**Terms of Reference**

**Assignment:** Technical Assistance Requested:   
**Non-key Short-Term Senior and Junior Experts:**

**Experts for Preparing a Report on Developing Cultural and Creative Industries in Eastern Partnership Countries**

|  |  |
| --- | --- |
| **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**

|  |  |
| --- | --- |
| **Title:** | **Experts for Preparing a Report on Developing Cultural and Creative Industries in EaP Countries** |
| **Number of required experts:** | **Up to 1 Senior Expert**  **Up to 2 Junior Experts** |
| **Duration of the assignment:** | **Up to 22 Working Days for Senior Expert**  **Up to 11 Working Days for Junior Expert(s)** |
| **Period of the assignment:** | **July 2016-February 2017** |
| **Place of assignment:** | **Home based with field missions to Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine** |

**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 (EaP) countries is to conduct sub-sector reports (short research exercises) in all six EaP countries. The aim of these 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. Developing cultural and creative industries (CCIs) have been on the cross-roads of cultural, educational, economic and regional development policies across the world, particularly in the European Union. Both the European Commission and all the Member States have paid attention in recent years to investigate the role of culture and creativity to foster entrepreneurship, innovative solutions and spill-over effects to other parts of the economy and society at large, including strengthening social cohesion, new skills and competences, sustainable development, and local and regional competitiveness.

While there has been growing interest in recent years in EaP countries to develop the entrepreneurial dimension of cultural and creative sectors, to introduce contemporary approaches in the field of culture and to bridge the culture and creativity with the rest of the society, there are still lack of strategic initiatives and cooperation between the public and private stakeholders. There are number of CCIs development organisations and creative hubs emerging in some of the EaP countries, but more coordinated approach is needed in raising awareness, identifying priority development areas, updating cultural and creative curricula and fostering cross-disciplinary approach in CCIs’ related education, creating favourable conditions for creative enterprises in terms of business development, access to finance, capacity building, exports and internationalisation as well as providing necessary physical infrastructure.

The current report will contribute to the process of developing CCIs in EaP countries by linking the latest developments in Europe with possibilities in the EaP countries. The report will identify key possibilities and obstacles in current CCIs landscape in EaP countries and propose key objectives and tasks in order to strengthen the sector’s potential, including the aspects of local and regional development, tourism, new technologies, education, etc. The report is expected to provide analysis of individual EaP countries in terms of possible priority sectors for development, as well as proposing recommendations for regional cooperation.

**4. Assignment Scope**

At the beginning of the process the experts will prepare in consultations with the Programme Team a report outline, which identifies the detailed scope of the analysis, description of necessary data from EaP countries, list of main stakeholder groups to be involved in the process, key research questions and proposed structure for the report.

The report will not include statistical mapping exercise of CCIs. The Programme has launched a process of developing cultural indicators (based in UNESCO Culture for Development Indicators) in Armenia, Azerbaijan, Georgia and Ukraine, while Moldova started the process earlier and there are plans to involve Belarus at the next phase. The CDIS cultural indicators will give an overview of the employment figures and contribution of culture to GDP. The results are of the CDIS process are expected by December 2016-January 2017.

The Senior expert (who can be based in the region or outside of the region) will be responsible for preparing the report, including the analysis of European CCIs policies and recommendations for developing the sector in six EaP countries. The Junior expert(s), who must be based in the EaP region, will work with the Senior expert to advise on local context, collect necessary data and other available materials on recent developments in each country, and help to prepare the stakeholder meetings and workshops.

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

The main deliverable is a report on developing CCIs in six EaP countries individually as well as in regional cooperation. The indicative structure of the report:

* Key developments of CCIs in the European Union and comparative analysis of selected EU Member States relevant to EaP countries (emphasis on those EU Member States that participate in the EU Cross-Border Cooperation programmes);
* Six individual country reports (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine), each of which includes:
  + Overview of the CCIs trends and developments in the country, including existing data, policy/strategy level initiatives, key stakeholders;
  + Identification of priority sub-sectors in terms of potential for economic growth, job creation, export and internationalisation, and added value to other sectors;
  + Proposing a roadmap (set of recommendations) to develop CCIs, particularly the priority sub-sectors, focusing on:
    1. creating necessary pre-conditions for CCIs development (e.g. raising awareness, building institutional alliances, developing curricula, creating public sector policy framework);
    2. strengthening cultural and creative entrepreneurs and institutions (e.g. capacity building, developing physical infrastructure, identifying the need for creative business incubation initiatives, facilitating access to finance, supporting internationalisation and exports);
    3. fostering spill-overs/cross-overs to other sectors (e.g. integrating culture and creativity into other policy areas, matching creative professionals with other industries)
  + Analysing the horizontal aspects for CCIs development, including needs to upgrade education curricula and introduce cross-disciplinary initiatives, utilise the design thinking processes in raising the competitiveness of local economies, CCIs in local and regional development, and linking CCIs with developments of new technologies, ICT and digital media.
* Recommendations to foster cross-border cooperation in EaP region in developing CCIs.

Other relevant questions to support the development process of CCIs could be identified.

The experts will conduct meetings and workshops with key stakeholder groups in each of the six countries to gather detailed information of status quo of CCIs and discuss the gaps between current situation and desired outcomes. These meetings will be a key contribution in helping to identify subsectors with highest development potential as well as proposing list of recommendations for developing CCIs in all six countries. The experts are expected to give interviews and comments to media on results of research when necessary.

**6. Reporting Requirements**

The experts will be responsible for providing regular monthly 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 February 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:

**Senior Expert:**

1. At least ten years’ experience of working in areas relevant to the assignment, out of which at least three years’ experience of working in EaP countries or similar EU countries in areas relevant to the assignment.
2. Excellent knowledge of cultural and creative industries developments in the EU, including having an overview of key trends, existing policies and strategies, latest research and main stakeholders.
3. Having an overview of current situation of cultural and creative industries in EaP countries would be an important asset.
4. Experience in conducting similar research work or reporting in the field of cultural and creative industries.
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, knowledge of local languages and/or Russian language skills would be an additional asset.

**Junior Expert:**

1. Currently based in one of the EaP countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova or Ukraine).
2. At least three years’ experience of working in EaP countries or similar EU countries in areas relevant to the assignment.
3. Very good knowledge of cultural and creative industries developments in EaP Countries, including having an overview of key trends, existing policies and strategies, latest research and main stakeholders.
4. Experience in conducting similar research work or reporting in the field of cultural and creative industries.
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, knowledge of local languages 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**

**Senior Expert:**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Working Days** | **Timeline** |
| * Designing detailed report outline, data collection and comparative analysis on developments in the EU | 3 | July-Sept 2016 |
| Data collection and analysis on EaP countries | 3 | July-Nov 2016 |
| Conducting meetings and workshops in Azerbaijan | 2 | Sept-Nov 2016 |
| Conducting meetings and workshops in Armenia | 2 | Sept-Nov 2016 |
| Conducting meetings and workshops in Belarus | 2 | Sept-Nov 2016 |
| Conducting meetings and workshops in Georgia | 2 | Sept-Nov 2016 |
| Conducting meetings and workshops in Moldova | 2 | Sept-Nov 2016 |
| Conducting meetings and workshops in Ukraine | 2 | Sept-Nov 2016 |
| Finalising the report with individual country profiles and recommendations for developing CCIs, presenting the initial findings at Creative Georgia Forum December 8-9, 2016. | 4 | Oct 2016-  Feb 2017 |
| **Total** | **22 Days** |  |

**Junior Expert** (the assignment might be split between two experts)**:**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Working Days** | **Timeline** |
| Data collection and analysis on CCIs developments in EaP countries | 5 | July 2016-  Feb 2017 |
| Preparing meetings and workshops in Azerbaijan | 1 | Sept-Nov 2016 |
| Preparing meetings and workshops in Armenia | 1 | Sept-Nov 2016 |
| Preparing meetings and workshops in Belarus | 1 | Sept-Nov 2016 |
| Preparing meetings and workshops in Georgia | 1 | Sept-Nov 2016 |
| Preparing meetings and workshops in Moldova | 1 | Sept-Nov 2016 |
| Preparing meetings and workshops in Ukraine | 1 | Sept-Nov 2016 |
| **Total** | **11 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, 30th June 2016**.

The email subject line should say: **Application for the position: NKE 27: Non-key Short-Term Expert: Preparing a Report on Cultural and Creative Industries in EaP Countries**

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:

identifies if the application is for senior or junior expert position;

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.