**Terms of Reference**

**Assignment:** Technical Assistance Requested:   
**Non-key Short-Term Senior Expert:**

**Expert for Preparing a Report on Developing Film Sector in Azerbaijan**

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| **The Project:** | EU-Eastern Partnership Culture Programme II |
| **REF:** | EuropeAid/135685/DH/SER/MULTI |
| **Financing Institution:** | European Union |
| **Budget Line/ Expert Category:** | Non-Key Short Term Experts |
| **Team Leader:** | Tim Williams |
| **Beneficiary countries** | The Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova and Ukraine) |
| Client | European Union, Directorate General Neighbourhood and Enlargement Negotiations (NEAR), Unit C2 |

**1. Description of the Assignment**

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| **Title:** | **Expert for Preparing a Report on Developing Film Sector in Azerbaijan** |
| **Number of required experts:** | **1 Junior Expert** |
| **Duration of the assignment:** | **Up to 12 Working Days** |
| **Period of the assignment:** | **August 2016-April 2017** |
| **Place of assignment:** | **Home-based with field missions to Azerbaijan** |

**2.** **Background of the Programme**

European Union-Eastern Partnership Culture Programme 2015-2018 aims at further strengthening cultural policies, particularly the Cultural and Creative Sectors, and to strengthen the capacities of the culture sector and the culture operators in the EaP countries. It also aims to increase the links between public institutions and private actors and to include civil society in the decision making process, thus enhancing the role of culture as a driving-force for reform, promotion of inter-cultural dialogue and social cohesion. The Programme consists of four main components: (1) Strengthening national capacities in evidence-based policy, (2) Capacity-building in support of modernisation and reform in the cultural sector, (3) Development of international collaboration opportunities and partnerships including through participation in the EU's new major grants programme Creative Europe and (4) Communications and visibility strategy.

The Programme is administered by a consortium led by the British Council with its partners: The Soros Foundation-Moldova, The National Centre for Culture of Poland, and the Goethe-Institut. A Technical Advisory Team based in Kyiv runs the day-to-day management of the Programme with a team of six Country Coordinators.

**3. Assignment Objectives**

One of the key tools to support the development of cultural and creative sectors in the Eastern Partnership countries is to conduct two sub-sector reports (short research exercises) in each EaP country, total of up to 12 studies. The aim of those reports is to give overviews of selected sub-sectors across the region, identify gaps in knowledge, skills, and policy in the cultural and creative sectors. The sub-sectors are identified during consultations with cultural experts, also they correlate with key trends in the EaP countries and they are based on local cultural policy priorities.

The current report will focus on film sector sector in Azerbaijan. The Ministry of Culture and Tourism has created a legislative working group to draft a new law on cinematography. The film sector in Azerbaijan is facing a number of challenges, therefore the report will contribute to sector’s development through introducing the lessons learned from contemporary audiovisual sector policies and film industry operating models in Europe and proposing necessary reforms for Azerbaijan. The report will identify the key obstacles present in current Azerbaijani audiovisual landscape and propose key objectives and tasks in order to strengthen the sector artistically, legally, financially and administratively. It should analyse the aspect of developing the sectors position and access to audiovisual content in the regions and local communities, as well as how to strengthen the internationalisation of the sector. Report shall identify current educational capacity, including necessary skills and experience of film community and propose main areas of development.

The expert will be responsible for preparing the report, including the comparative analysis of European audiovisual sector policies and good practices. The report will cover all key aspects of film industry’s value chain (including creation, production, promotion, and distribution). The EU-EaP Culture and Creativity Programme in cooperation with appropriate national agencies will facilitate the expert’s access to necessary data from Azerbaijan concerning the local film sector.

**4. Assignment Scope**

At the beginning of the process the expert will prepare in consultations with the Programme Team a report outline, which identifies the detailed scope of the analysis, list of selected countries for the comparative analysis, description of necessary data and statistics from Azerbaijan, key research questions and proposed structure for the report.

Taken into account the available resources for preparing the report, the outline and subsequent process needs to focus on key aspects necessary for developing Azerbaijani film sector and prioritise between areas of analysis and proposed recommendations.

**5. Methodology, Approach and Main Deliverables**

The report on film sector in Azerbaijan will be an instrumental contribution to the process of developing the sector in coming years. The main deliverable of the process is a report on film sector in Azerbaijan with comparative analysis and recommendations. The main questions addressed in the report should include:

* What is the status quo of the film sector in Azerbaijan? What are the main strengths, weaknesses, opportunities and threats for the sector?
* What are the main aspects of audiovisual sector developments in other European countries? What are internationally the key trends and developments in the sector? What kind of new and innovative measures and good practices have been implemented elsewhere that could be useful for Azerbaijan to consider?
* What would need to change in Azerbaijan regarding the film sector? What are the most critical elements for development and needs for reform? How to measure success and impact? What could be the key performance indicators for the sector? What could be the most effective administrative financial setting for the sector development (e.g. setting up effective national structures for film sector)?
* What would be efficient mechanisms to develop access to audiovisual content in the regions and local communities? How to tackle the issue of audience development? How to integrate new technologies into these developments?
* What are the key skills for competitive film sector? How to increase the quality of education and training, that could meet the needs of the sector and society? How to encourage innovative models in the sector, including supporting cross-media platforms and new business models related to audiovisual sector?
* How to strengthen cooperation within the film sector between different stakeholders? How to build local and international networks? How to promote international sales of Azerbaijani movies? How to promote Azerbaijan to foreign film crews as a shooting location?

The list of questions is not exhaustive. Other relevant questions to develop the film sector in Azerbaijan could be identified. The expert will conduct meetings and/or workshops with key stakeholder groups to gather detailed information of status quo of local film sector and discuss the gaps between current situation and desired outcomes. In case the selected expert is not based in Azerbaijan, at least one visit to Azerbaijan during the assignment will be organised.

The expert is expected to give interviews and comments to media on results of research when necessary.

**6. Reporting Requirements**

The expert will be responsible for providing regular updates to Programme office during the entire duration of the assignment and provide all necessary contacts acquired in relation to the assignment to the Programme office in Kyiv by the end of April 2017.

**7. Experts Profile**

European Union-Eastern Partnership Culture Programme 2015-2018 does not discriminate on the basis of age, race, colour, sex, religion, sexual orientation, or disability. Applicant must meet the following criteria:

1. At least three years’ experience of working in EaP countries or similar EU countries in areas relevant to the assignment.
2. Excellent knowledge of film sector in Europe, including having an in-depth overview of key trends, operating models, existing policies and main stakeholders.
3. Knowledge of film sector in Azerbaijan and/or other Eastern Partnership countries would be an important asset.
4. Experience in conducting similar research work or reports in the field of culture, in particular in the film sector.
5. Very good written and oral communication skills, ability to express ideas in clear, convincing and structured manner.
6. Ability to communicate in English is required, Azerbaijani and/or Russian language skills would be an additional asset.

The British Council especially welcomes applications from experts based within the Eastern Partnership countries.

**8. Activities and Timetable**

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| **Activity** | **Working Days** | **Timeline** |
| Preparing a report outline and conducting a comparative analysis of European film sector policies; data collection and analysis of Azerbaijani film sector (in case the selected expert is not from Azerbaijan, the assignment includes at least one on-site visit to Azerbaijan) | 6 | Aug-Nov 2016 |
| Writing a report with recommendations for film sector development in Azerbaijan, updating the report after receiving feedback from key stakeholders | 6 | Nov 2016-  April 2017 |
| **Total** | **12 Days** |  |

**9. Administrative Aspects**

**9.1. Conflicts of Interest**

Applicants must confirm in their covering letter that there are no existing conflicts of interest relating to the assignment or any other professional or personal circumstances that might affect the fulfilment of the assignment. Applicants must also declare any potential conflicts of interest which might arise during the assignment. Should any conflict of interest arise which was known about but not declared at the time of the application, the British Council may terminate the contract.

**9.2. Fees**

The British Council will negotiate fees with the selected Expert after selection. This Programme is VAT exempt.

**9.3 Invoicing**

An invoice (using the format in Annex 4 to the contract) and timesheet(s) (using the format in Annex 8 of the contract) should be submitted to the British Council, by the 25th day of the month following the end of the assignment. For assignments falling across more than one month, separate timesheets will be needed, one for each month.

**9.4. Financial record keeping**

This work is part of an EU-funded Programme. This type of Programme is based on payment of verifiable, eligible expenditure. The selected Expert must ensure that all expenses claimed and receipts/documentation is in-line with the British Council’s requirements to enable it to fulfil the requirements of the EU as set out in Annex 3 to the contract.

**10. Application Procedure**

Applications must be submitted by e-mail to Victoria Dudko at [Victoria.Dudko@britishcouncil.org.ua](mailto:Victoria.Dudko@britishcouncil.org.ua) no later than **15:00 hrs Kyiv time, 21th July 2016**.

The email subject line should say: **Application for the position: NKE 31: Non-key Short-Term Expert: Report on Developing Film Sector in Azerbaijan**

The application must include the following:

**CV** in English (preferably in the Europass format: <https://europass.cedefop.europa.eu>).

A **one-page cover letter** in English, which:

provides concrete examples of how the applicant’s experience and skills meet the assignment (based on the listed criteria for the Expert profile);

provides information about two referees who can be contacted by the British Council

Please pay attention to following:

* References must be available on request.
* All applications will be considered in strict confidence.
* The assignment cannot be undertaken by civil servants or other public officials of the Programme’s beneficiary countries, unless by exception and in relation to such individuals’ personal time.

For more information, please contact Victoria Dudko, [Victoria.Dudko@britishcouncil.org.ua](mailto:Victoria.Dudko@britishcouncil.org.ua), phone: +380 44 490 5600

**11. Application Evaluation Criteria**

All applications will be assessed against the advertised Expert Profile. We aim to inform applicants of the results of their selection within one month. The British Council reserves the right to reject any or all of the proposals.