

**Annex 2 Supplier Response**

**Title: ITT - SX37GOAL72025 - ILMPACT/COMMS/2025 - Strategic Communications, Visibility, and Outreach Support – ILMpact Programme (Advocacy and awareness on the Importance of Girls education, reducing Learning poverty and elimination of barriers on inclusion)**

**Company name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
(To be used on the Contract)**

**Company address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(To be used on the Contract)**

**Company Reg: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(If Applicable)**

**Contact name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Telephone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructions**

1. Provide Company Name and Contact details above.
2. Complete Part 1 (Supplier Response) ensuring all answers are inserted in the space below each section of the British Council requirement / question. Note: Any alteration to a question will invalidate your response to that question and a mark of zero will be applied.
3. Complete Part 2 (Submission Checklist) to acknowledge and ensure your submission includes all the mandatory requirements and documentation. The checklist must also be signed by an authorised representative.
4. Review Annex A and add any parts of the information submitted which is classed as Confidential or sensitive information.
5. Submit all mandatory documentation to [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org) / <https://tap.tcsapps.com/tap2/#/bc-supplier-registration> by the Response Deadline, as set out in the Timescales section of the RFP document. All communication to be conducted via the correspondence tab within the project and if you are unable to access the portal than please have the communication on the email address provided above.

**Part 1 – Supplier Response**

1.1 Responses will be scored according to the methodology as set out in Evaluation Criteria section of the tender document.

1.2 If a requirement can only be partially met, please ensure a clarification with additional detail is sent via [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org) / <https://tap.tcsapps.com/tap2/#/bc-supplier-registration> which can be answered and therefore on submission a fully met requirements can be submitted.

1.3 Please indicate all costs are included in the response to Annex 3 (Pricing Approach).

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| **Social Value – 10%** | | |
| **ID** | % | **Requirement** |
| **SV01** | **10%** | **What innovations/Initiatives within the organisation help to demonstrate your understanding and commitment to advancing equality, creating employment opportunities for disadvantaged people and combatting modern slavery?**  **Please provide your answer based on one or more of the following elements which will need to be outlined on your project plan:**   * **Action to increase the representation of disabled or disadvantaged people** * **Supporting disabled people to develop additional skills or gain promotion** * **Action to identify and tackle inequality in employment**   **Ways to identify and manage the risks of modern slavery within the organisation and it’s supply chains.**  Provide a timed project plan and process, including how you will implement your commitment through delivery of the contract. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. You should include but not be limited to:   * timed action plan, * use of metrics, * tools/processes used to gather data, * reporting, * feedback and improvement, * transparency, * Limitations.   There is an expectation that all reporting is GDPR compliant.  (Maximum word count 2000 Words)  **Supplier Response:** |

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| **Relevant Experience – 20%**  Network with institutions, influencers, and private sector companies,  Innovation and scale-up (creative and tools for scaling up) Capacity of the company (human resources; experience) | | |
| **ID** | % | **Requirement** |
| **RE01** | **3.4%** | Please describe your organisations relevant track record and experience in regard to managing design needs for a brand, as described in more detail in the RFP.  **Supplier Response:** |
| **RE02** | **3.4%** | Please mention previous clients you have worked with to execute a similar piece of work.  **Supplier Response:** |
| **RE03** | **3.3%** | Please also share your design portfolio while working on similar brands.  Animation work is a mandatory.  **Supplier Response:** |
| **RE04** | **3.3%** | Please briefly provide information about the role, skills and experience of your proposed team members that will be engaged for delivering work for British Council. Please share the CVs of the individual (who will be working with British Council on this) as separate files.  **Supplier Response:** |
| **RE05** | **3.3%** | Please share the capacity of company with regards to human resources and relevant experience (refer to TORs)  **Supplier Response:** |
| **RE06** | **3.3%** | Please share innovation and scale up approach used before (refer to TORs)  **Supplier Response:** |

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| **Quality – 20%  (**Quality on the proposed campaign methodology, activities, envisaged results, deliverables, and other campaign’s details, Depth of understanding of the social and educational challenges faced by target audience. Creativity and feasibility of the proposed communications strategy. Clarity and professionalism of the presentation) | | |
| **ID** | % | **Requirement** |
| **QU01** | **10%** | How will you ensure we are putting out quality designs consistently? “  **Supplier Response:** |
| **QU02** | **10%** | Which mediums will be used? What will be the influencers for use and/or channels?  **Supplier Response:** |

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| **Monitoring and Sustainability – 10%** | | |
| **ID** | % | **Requirement** |
| **MA01** | **1.8%** | How do you ensure your understanding of the project brief and objectives is aligned with our expectations?  **Supplier Response:** |
| **MA02** | **1.8%** | What methods do you use to identify and segment target audiences effectively?  **Supplier Response:** |
| **MA03** | **1.6%** | Please describe the methodology you will apply to ensure timely delivery of the project.  **Supplier Response:** |
| **MA04** | **1.6%** | How will you manage and monitor the project’s progress, and what milestones will you establish?  **Supplier Response:** |
| **MA05** | **1.6%** | What is your approach to managing potential risks during the project? How will you keep all stakeholders informed and involved throughout the project lifecycle?  **Supplier Response:** |
| **MA06** | **1.6%** | How will your approach integrate sustainability and social value, particularly with respect to social impact areas?  **Supplier Response:** |

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| **Commercial/Financial – 40%** | | |
| **ID** | % | **Requirement** |
| **CO01** | **40%** | Please complete Annex 3 (Pricing Approach) |

**Part 2 – Submission Checklist**

Insert Yes (Y) or No (N) in each box in the table below to indicate that your submission includes all of the mandatory requirements for this tender.

**Important Note:** Failure to provide all mandatory documentation may result in your submission being rejected.

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| **Submission Checklist** | |
| **Document** | **Y / N** |
| 1. Confirm acceptance of the Annex 1 (Terms and Conditions), including any changes made via clarifications during the tender process. |  |
| 2. Completed Annex 2 (Procurement Specific Questionnaire) and all associated documentation requested as part of that document |  |
| 3. Completed Ratio Analysis spreadsheet (see section 3 of Annex 2 and ITT document) |  |
| 4. Audited Financial Accounts (the most recent two years) (see section 3 of Annex 2 and ITT document) |  |
| 5. Completed tender response in Annex 3 (Supplier Response) and in accordance with the requirements of the ITT |  |
| 6. Completed pricing proposal in Annex 4 (Pricing Approach) |  |
| 7. This checklist signed by an authorised representative |  |
| 8. Appendix A to this checklist in relation to information considered by you to be confidential / commercially sensitive |  |

I confirm on behalf of the supplier submitting the documents set out in the above checklist that to the best of our knowledge and belief, having applied all reasonable diligence and care in the preparation of our responses, that the information contained within our responses is accurate and truthful.

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| **Supplier:** |  |
| **Date:** |  |
| **Name (print):** |  |
| **Position:** |  |
| **Signature:** |  |
| **Title:** |  |

**Appendix A to Submission Checklist**

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| **Table of Information Designated by the supplier as Confidential and / or Commercially Sensitive** | | | |
| ***This table only needs to be completed if any information inserted as part of your tender response and in any accompanying documents is deemed by you to be confidential and/or commercially sensitive. Please note that the Confidentiality and Information Governance provisions of the RFP apply to any information designated as confidential and/or commercially sensitive.*** | | | |
| No | Section of tender response which the supplier wishes to designate as confidential and / or commercially sensitive | Reasons as to why supplier considers this information confidential and/or commercially sensitive and why it should be exempt from disclosure under the Freedom of Information Act 2000 or the Environmental Information Regulations 2004 or other relevant laws | Length of time during which supplier thinks that such exemption should apply |
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