, regional and national level, funders and public institutions

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.

More information on the pilot programme and the research report can be found here:  
<https://www.britishcouncil.org/arts/culture-development/cultural-heritage>

## **2. Purpose**

Nordicity is commissioned by the British Council as the monitoring and evaluation Lead for the CH4IG the programme, and as part of this, Nordicity is seeking content in the form of chapters or short papers (5,000 words) that will make up the third of 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 research report and programme evaluation questions<sup>1</sup> being addressed by Nordicity.

The first thematic study already commissioned and underway is an international research and thought leadership report of 'Inclusive Growth'. The second is a thematic study and practical guide to 'people-centred approaches' within Cultural Heritage for Inclusive Growth. The third study will complement these and the overall M&E.

This thematic study is intended to be forward looking, therefore the chapters are expected to support future gazing on the concept of Cultural Heritage for Inclusive Growth.

There is a particular interest for these chapters to provide an broader perspective - beyond the current pilot countries - on the themes, interventions and approaches which have emerged through the pilot programme.

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<sup>1</sup> The evaluation questions Nordicity is addressing in the global CH4IG M&E are:

- i. 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?
- ii. Implementation - What opportunities and challenges have been encountered during implementation in each country, how have they been addressed and what has been learned?
- iii. 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?
- iv. 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?
- v. 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?

Chapters should include both practical examples and theoretical content on one of the following areas and outline the potential for future direction, opportunities and challenges which may arise and conditions which may be needed to support this.

While this is **an open call for proposed topics**,<sup>2</sup> broad questions include:

- How does cultural heritage currently, or could potentially, contribute to inclusive growth through the following?
  - Developing value, increasing access and providing opportunities for people closest to their heritage
  - Existing inclusive and sustainable approaches to the preservation, protection, planning, development and management of cultural heritage
  - Supporting local social and economic impact for example, placemaking, enhancing community and/or individual wellbeing or through entrepreneurship or sustainable tourism
  - Utilising digital technology to increase engagement, access and ownership
- What is the balance between ‘innovation’ vs ‘preservation’ vs ‘ownership’ of cultural heritage when working towards inclusive growth?
- What are the complexities, opportunities, negative impacts or externalities surrounding the concept of cultural heritage for inclusive growth and what might this look like in the future?
- What are the conditions needed to support long-term change and sustainability in approaches to cultural heritage for inclusive growth?
- What tools or methods can be used for measuring success relating to cultural heritage (including natural, intangible and tangible) as a means for inclusive growth in the future?

In addition, the consultants will be encouraged to propose additional or enhanced short paper (or chapter) topics.

Bidders should clarify how their chapter will contribute to both the global discourse of cultural heritage for inclusive growth alongside the CH4IG programme.

Bidders should also address how they might approach the following **crosscutting themes**:

- People-centred approaches
- Diversity and Inclusion
- Gender
- Tangible and intangible cultural heritage
- Rural/Urban landscape
- Participation and digital
- Partnership and collaboration across different levels of society

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<sup>2</sup> Topics linking closely to the target groups and interventions as listed above, and, the findings and Theory of Change included in [2018 British Council report](#) will be viewed favourably.

The primary target audiences for these papers and the thematic study are those who decide, influence and design development programmes and cultural sector programmes both internally within the British Council, and externally as knowledge sharing across the cultural and development sectors globally.

### **3. Methods**

The methods for conducting the research required is not prescribed, however primary research and data collection is not anticipated.

In addition, bidders are welcome to suggest other forms of 'future gazing' for their submission, including mediums, formats and methods.

Bidders are encouraged to indicate how their contributions could maximise the overall thematic study's global reach and knowledge transfer.

### **4. Outputs**

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

- Inception report (including revised workplan)
- Paper outline
- Draft and final report
- Presentation of findings

The report outputs are expected to be submitted in a highly publishable, creative and engaging standard, using clear, relevant language and include visualisations.

### **5. Project Timeline**

The research will be undertaken commencing in **March 2020** and completed by **20 April 2020**.

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

### **6. Budget**

**A total of 5-8 short papers (chapters) will be commissioned with a budget of between £1,000 to £2,500 each (inclusive of expenses & VAT). Each proposed short paper (chapter) should indicate the fee requested.**

## 7. CFP Timescales

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

Activity	Date / time
CFP published	3 February
Deadline for clarification questions ( <b>Clarification Deadline</b> )	10 February
Deadline for submission of CFP responses by potential suppliers ( <b>Response deadline extended to 24 Feb</b> )	<b>24 February midnight (23:59) GMT</b>
Clarification meeting(s)/interviews (if required)	<b>w/c 24 Feb &amp; w/c 2 Mar</b>
Final Decision	<b>w/c 2 March</b>
Project completion	<b>20 April 2020</b>

## 8. Project timescales

Below are the project reporting timescales. Bidders are asked to provide a work plan/project timeline.

Activity	Date / time
Project kick-off	<b>w/c 2 March</b>
Inception report (incl. revised work plan and paper outline)	<b>13 March</b>
Draft paper	<b>6 April</b>
Final paper	<b>20 April</b>

## 9. Instructions for Responding

For all communications and proposal submissions, please contact Juliana Craig at [jcraig@nordicity.com](mailto:jcraig@nordicity.com).

- **Expressions of interest in this RFP** can be sent by bidders in advance by email.
- **Clarification requests** from bidders can be sent by email.
- **Submission of proposals** can be sent by email in both MS Word and PDF format by **24 February midnight (23:59) GMT**.

Submissions should be a maximum of 4-6 pages and delivered in the following order:

1. Researcher/consortium profile and experience
2. Description of research topic and approach
3. Project timeline
4. Lump sum fee proposal (min. £1,000 – max. £2,500 **per short paper/chapter** inclusive of VAT).
5. **Contact information for up to two** references for similar work in the last five years.
6. A writing sample of one paper (or chapter) as an appendix

## 10. Evaluation Criteria

Proposals will be evaluated on the following criteria:

Criteria	Weighting
Supplier Quality, Track Record & Experience	55%
Methodology and Approach	35%
Commercial - Value for Money	10%

## 11. Background Supporting Material

- Cultural Heritage for Inclusive Growth see [https://www.britishcouncil.org/sites/default/files/bc\\_chig\\_report\\_final.pdf](https://www.britishcouncil.org/sites/default/files/bc_chig_report_final.pdf). This contains a Theory of Change from pp20-22
- Cultural Heritage for Inclusive Growth: Country Projects Further information <https://www.britishcouncil.org/arts/culture-development/cultural-heritage>
- OECD Inclusive Growth see <https://www.oecd.org/inclusive-growth/>

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### 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).

**For information about this project, please contact Stephen Hignell, Associate Director, Nordicity, at [shignell@nordicity.com](mailto:shignell@nordicity.com).**