

Request for Proposal (RFP)

Request for proposals for Teaching English Southeast Asia localisation project

Date: 7 August 2024

1 Overview of the British Council

1.1 The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. 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. In 2022–23 we had meaningful engagement with 111 million people worldwide, and reached 600 million people overall including online, broadcasts and publications. We also engaged with over 50 million teachers and learners of English worldwide. 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

2.1 The British Council's work in English and School Education (previously known as English Programmes) aims for transformational change in English language policy and practice. We believe that better teaching and learning of English increases academic and career opportunities and enables people to participate actively in a global society. Our research and innovation with UK and overseas partners provide evidence of 'what works' in English language teaching and learning and contribute to the development of English language teaching and learning worldwide. We support language teaching and learning in a multilingual world, helping to ensure inclusive and equitable quality language education in line with UN Sustainable Development Goal 4.

Our English and School Education programmatic framework is thematically organised into three key impact areas:

- School Systems
- Empowerment
- English Connects (digital)

2.2 About English Connects

We connect English teachers and teacher educators worldwide with opportunities, resources, UK expertise and each other through our local and global TeachingEnglish communities. A core objective is to increase our levels of community engagement. It is vital we reach our audience via social media channels they habitually use, offering TeachingEnglish content and additional strategically aligned channel content to support our reach. This will also allow us to evolve and create improved learner outcomes based on channel insights.

English Connects is a technology-enabled, open-access programme available to individual teachers and teacher educators of English worldwide and delivered through our global [TeachingEnglish](#) platforms and regional and country platforms. It provides professional development opportunities, resources, peer support and networking for a global community of English language teaching professionals and practitioners.

The English Connects core offer is mainly delivered through the TeachingEnglish ecosystem ([website](#) and [social media](#)). There are essentially five elements to the offer:

- Timebound learning content – such as TeachingEnglish Open Learning Courses (MOOCs – Massive Open Online Courses)
- Online networking events – such as webinars and special events, for instance World Teachers' Day
- Online resources – such as downloadable articles, lesson plans, and publications
- Collaborative exchange through community membership – such as the Teacher Educator Community of Practice
- News – such as the newsletter for teachers and teacher educators

2.3 About 'TeachingEnglish Southeast Asia localisation project'

In Southeast Asia, we aim to share and communicate our global TeachingEnglish offers and localise the global themes so that they are more relevant to local teachers and teacher educators. Our key localisation activities include:

- Promoting and communicating the global content offers through regional campaigns on the [TeachingEnglish Asia Facebook page](#) and country communication channels, both through the British Council and local partners.
- Creating and delivering localised activities, including the [ASEAN TeachingEnglish online conference](#) and ASEAN teacher webinar series, to support teachers and teacher educators in the region in accessing and applying global offers and knowledge to their teaching.

The scope of this Request for Proposals falls under the TeachingEnglish regional localisation purposes and approaches described above.

The purpose and scope of this RFP and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFP ("Proposal"). Please refer to **Section 7: Specifications for more details.**

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 Vietnam.

3.1.3 Duration: The Contract awarded will be for a duration of 18 months (October 2024 to March 2026).

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. 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 all relevant 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 2 (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 paragraph 3.3.14, 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 paragraph 3.3.15, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 Consortium Members and sub-contractors – 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 Liability – 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 goods / services supplied
- British Council Purchase Order number

7 Specification

This section specifies the scope for this assignment, including the range of activities that the supplier is expected to deliver, the qualifications and expertise required of the supplier and the expected timeline for the task.

7.1 Scope of work

The supplier will provide expertise around online and social media engagement activities and content to facilitate the active participation of teachers and teacher educators across the Southeast Asia region. The target countries include Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand and Viet Nam. This includes designing and developing a series of Facebook Live activities and creating short-form videos aligned with the 2024/25 and 2025/26 content calendar. All content should be contextually relevant to local needs and challenges, using the [British Council's 12 Professional Practices](#) as a principal framework.

Aims

The British Council Southeast Asia aims to:

- Actively discuss and promote global themes of professional development in the region to help teachers understand their application and relevance to their local context.
- Encourage teachers and teacher educators to actively participate in regional localised activities and global online offers.

Context of activities delivered by the British Council at global and regional levels

All teacher CPD activities and materials are developed within the framework of the British Council's [12 professional practices](#), ensuring a comprehensive and cohesive approach to professional development. The English Connects central team oversees the management of the [TeachingEnglish website](#), curating a diverse array of courses and resources. Meanwhile, the dedicated team based in Southeast Asia is responsible for delivering tailored activities that cater to local needs and managing the [TeachingEnglish Facebook Asia](#) account to engage with the regional audience effectively. Suppliers play an important role in this ecosystem by providing innovative activities and materials that enhance localised social media initiatives, ensuring that content remains relevant and impactful.

British Council TeachingEnglish Calendar Themes:

Across each year, one of the 12 professional practices is chosen as a theme over two months. Each theme focuses on six selected elements from the CPD framework for teachers (see Annex 4). There are suggested questions attached to each theme that could help more focused discussions relating to the theme. The global calendar themes for 2025/26 will be provided when available.

ASEAN Teacher Webinar Series:

The ASEAN Teacher Webinar Series is a monthly event dedicated to exploring various educational topics relating to the British Council professional practices and TeachingEnglish online events. Each session is

held on Zoom and livestreamed on Facebook, reaching an audience of teachers and teacher educators across the ASEAN region. In 2023/24, the series included 11 webinars attended by over 3,000 participants and featured speakers from across East Asia. These webinars provide a region-specific perspective on global themes from the British Council TeachingEnglish programme. If the supplier's proposed activities include webinars, they will be part of this series.

TeachingEnglish ASIA Facebook:

This is our dedicated social media account in Southeast Asia to engage with English teachers and teacher educators in the region. [TeachingEnglish Asia Facebook](#) followers exceeded 300,000 in 2023. It is the main social media channel through which we livestream our webinars and conferences, host recordings and playlists, and answer queries from the audience. We also have a country [YouTube channel](#) to host our playlists. Teaching Clinics or Q&A sessions held on Zoom will be livestreamed mainly via this Facebook account.

TeachingEnglish Online Training Courses and Webinars:

The British Council offers a variety of free online training courses and webinars via the global TeachingEnglish platforms (website: [TeachingEnglish](#) and [Facebook page](#)) covering a range of topics that allow teachers and teacher educators to study at their own pace.

- **Open learning courses for Teachers:**
Centrally led open learning courses will run across our TeachingEnglish platforms from October 2024 to March 2026. More topics can be found at [TeachingEnglish Training](#).
- **Webinars for Teachers:**
Centrally led one-hour webinars will be organised across our TeachingEnglish platforms from October 2024 to March 2025. More information is available at [Webinars](#).
- **Webinars for Teacher Educators:**
Centrally led webinars specifically for teacher educators will be organised across our TeachingEnglish platforms from October 2024 to March 2025. More information is available at [Webinars for Teacher Educators](#).

These are delivered globally by the central TeachingEnglish team. The activities proposed by the supplier will provide additional local wraparound for these global online training courses and webinars.

7.2 Proposed deliverables

7.2.1 Facebook Live Activities

- **Design and development:** Conceptualise and produce a series of engaging Facebook Live activities tailored to the professional development of English teachers in the ASEAN region.
- **Formats included:**

- **Teaching Clinics:** Set up teaching clinics to provide practical solutions to specific classroom issues and to demonstrate effective teaching strategies.
 - **Q&A Sessions:** Organise live Q&A sessions where teachers can seek advice, share experiences, and discuss challenges with experts and peers.
 - **Panel discussions:** Organise panel discussions featuring experts, educators, and thought leaders to explore and debate current issues, trends, and best practices in English language teaching. These sessions will provide diverse perspectives and foster rich discussions, enhancing professional development for participants.
 - **Webinars:** Host interactive webinars on various teaching methodologies, classroom management techniques, and innovative educational practices.
 - **Other formats that fit social media posting and live streaming.**
- **Target audience:** Ensure these activities are accessible and beneficial to English teachers across the Southeast Asia region.
 - **Focus:** Address key British Council professional practices, TeachingEnglish webinars, open learning courses, and other relevant resources. Refer to the calendar themes for guidance (Annex 4).
 - **Local context:** Tailor the content to respond to local educational contexts, specific challenges, and emerging ideas within the region to enhance relevance and impact.

7.2.2 Short-form Video Series

- **Purpose:** Develop a compelling series of short-form videos designed to provide quick, insightful, and practical information for English teachers.
- **Content Calendar:** Align with the 2024/25 (see Annex 4) and 2025/26 themes (to be released at the end of December 2024), focusing on innovative teaching techniques, professional development tips, and case studies of successful educational initiatives. Address emerging trends in education, advanced pedagogical strategies, and the integration of digital tools in language teaching.
- **Platforms:** Ensure videos are suitable for Facebook, YouTube, and other ad hoc channels where applicable.
- **Community engagement:** Accompany each video with a community engagement question (e.g., "How do you learn your students' names?" or "What do you know about inquiry-based teaching?").

- **Themes:** Base themes on the TeachingEnglish Professional Practices, covering as many professional practices/themes as possible. Create multi-themed clips when appropriate (e.g., Inclusion in June and SEND in December).
- **Brand standards:** Create and manage content and assets to meet British Council English Programmes brand standards within the required timeframe. Refer to the brand architecture for English and School Education (previously called English Programmes).
- **Accessibility:** Ensure content complies with accessibility standards WCAG 2.0 Level AA, including visual clarity, transcripts, and closed captions.
- **Accompanying summary:** Provide a short summary to accompany each video, for example, for Facebook or YouTube
- **Post-review changes:** Make any changes required post-review by the TeachingEnglish team.
- **Content creation:** Utilise existing content provided by the British Council for editing or create original content as needed (existing content may include conference recordings, or content developed by previous projects).

We expect suppliers to support the promotion of TeachingEnglish online activities or videos via their own promotional channels to the target audience.

Suppliers can choose to implement one or two or both of the above deliverables (7.2.1 Facebook Live Activities and/or 7.2.2 Short-form Video Series).

Suppliers are reminded of the ‘Innovation’ selection criteria (see Section 13: Evaluation Criteria below). While the activities outlined above are our core requirements, we also look for innovative proposals from suppliers. Suppliers are required to demonstrate how their innovation will help to ensure wider reach, impact, inclusion, and value for money.

7.3 Technical specifications

Themes from October 2024 to March 2025 are explained below. Themes from April 2025 onwards will be provided when they are released.

- **October/November:** [Knowing the subject](#) – Raising awareness of language systems, and appropriate methodologies and resources for developing specific knowledge and skills in our learners.
- **December/January:** [Taking responsibility for professional development](#) – Understanding professional needs, interests and learning preferences in order to identify areas for development, defining short, medium and long-term career goals, understanding the developmental pathways

available, using technology to facilitate professional development, staying up to date with developments in education in teaching and learning and being aware of, selecting and engaging in, appropriate professional development opportunities and resources to inform classroom practice.

- **February/March: [Planning lessons and courses](#)** – Defining aims/learning outcomes that meet learners' needs and the course objectives, selecting and developing engaging activities, resources and materials which correspond to the aims of the lesson. Dividing lessons into coherent stages, planning board work, selecting and describing interaction patterns for different activities during the lesson, and planning for differentiated learning. Anticipating problems that may arise during the lesson, and planning how to respond to these, describing how learners' understanding will be checked or assessed and describing when and how feedback will be provided.

Timings

Facebook lives will take place every month, generally on a Tuesday from 4 – 5 pm (GMT+7).

Audience details

The wraparound activities are designed for basic education teachers – primary and secondary school teachers – as well as teacher educators from across the Southeast Asia region. The target countries include Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand and Viet Nam. They are looking for context specific tips and support on global issues for educators.

If you would like to propose a panel discussion or speaker for the webinar, these are the relevant details:

Session length – Standard speaker sessions will be max 1 hour, with a recommended 45 minutes of presentation time and 15 minutes for questions and answers.

Panel length – Panel discussions will last for max 1 hour and should have 3-4 panel members, including a moderator. The format typically includes brief presentations (5-7 minutes each) from panellists, followed by a moderated discussion and audience Q&A.

Interactivity – Speakers will be able to interact with the audience through the text chat feature on Zoom, and hopefully through polls, if you'd like a more interactive session.

Audience take-aways – We ask speakers to try to include recommendations for free online resources from www.teachingenglish.org.uk

Platform – All sessions will be run online using Zoom or a similar platform (to be confirmed). They will be livestreamed to Facebook so they can reach a larger audience. Recordings will also be available in a playlist on YouTube.

Rehearsal – Practice sessions will be provided for all speakers and panel members prior to their live session.

Resources – Using slides, audio and video resources can add to the interactivity of the sessions, depending on your internet connection.

Local relevance – When planning your session, please ensure that the content is relevant to the needs and contexts of teachers across the region. Your presentation should address specific challenges, opportunities, or practices that are particularly pertinent to educators in this region. This approach will help make your session more engaging and directly applicable to your audience.

Panel proposals – Your proposal should clearly outline the topic, the perspectives each panellist will bring, and how the discussion will engage with the conference themes and regional teaching contexts. If proposing a panel, please submit a single proposal that includes information on all panellists and the moderator. We may also group individual proposals on similar topics into panel discussions.

7.4 Expected Outcomes

- Increased awareness of TeachingEnglish resources and British Council offers among teachers and teacher educators across Southeast Asia.
- Higher engagement and active participation of the target audience participating in localised TeachingEnglish activities and events.
- Improved teaching skills, knowledge, and professional networks among participants through self-reported data.

7.5 Budget

We are seeking competitive bidding proposals from suppliers. The maximum total contract value will not exceed **GBP 50,000** (fifty thousand pounds Sterling).

7.6 Eligibility and Experience Required

Who is eligible to apply:

We are looking for suppliers who are institution(s) and organisation(s) based in Southeast Asia and could undertake one or both deliverables for the duration as described above. These can include:

- English language teaching institutions, organisations, and companies (public and private)
- EdTech companies with experience of working in the area of English language teaching
- Higher education institutions that specialise in English language teaching
- Teacher associations

The British Council particularly encourages proposals from English language teaching institutions or a collaboration between an institution/organisation and EdTech company that will help ensure wider reach and/or impact for teachers/teacher educators.

Essentials

- Have social media digital content production capacity and/or significant track record of hosting Facebook Lives and short-form video experiences (as well as technical know-how e.g. 'content creation/editing'). (Please note this is a non-negotiable requirement and evidence of previous track record in these areas needs to be provided in the supplier's response).
- Proven experience in developing and delivering professional development activities for teachers and teacher educators.
- Expertise in English language teaching and understanding of the local context in Southeast Asia.
- Ability to engage and manage online communities and promote activities through social media and other channels.
- Demonstrable innovation in content delivery and engagement strategies.

Desirable

- A good understanding of the British Council CPD framework and knowledge of TeachingEnglish offers.

7.7 Equality, Diversity, and Inclusion in English and School Education activities

In developing your response (Annex 2), suppliers are requested to give detailed consideration to equality, diversity and inclusion (EDI) issues as outlined in this section and incorporate how you intend to address these in the planning, delivery and monitoring and evaluation of your proposed activities.

Our EDI policies

The British Council's work is based on building meaningful, enduring, and respectful relationships across different cultures. To do this successfully and to build trust with our partners requires a strong commitment to equality, diversity, and inclusion. Our [equality, diversity and inclusion policy](#) explains our approach, which is to try to make sure that EDI is central to everything we do.

Our goal is to develop inclusive programmes that bring together people with different experiences and backgrounds. We hope this will make everyone's experiences richer, and ultimately lead to more inclusive societies. We focus on six areas of diversity, aligned to those protected by UK equality legislation:

- a. age
- b. disability – see Disability Equality below
- c. ethnicity/race – see Anti-racism below
- d. gender – see Gender Equality below
- e. religion or belief
- f. sexual orientation

We recognise that these areas intersect, together with other characteristics such as socio-economic background and geographical location.

Gender Equality

We are committed to tackling gender discrimination. Our focus is on promoting equality and eradicating unjustified discrimination in relation to women and girls who frequently experience social and economic disadvantage, negative attitudes, alienation, abuse and violence worldwide.

We aim to embed gender equality into all our programmes, and our approach is set out in our [Guide to Addressing Gender Equality \(2018\)](#) .

Disability Equality

We recognise disability as a broad concept that includes physical, sensory, learning and mental health issues and long-standing and fluctuating health conditions e.g., HIV/AIDS and cancer.

We made a commitment to embedding disability inclusion in our programmes through the [Global Disability Summit commitments](#) in 2018:

The British Council commits to taking action to support disabled people to increase their voice, skills, and agency to influence others and shape change in their own lives, the lives of others and wider society. We will do this through the meaningful involvement of disabled people within our own workforce and in our programmes in Arts, Education, Society and English and Exams, seeking to identify and remove barriers to inclusion and create conditions that encourage and value diversity.

We have taken forward these commitments over the years, tracking and reporting progress through the Global Disability Summit Working Group.

Anti-racism

We strive to give everyone we engage with the opportunity to achieve their potential, regardless of race, ethnicity or background.

Our [Anti-Racism Action Plan](#) includes our priorities.

7.8 Confidentiality

All information contained within this document is confidential and is provided only to give suppliers an adequate understanding of the British Council's requirements and under no circumstances should be disclosed to a third party without the British Council's consent.

Please refer to the template Contract in Annex 1 for other relevant British Council policies.

7.9 Project duration

18 months, from 1 October 2024 to 31 March 2026

7.10 Payment and Invoicing

Terms: payment will be made upon receipt of invoice based on actual deliverables on a quarterly basis.

The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract.

General requirements for an invoice for the British Council include:

- A description of the services supplied is included.
- The British Council Purchase Order number is included.
- It is sent electronically via email in PDF format to teachingenglishasia@britishcouncil.org

Any submissions must expressly accept the British Council's Contract (Terms and Conditions). If you have any objections these must be stated in writing on a separate appendix. A copy of the Contract is attached at Annex 1.

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	7 August 2024
Deadline for clarification questions (Clarification Deadline)	19 August 2024
Briefing session for British Council to respond to clarification questions from bidding suppliers	23 August 2024
Deadline for submission of Proposals by potential suppliers (Response Deadline)	1 September 2024
Final Decision	9 September 2024
Contract concluded with winning suppliers. First payments to be made.	30 September 2024
Project start date	1 October 2024
Project end date	31 March 2026

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 the following email addresses by the Response Deadline, as set out in the Timescales section of this RFP:

English Programmes Mailbox teachingenglishasia@britishcouncil.org

Cc to Ei Thein, English Connects programmes coordinator: ei.thein@britishcouncil.org

Please use the subject line **TeachingEnglish Southeast Asia proposal**

All RFP Responses should include the following documents:

- Annex 2 – A Supplier Response, demonstrating the technical approach.
- Annex 3 – A Pricing Approach, detailing costing breakdown.

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 teachingenglishasia@britishcouncil.org 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 respond 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.



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 advantageous proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

Evaluation Criteria (Max score = 100)	Weight of Score
Social Value [Guidance Note: Please refer to the Supplier Response template – Part 1 – Social Value evaluation criteria section for further guidance]	10%

<p>Methodology and approach</p> <p>Proposals must clearly explain the supplier's expertise and capability in social media digital production, specifically relating to the deliverables. This includes both Facebook Live and short-form video content or either one of them. Bidders need to:</p> <ol style="list-style-type: none"> 1. <i>Demonstrate expertise and capabilities:</i> Clearly articulate your expertise in social media digital production, including both Facebook Live and short-form video content. Highlight your capabilities in delivering the specified content effectively. 2. <i>Provide design principles and examples:</i> Present your design principles and showcase explicit examples of similar deliverables. This should include visual and conceptual designs that align with the project requirements. 3. <i>Showcase track record and technical know-how:</i> Provide a detailed track record of your experience with similar production projects. Highlight your technical know-how in content creation and editing, supported by specific examples of past work that demonstrate your proficiency. 4. Demonstrate how you will monitor and ensure quality. 5. Demonstrate delivery capacity – a team of individuals with the skills and experience necessary to ensure that the project will be delivered successfully. 	30%
<p>Innovation</p> <ul style="list-style-type: none"> • Demonstrate your innovative approach to creating social media content, particularly strategies to make online events and content attractive to the target audience. Provide examples of innovative techniques or creative solutions for the deliverables, and feel free to suggest alternative formats or activities. 	10%
<p>Risks and EDI management</p> <ul style="list-style-type: none"> • A demonstration of risk analysis, mitigation strategy and a commitment to the British Council's Policy on EDI. 	10%
<p>Commercial: Capacity to deliver on time and within budget (40 per cent)</p> <ul style="list-style-type: none"> • Value for money: Proposals must achieve the best possible outcomes with the funding and resources available, while ensuring funding and resources are used effectively, economically and without waste. 	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 The Winning Proposal(s) - 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 Response

Annex 3 – Pricing Approach

Annex 4 – Global theme calendar