



## **Invitation to Tender (ITT)**

**For: 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)**

**Date: 4 August 2025**

### **1 Overview of the British Council**

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people, creatives and educators, and our own creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world

We take a long-term approach to building trust and remain at arm's length from government. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2022–23 we reached 600 million people

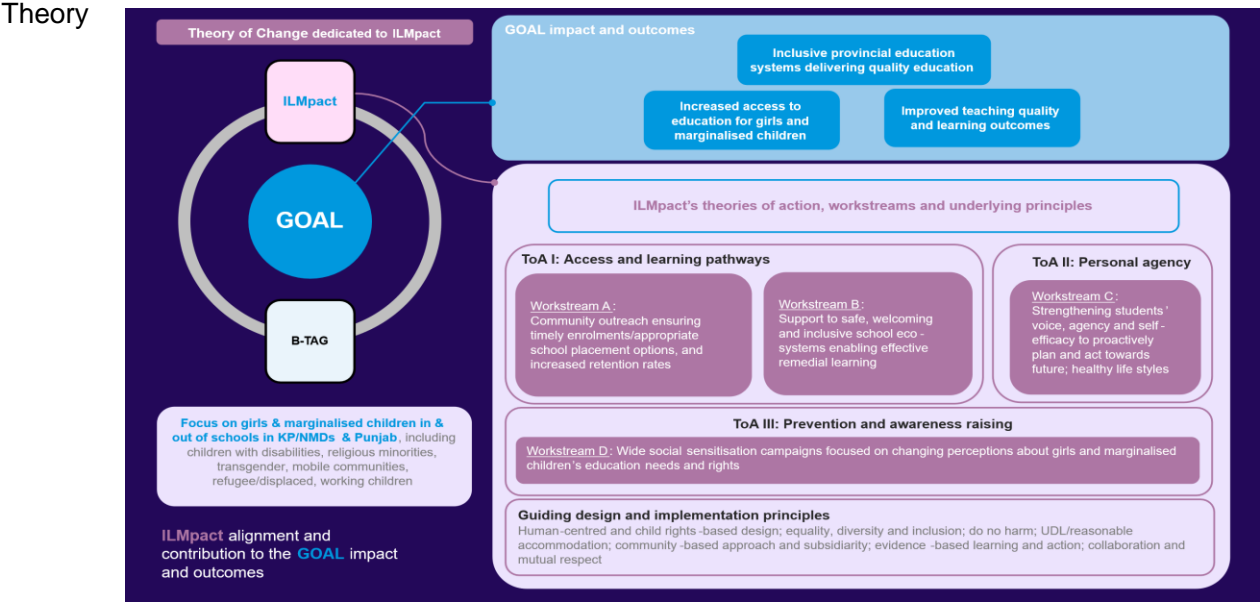
### **2 Introduction and Background to the Project / Programme**

2.1 ILMpact adopts a multi-pronged approach to enhance the quality of teaching and learning at the primary and elementary level, with a particular emphasis on foundational learning (Grades KG –5). It works through school- and meso-level governance systems (school, Village/UC, and district levels) to improve education delivery. ILMpact will also try to improve student transition from primary to elementary education, reduce dropout rates—particularly among girls—and strengthen student retention. These efforts directly align with ILMpact's broader objective to reduce learning poverty and the number of out-of-school children across the country. By combining grassroots community engagement with systemic capacity building,

ILMpact seeks to drive sustainable change and ensure that all children—regardless of gender, background, or ability—can learn, thrive, and transition successfully through the education system. ILMpact operates through interconnected outputs/workstreams, each addressing critical aspects of education reform. The overarching Theory of Change, Programme outcomes and outputs are mentioned below:

ILMpact is a flagship education programme (the Programme) funded by the Foreign, Commonwealth & Development Office (FCDO), designed to address deep-rooted educational challenges in some of Pakistan’s most disadvantaged regions. Operating in the districts of Punjab (Lahore, Kasur, Bahawalpur, Bahawalnagar, Khanewal, Vehari, and Rahimyar Khan) and Khyber Pakhtunkhwa (Mohmand, Khyber, Mansehra, Battagram, Buner, Shangla, DI Khan and Swabi), ILMpact targets areas where access to quality education is severely limited due to poverty, inadequate infrastructure, and entrenched social and cultural barriers—especially for girls, out-of-school children, minorities, and children with disabilities. The Programme aims to provide quality learning opportunities to over 160,000 marginalized children in underserved communities. Through innovative, inclusive, and community-driven interventions, ILMpact focuses on early childhood education, teacher training, gender equity, and inclusive education practices to improve learning outcomes and support the reintegration of out-of-school children.

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of Change, Programme outcomes and outputs are mentioned below:

2.2 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"**).

The objective is to select supplier(s) for British Council who can provide required services effectively to ensure value for money. The details of LOTs are herein below, where the Supplier shall be required to submit complete submission for at least one LOT.

Lot Number	Lot Name
Lot 1	Communications Services for ILMpact programme
Lot 2	Event Communications and Management for ILMpact Programme
Lot 3	Communications Services for ILMpact programme and Event Communications and Management For ILMpact Programme

2.3 On 4 August 2025 a tender notice was published by British Council ("the Authority") on the Central Digital Platform inviting expressions of interest from organisations wishing to be selected to tender for the above opportunity (the "Participants").

2.4 This invitation has been issued alongside that tender notice.

2.5 This is an invitation to tender conducted using the open procedure (under section 20(2) of the Procurement Act 2023).

2.6 The purpose and scope of this ITT and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a tender proposal.

### **3 Tender Conditions and Contractual Requirements**

This section of the ITT sets out the British Council's contracting requirements, general policy requirements, and the general tender conditions relating to this procurement process (**"Procurement Process"**).

#### **3.1 Contracting requirements**

3.1.1 The contracting authority is the British Council which includes any subsidiary companies and other 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 The appointed supplier will be expected to deliver the goods and/or provide services in Operating districts of Punjab (Lahore, Kasur, Bahawalpur, Bahawalnagar, Khanewal, Vehari, and Rahimyar Khan) and Khyber Pakhtunkhwa (Mohmand, Khyber, Mansehra, Battagram, Buner, Shangla, and Swabi),.

3.1.3 The British Council's contracting and commercial approach in respect of the required goods and/or services is set out at Annex 1 -Terms and Conditions of contract ("**Contract**"). By submitting a tender response, you are agreeing to be bound by the terms of this ITT and the Contract without further negotiation or amendment. In the event that the chosen service provider is operating as a Sole Trader or through a Personal Service Company, the British Council retain the right to issue specific contractual terms and conditions, in order to take account of this status. If you plan to submit a bid as a Sole Trader or Personal Service Company please contact [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org) for a copy of the specific terms. 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, the terms of the Contract or the payment schedule should be submitted in accordance with the process set out in paragraph 13 (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 that it has received, reissue Annex 1 to reflect such changes.

3.1.4 The Contract awarded will be for a duration of 8 duration with an option for an extension for up to an additional 12 Months, subject to availability of funds and satisfactory performance by the supplier.

### **3.2 General Policy Requirements**

3.2.1 By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will, and that they shall 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>). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Modern Slavery, Adults at Risk, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

### **3.3 General tender conditions ("Tender Conditions")**

3.3.1 Application of these Tender Conditions – In participating in this Procurement Process and/or by submitting a tender response it will be implied that you accept and will be bound by all the provisions of this ITT and its Annexes. Accordingly, tender responses should be on the basis of and strictly in accordance with the requirements of this ITT.

3.3.2 Third party verifications – Your tender response 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 tender response 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 to potential suppliers as part of this Procurement Process is supplied in good faith. The information contained in the ITT and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but the British Council will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of the British Council.

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. You should notify the British Council promptly of any perceived ambiguity, inconsistency or omission in this ITT and/or any in of its associated documents and/or in any information provided to you as part of this Procurement Process.

3.3.5 Amendments to the ITT – At any time prior to the Response Deadline, the British Council may amend the ITT. Any such amendment shall be issued to all potential suppliers, and if appropriate to ensure potential suppliers have reasonable time in which to take such amendment into account, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of tender response submission – Any goods and/or services offered should be on the basis of and strictly in accordance with the ITT (including, without limitation, any specification of the British Council's requirements, these Tender 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 bidder will be expected to comply with the Contract set out in Annex 1 without any amendment (save as described in paragraph 3.1.3).

3.3.8 Format of tender response submission – Tender responses must comprise the relevant documents specified by the British Council completed in all areas and in the format as detailed by the British Council in Annex 3 (Supplier Response). Any documents requested by the British Council must be completed in full. It is, therefore, important that you read the ITT carefully before completing and submitting your tender response.

3.3.9 Modifications to tender response documents once submitted – You may modify your tender response prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a complete new tender response in accordance with Annex 3 (Supplier Response) and these Tender Conditions.

3.3.10 Rejection of tender responses or other documents – A tender response or any other document requested by the British Council may be rejected which:

- contains gaps, omissions, misrepresentations, errors, uncompleted sections, or changes to the format of the tender documentation provided;
- contains hand written amendments which have not been initialled by the authorised signatory;
- does not reflect and confirm full and unconditional compliance with all of the documents issued by the British Council forming part of the ITT;
- contains any caveats or any other statements or assumptions qualifying the tender response that are not capable of evaluation in accordance with the evaluation model or requiring changes to any documents issued by the British Council in any way;
- is not submitted in a manner consistent with the provisions set out in this ITT;
- is received after the Response Deadline.

3.3.11 Disqualification – If you breach these Tender 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 ITT, and/or in any supporting documents, entitling the British Council to reject a tender response apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process;
- to 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 tender response;
- 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; or
- 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 Tender Conditions) or from another potential supplier or another tender response,

the British Council shall be entitled to reject your tender response in full and to disqualify you from this Procurement Process. Subject to the “Liability” Tender Condition 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.

3.3.12 Tender costs – You are responsible for obtaining all information necessary for preparation of your tender response and for all costs and expenses incurred in preparation of the tender response. Subject to the “Liability” Tender Condition below, you accept by your participation in this procurement, including without limitation the submission of a tender response, that you will not be entitled to claim from the British Council

any costs, expenses or liabilities that you may incur in tendering for this procurement irrespective of whether or not your tender response is successful.

**3.3.13 Rights to cancel or vary this Procurement Process** - By issuing this ITT, entering into clarification communications with potential suppliers or by having any other form of communication with potential suppliers, the British Council is not bound in any way 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 ITT 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 to all potential supplier in writing. Subject to the “Liability” Tender Condition below, the British will have no liability for any losses, costs or expenses caused to you as a result of such termination, amendment or variation.

**3.3.14 Consortium Members and sub-contractors** – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Tender Conditions and the requirement of this ITT.

**3.3.15 Liability** – Nothing in these Tender 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 ITT 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 tender response) 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 tender response. 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** This ITT and its accompanying documents shall remain the property of the British Council and must be returned on demand.

**4.4** The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement 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.

4.5 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**”).

4.6 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.

4.7 If you wish to designate information supplied as part of your tender response or otherwise in connection with this tender exercise as confidential, using any template and/or further guidance provided at Part 2 (Submission Checklist) of Annex 3 (Supplier Response), you must provide clear and specific detail as to:

- the precise elements which are considered confidential and/or commercially sensitive;
- why you consider an exemption under the FOIA or EIR would apply; and
- the estimated length of time during which the exemption will apply.

4.8 The use of blanket protective markings of whole documents such as “commercial in confidence” will not be sufficient. By participating in this Procurement Process you agree that the British Council should not and will not be bound by any such markings.

4.9 In addition, marking any material as “confidential” or “commercially sensitive” or equivalent should not be taken to mean that the British Council accepts any duty of confidentiality by virtue of such marking. You accept that the decision as to which information will be disclosed is reserved to the British Council, notwithstanding any consultation with you or any designation of information as confidential or commercially sensitive or equivalent you may have made. You agree, by participating further in this Procurement Process and/or submitting your tender response, that all information is provided to the British Council on the basis that it may be disclosed under the Disclosure Obligations if the British Council considers that it is required to do so and/or may be used by the British Council in accordance with the provisions provision of this ITT.

4.10 Tender responses are also submitted on the condition that the appointed supplier will only process personal data (as may be defined under any relevant data protection laws) that it gains access to in performance of this Contract in accordance with the British Council’s instructions and will not use such personal data for any other purpose. The contracted supplier will undertake to process any personal data on the British Council’s behalf in accordance with the relevant provisions of any relevant data protection laws

and to ensure all consents required under such laws are obtained.

## **5. Conflicts of Interest**

5.1 A Participant must ensure that it and each subcontractor, agent or adviser with which it engages in connection with the procurement process does not have a conflict of interest with the British Council or otherwise which may affect the procurement process. Where a Participant identifies a conflict of interest, or the risk of a conflict of interest, it must disclose that conflict or risk to the British Council without delay and assist the British Council in the management of that conflict or risk, to the extent that is possible. The British Council reserves the right to exclude a Participant from the process if a conflict of interest exists which cannot be effectively remedied by other less intrusive measures.

## **6 Tender Validity**

6.1 Your tender response must remain open for acceptance by the British Council for a period of sixty days from the Response Deadline. A tender response not valid for this period may be rejected by the British Council.

## **7 Payment and Invoicing**

7.1 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 good/services supplied is included.
- The British Council Purchase Order number is included.
- It is sent electronically via email in PDF format to [humaira.jamil@britishcouncil.org](mailto:humaira.jamil@britishcouncil.org)

## **8 Specification**

### **8.1 Communication Campaign Objectives and Scope**

For enhanced visibility, stakeholder engagement, and advocacy, ILMpact seeks to engage an expert organisation (specified in section 7) to support its strategic communications goals. The main objective of the campaign is to develop a sustainable mechanism for social mobilisation, awareness raising and advocacy in targeted districts and communities. Particularly, the campaign will focus on:

- **Value of education** - Reinforcing the value of education for the individual and for society to:
  - (i) ensure school readiness through Early Childhood Education (ECE)
  - (ii) highlight the importance of foundational learning and

- (iii) emphasize on retention from primary to secondary level.
- **Barrier reduction** - Addressing barriers to children's participation and retention in schools, especially specific barriers to girls' education, disability and minorities.
- **Wellbeing** - Promoting and protecting students' and teachers' social emotional wellbeing.
- **Community engagement** –
  - (i) Raise awareness and foster local ownership of educational objectives in 15 target districts; and
  - (ii) Drive increased attendance and retention, especially among girls, minority groups and children with disabilities.

The supplier will be required to:

- Plan and conduct community awareness and engagement activities aimed at promoting children's education and enhancing student attendance and retention in 15 target districts, with a specific focus on girls, minorities and children with disabilities. Where specific implementation details are required, these are clearly outlined. However, for areas requiring contextual adaptation, the British Council will co-design or agree the most appropriate approach with the supplier to ensure relevance and effectiveness.
- Actively engage with local communities, school management committees, national, provincial and local-level stakeholders through a variety of strategies, including awareness campaigns, advocacy events, consultations, sensitization, addressing local issues related to the Programme's objectives through a process of bringing together local communities and as many stakeholders as possible.
- Develop communication materials for awareness and Programme objectives.
- Propose a social mobilisation strategy for differentiated stakeholders including a plan to activate and mobilise School Management Committees (SMCs), parents of the students, school leaders and Local Education Management for implementation of ILMpact Programme in 400 schools and their communities in targeted locations ensuring the participation of vulnerable and marginalized groups and devising specific strategies to include their voices in the dialogue and consultation process around education policy and challenges.
- Deliver various tasks, including identifying disadvantaged or vulnerable social groups, propose and apply measures to facilitate their participation in the different communication events, and capturing their perspectives through participatory community activities.

- Ensure stakeholder access to information regarding potential risks and impacts (risks and impact of getting involved in the programme, being part of activities etc...or risks and impact if the approach to education doesn't change allowing marginalised groups access to education.) that may disproportionately affect them or other vulnerable groups, with built-in measures to avoid or minimize these impacts. Information disclosure should be in relevant local languages and in culturally appropriate formats, considering specific needs such as disability, literacy, gender, mobility, and accessibility differences among affected groups or populations with specific information requirements.

As a result of the communication services provided by the supplier, at the communities, stakeholders, and schools levels, the following outcomes are expected:

- Enhanced awareness of the importance of education among local communities (including disadvantaged and vulnerable groups), SCMs, and local-level stakeholders, leading to a better understanding of the advantages of education and the significance of keeping children in school.
- Reduced student dropout rates, particularly among girls, through increased awareness of the potential risks associated with leaving schools, including vulnerability to child labour, early marriage, and GBV.
- Increased enrolment in schools.
- Increased sensitization of parents, teachers, guardians, and the community on enrolment, child safeguarding, girls' education, disability and minority inclusion fostering a more supportive environment for children within schools and communities.
- Enhanced coordination between schools, parents, community leaders, and the education department for the successful implementation and sustainability of ILMpact interventions in 400 schools.
- Develop and disseminate communication material (specified in section 7) within the 400 schools and communities as required by the project objectives covering all the relevant, thematic areas and the CRM.

## 8.2 Scope of Work

The winning supplier will be responsible for designing and implementing a comprehensive, multi-channel communications and outreach campaign to support ILMpact's objectives. The campaign will aim to raise awareness, drive behavioural change, and mobilise communities around key education priorities, including girls' education, inclusive education for children with disabilities, and reducing out-of-school children. The scope of work includes designing and implementing awareness-raising and advocacy initiatives to address

both demand- and supply-side barriers to education among target audiences—particularly in vulnerable communities—through community engagement and electronic, social and print media channels.

### **8.2.1 Thematic areas of the campaign**

- Importance of foundational literacy and numeracy to help children learn
- Out of School Children (OOSC)
- Importance of ensuring that children do not drop-out
- Digital avenues and scholarships available for education
- Tips for parents and teachers for effective learning and readiness for school
- Awareness for parents and policymakers alike on the importance of play-based learning
- Mental health: Seeking help & support
- Combating gender inequality
- Importance of education for children with disabilities
- Promoting safe learning environment in school
- Social inclusion
- Early child education
- Remedial Learning

### **8.3 Components of the Campaign**

The winning supplier will be required to carry out the following activities and provide the services below:

- Audience Mapping and Insights

Conduct a detailed mapping and profiling exercise to understand the media consumption habits, demographics, psychographics, and behavioural patterns of target audiences. These include parents, community members, educators, local stakeholders, and children. Identify audience-specific motivators and barriers to inform the design of communication strategies and materials.

- Campaign Ideation and Strategy

Develop creative, engaging, and contextually relevant campaign concepts using a mix of communication techniques and platforms. Concepts should be presented through rough executions such as mood boards, key visuals, and messaging outlines, aligned with campaign goals and ILMpact's strategic communications objectives.

- Creative Development

Based on the approved (in writing by the British Council) campaign concept, develop specific campaign components including:

- High-impact advocacy events
  - Scripts and storyboards for PSAs
  - Concepts for short films, documentaries, testimonial videos, and animations
  - Print advertisements, digital content, and theatre/radio/TV scripts
  - Copywriting and visual design for social media and online campaigns
- Information, Education and Communication (IEC) Materials

Design and deliver tailored IEC materials suited to different target groups and communication channels. Materials may include brochures, leaflets, posters, FAQs, information kits, training aids for teachers, parents and students, and AV content, adapted to local languages.

- Community Engagement and Outreach

The supplier will plan and execute tailored community mobilisation activities to improve school participation, with a focus on marginalised children. The approach must be contextually sensitive, inclusive, and co-designed with British Council stakeholders.

Key expectations:

- Engagement with School Management Committees (SMCs), parents, local government, teachers and students in all 15 districts.
- Local ownership strategies developed in collaboration with each community.
- Special attention to girls, out-of-school children, minorities, and children with disabilities, including through accessible formats and participatory dialogue.
- Events and outreach tailored for urban, rural, and post-conflict communities (e.g. ex-FATA).

- Awareness events and workshops at national, provincial, district, and school levels
- Partnerships with influencers, institutions, and private entities to amplify campaign reach
- Inclusion-focused activities to support children with disabilities and promote equitable access to education
- **Media and Digital Campaigns:**

The supplier will implement a cross-platform, culturally relevant media strategy reaching both rural and urban audiences. This will include:

- High-reach campaigns across Radio, TV, Print Media Social media, (Facebook and YouTube), and community media (e.g., local FM channels, street theatre).
- Paid media buying optimised to ensure cost-effectiveness and reach among key demographics (e.g., parents, children aged 10–18, educators).
- SMS-based outreach and IVR systems for low-literacy areas.
- Digital performance reports with real-time reach, click-through, and engagement metrics.
- Media strategy must be flexible and adaptive, with quarterly co-review meetings between the supplier and British Council communications focal points.
- Radio, TV channels and Newspaper will be selected on regional audiences' preferences. The mainstream Radio, TV Channels and Newspaper may include; FM91, FM100, Radio Pakistan, Geo News, ARY News, Samaa News, Dunya News, Dawn, The News, Express Tribune.
- The quality of all standard video will be High-Definition (HD). High standard videos will be in 4K quality.
- **Production of Campaign Assets**

The supplier will oversee end-to-end production of all campaign deliverables, this will include:

- Short films, animated videos, PSAs, case studies, and success stories
- Direction, casting, filming, editing, and localisation of content
- Event planning and logistical coordination
- **Monitoring, Evaluation and Pre-testing**

- Pre-test campaign materials with target audiences to ensure clarity and impact.
- The supplier must apply robust, adaptive monitoring tools to assess the reach, engagement, accessibility, and behavioural impact of all communications and outreach activities. The monitoring approach should combine quantitative and qualitative data and reflect inclusive and flexible programming principles.
- The British Council will agree with the supplier the specific methodologies to be used, which may include:
  - Pre-testing of key campaign messages and content with diverse target audiences (girls, children with disabilities, parents, teachers, community leaders).
  - Real-time monitoring of digital engagement, media reach, and event participation.
  - Feedback loops to integrate learnings and modify approaches mid-course.
  - Participatory community-based evaluation techniques to capture local voices and insights, especially from underrepresented or marginalised groups.

**Expected outputs include:**

- A campaign monitoring plan, co-designed with the British Council.
- Regular reporting on outcome indicators: changes in awareness, knowledge, attitudes, and behaviours.
- Final impact assessment summary including lessons learned and recommendations for scale-up.
- Provide measurable indicators and reporting on campaign performance, reach, and behavioural outcomes.

#### **8.4 LOT 1 - SCOPE RELATED TO COMMUNICATIONS FIRM FOR ILMPACT PROGRAMME**

**Background:** The communications firm will play a pivotal role in designing and delivering a comprehensive, inclusive, and multi-platform communications campaign in support of the ILMPact Programme. The scope encompasses strategic planning, creative content development, media engagement, and community-level outreach across 15 districts of Punjab and Khyber Pakhtunkhwa. The overarching goal is to raise awareness, drive behaviour change, and amplify voices—especially of girls, out-of-school children, and children with disabilities—through tailored messaging and context-sensitive delivery. This work will directly contribute to improved educational participation, social inclusion, and policy advocacy by aligning with both British Council and FCDO priorities.

### 8.4.1 Strategic Communications Planning

Approach: Conduct a quick diagnostic review to assess media/information habits of target audiences. Collaborate with the Programme's communications focal points to develop a detailed strategy that aligns with the Programme's objectives and British Council and FCDO branding requirements.

#### Deliverables:

Activity Name	Quantity	Quality	Remarks / Frequency
Diagnostic Review Report	1 report	High-quality audience analysis identifying media consumption behaviour, trust factors, and engagement	Conducted once to assess audience behaviour across platforms; findings informed strategy and content direction
Integrated Communications Strategy (KP and Punjab)	2 strategies	Tailored strategic frameworks for each region	One strategy developed for KP and one for Punjab; included media channels, messaging alignment, and outreach approach
Branding and Visibility Guidelines	1 guideline document	Comprehensive guide ensuring consistent brand representation and partner alignment	Developed once for use across campaigns and partner communications; applied throughout project lifecycle for cohesive visual and message identity

### 8.4.2. Stakeholder Mapping and Engagement

Approach: Map key stakeholders (government, education institutions, communities) and develop tailored messaging and engagement approaches.

#### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Stakeholder Mapping Matrix	2 matrices (KP + Punjab)	Detailed stakeholder identification by influence, interest, and relevance	Create one matrix each for KP and Punjab; includes stakeholder category, level of influence, and engagement priorities
Stakeholder Engagement Plan	1 plan	Structured engagement strategy with timelines, responsibilities, and communication channels	Developed once and tailored to both regional and national levels; updated periodically as per project dynamics
Customised Messaging Kits	15 kits (1 per district)	Audience-specific messaging tailored for government, education sector, and community groups	Created separately for each stakeholder type in both KP and Punjab; includes key messages, FAQs, and tone guidelines

#### 8.4.3 Public Awareness Campaigns and Outreach

Approach: Design and implement multimedia communication campaigns promoting inclusive education, girls and youth voice. Deliver public information campaigns across print, radio, digital, and ICT channels (e.g., SMS, IVR). Support earned media through press engagement, Op-Eds, press releases, and consultations.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Campaign Concept Notes &	4 (2 in KP, 2 in Punjab)	Strategically developed campaigns tailored to regional	Include goals, messaging strategy, channel mix,

Deliverable	Quantity	Quality	Remarks / Frequency
Implementation Plans		dynamics and target audiences	implementation timeline, and M&E framework
Social Media Content Calendars	2 (monthly calendars 1 x qty each for KP and Punjab)	Platform-optimized and audience-relevant content planning	Develop monthly calendar for Facebook and YouTube; aligned with campaign themes and cultural relevance
Campaign Performance Reports	4 (2 x KP and 2 X Punjab)	Data-driven reports with reach, engagement, and impact metrics across channels	Includes analysis of impressions, reach, clicks, shares, and sentiment
Public Information Campaign Products	20+ assets (TV: 2, Radio: 4, Print: 4, Digital: 6, SMS/IVR: 4)	Professionally produced, localized multimedia assets	Inclusive and gender-sensitive content co-created with local voices; disseminated across KP and Punjab
Press Releases, Op-Eds & Media Coverage Reports	12 press releases in KP and Punjab, 4 Op-Eds in Punjab and 4 in KP, 3 coverage reports in Punjab and KP each.	Strengthened earned and paid media presence and visibility (Urdu and English)	Published in national and regional outlets; emphasized youth and girls' education narratives
Recognition Events	8 events (4 in KP, 4 in Punjab)	Celebratory events recognizing local champions of inclusion and education	Included award distributions, storytelling sessions, and media presence

#### 8.4.4 Content Creation and Storytelling

The supplier will create compelling, audience-appropriate content aligned with ILMPact objectives. The focus will be on storytelling that is authentic, inclusive, and grounded in lived experiences of learners, teachers, and community members.

##### Approach:

- Collaborate with British Council to identify human interest angles across districts.
- Co-create youth-led content (e.g., blogs, vlogs, interviews), especially with minorities, girls and children with disabilities.
- Ensure diverse representation across all media types: voice, tone, characters, and accessibility features (e.g., subtitles, sign language).

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Short-form Videos & Animations	20 videos and animation (1–2 min each)	Professionally scripted and produced, localized content, and thematically aligned in HD Quality	Covered topics like inclusive education, student aspirations, teacher experiences; adapted for digital platforms
Testimonial Stories	30 testimonials (in audio and video format) (1–2 min each)	Authentic stories from parents, teachers, and learners across diverse communities	Collected in audio-visual formats, emphasizing experiences, challenges, and progress
Mini-Documentaries & Video Diaries	4–6 videos (3–5 min each)	Deep dives into transformative journeys within the ILMPACT programme	Included consent protocols, ethical storytelling, and regional representation across KP and Punjab

Deliverable	Quantity	Quality	Remarks / Frequency
Quarterly Content Calendars	8 content calendars (1 per quarter for Kp and Punjab)	Strategically aligned with program milestones and global observances	Jointly developed and reviewed with British Council to ensure relevance, timeliness, and audience engagement

#### 8.4.5 Inclusive Communications (gender, disability, minorities)

Approach: All communication must be inclusive in both design and delivery. The supplier will ensure that materials, events, and messaging are representative, accessible, and responsive to the needs of:

- Girls and young women
- Children with disabilities
- Minority groups (ethnic, religious)
- Low-literacy communities

#### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Accessible Content Formats	96+ adapted content items (6 per district)	All key formats made inclusive—subtitles, sign language, audio descriptions, alt text, local translations	Ensured every district received inclusive versions of campaign material suited to its audience profile
Pre-Rollout Testing Sessions	2 sessions (1 x Kp and 1 x Punjab)	Localized focus groups with girls, children with disabilities, and minorities	Gathered qualitative feedback to improve accessibility and messaging before launch

Deliverable	Quantity	Quality	Remarks / Frequency
Inclusive Communications Checklist	1 framework, applied across KP and Punjab	Jointly developed with British Council; used for all content types and engagement formats	Used in content design, implementation, and review stages across districts
Inclusion Effectiveness Reviews	4 reviews (2 per KP and Punjab)	Monitored campaign performance and inclusivity standards via field data and partner feedback	Disaggregated by region (KP and Punjab) and by group (gender, disability, literacy level)

#### 8.4.6 Capacity Building for Communications

To strengthen the sustainability of communications efforts, the supplier will design and deliver capacity building workshops targeting ILMpact staff, implementing partners, and local stakeholders.

##### Approach:

- Training sessions on storytelling, safeguarding in media, ethical content collection, mobile journalism, and inclusive communications.
- Digital media skill development (e.g., Canva, smartphone video editing, analytics).
- Sessions co-delivered with the British Council's communications and safeguarding team.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Capacity-Building Workshops	2 regional workshops (1 in KP, 1 in Punjab)	Hands-on sessions with real content creation tasks and inclusive practices	Each workshop targeted stakeholders from districts in KP and Punjab; total 40–50 participants per session
Training Materials (Bilingual)	1 full training package (Urdu + English)	Includes presentations, exercises, ethical guidelines, toolkits, and case studies	Digitally shared and printed versions provided to all participants; accessible format ensured
Post-Training Evaluation Report	2 reports (1 per workshop)	Includes pre/post learning assessments, feedback forms, and action planning	Reports measured knowledge uptake, district-wise gaps, and recommended follow-ups for continuous skill enhancement

#### 8.4.7 Girls' Voice and Agency

Girls must be placed at the heart of ILMpact communications. This includes meaningful opportunities for girls to shape narratives, share experiences, and influence local education discourse.

##### Approach:

- Ensure British Council safeguarding measures in all youth engagement (consent, identify and mitigate safeguarding risks, pre-screening of stories, adult supervision).
- Capture themes such as girls' agency, resilience, access barriers, aspirations.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Girls' Engagement Plan	2 strategic plans (1 in KP, 1 in Punjab)	Co-developed with British Council and field teams; aligned with programme	Detailed approach to reach, involve, and elevate girls' voices across all 15 districts

Deliverable	Quantity	Quality	Remarks / Frequency
		goals and safeguarding standards	
Storytelling Workshops	2 regional workshops (1 in KP, 1 in Punjab)	30 participants per workshop, trained on storytelling, voice, and self-expression	Participants drawn from KP and Punjab; facilitated with gender-sensitive and inclusive tools
Co-created Content Pieces from Girls	Minimum 60 pieces	Girls-led content: written stories, voice recordings, short videos, drawings, poetry, or artwork	Content developed with safeguarding support, translated/adapted for platforms, and validated before publishing
Feedback Loop Mechanism	1 structured system covering KP and Punjab	Tools to capture feedback from girls and communities; analysis used to refine future messaging	Mechanism includes surveys, focus groups, and direct feedback via WhatsApp, voice notes, or facilitated sessions

#### 8.4.8 Policy Influence and Thought Leadership

The supplier will support ILMpact's strategic positioning in the education sector through targeted, evidence-informed communications aimed at policymakers, donors, and influencers.

##### Approach:

- Translate Programme outcomes and insights into digestible formats for policy discourse.
- Use storytelling and data visualisation to advocate for inclusive education and education equity.
- Align messaging with FCDO priorities, and British Council thought leadership themes.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Policy & Thought Leadership Communications Plan	1 strategic plan	Outlines audience segmentation, messaging frameworks, and engagement channels	Developed in alignment with ILMpact and British Council positioning
High-Quality Thought Leadership Outputs	2 outputs annually (e.g., Op-Eds, policy briefs)	Professionally crafted content targeting policymakers, using evidence from KP and Punjab	Topics may include: girls' education, digital inclusion, youth voice, and access challenges in KP and Punjab
Policy Engagement Calendar	1 annual calendar, updated quarterly	Key national and provincial-level policy events, education summits, donor meetings, and campaigns	Includes content themes, and timing aligned with government planning and British Council

**8.4.9. Media Engagement**

To amplify ILMpact's visibility and influence, the supplier will engage proactively with media platforms at national, provincial, and community levels.

**Approach:**

- Develop a strategic media engagement plan outlining channels, partners, timelines, and spokesperson preparation.
- Identify and brief champions from British Council and ILMpact who can represent the Programme credibly in the media.
- Coordinate consistent messaging across all external-facing interviews or features.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Media Engagement Strategy	1 comprehensive plan, co-created with British Council	Covers media partners, timelines, messaging guidelines, and risk mitigation	Aligns with campaign timelines, regional sensitivities, and key educational milestones
Media Kits for Key Events	8+ media kits (bilingual & accessible)	Prepared for major recognition events, launches, or campaigns in KP and Punjab	Each kit includes backgrounders, press releases, talking points, FAQs, and visual assets; produced in Urdu and English
TV/Radio Interviews, Talk Shows, Podcasts	At least 5 appearances	Featuring trained ILMpact / British Council spokespeople sharing real stories and policy recommendations	Focused on themes such as girls' education, inclusion, innovation in classrooms, and local change agents
Press Tracking & Media Coverage Reports	4 quarterly reports for KP and Punjab	Tracking earned and paid media across print, radio, and digital; includes broadcast recordings and links	Includes analysis of tone, reach, geographic coverage (15-district representation), and engagement level

**8.4.10. Branding, Visibility, and Materials Development****Approach:**

- Ensure consistent application of ILMpact branding.

- Produce high-quality IEC materials, giveaways, and standardised materials.

#### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
ILMpact Brand Toolkit	1 comprehensive toolkit	Includes visual identity guide, document templates, tone-of-voice guidance, covers, logos, and formats	Used across all materials by staff, partners, and vendors to maintain consistency
Brand Compliance Monitoring Reports	2 reports annually covering KP and Punjab	Tracking usage accuracy of ILMpact and British Council brand elements across print, digital, and events	Reports include photo evidence, event samples, and digital review findings from all 15 districts
IEC Materials (Leaflets, Posters, Kits, etc.)	8,000+ units (approx. 500 per district)	Multilingual (Urdu, Pashto, Punjabi where relevant); accessible and audience-appropriate	Includes educational posters, info leaflets, parent/teacher guides, and A/V materials customized by region
Event Branding Materials	64+ assets (approx. 4 per event across 15 districts)	Professionally designed banners, backdrops, rollup standees, and branded kits	Used at campaign launches, recognition events, and capacity-building sessions
Branded Collateral / Giveaways	Minimum 1,000 packs	Distributed during trainings, policy meetings, and	Items include folders, notebooks, pens, tote bags, USBs, all co-

Deliverable	Quantity	Quality	Remarks / Frequency
		stakeholder engagements	branded with ILMpact and British Council logos

#### 8.4.11. Knowledge Mobilisation and Learning Dissemination

The supplier must facilitate systematic sharing of ILMpact learnings, practices, and innovations with ILMpact programme team.

Approach:

- Knowledge products should be accessible, inclusive, and evidence based.
- Support adaptive learning through the use of storytelling, infographics, and visual documentation.
- Engage partners and delivery chain actors in co-developing learning briefs.

#### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Knowledge Mobilisation Plan	1 strategic plan, updated annually	Structured roadmap outlining formats, audiences, channels, and review processes	Developed in collaboration with British Council and partner networks; adaptable across district and provincial contexts
Quarterly Learning Communication Outputs	4 per year (1 each quarter)	Formats include newsletters, snapshots, and mini-reports summarising key lessons from implementation	Content features success stories, implementation innovations, district-wise trends, and field-level adaptations
Learning Repository (Digital)	1 shared repository,	Centralised digital platform housing all	Repository accessible to ILMpact / British Council staff

Deliverable	Quantity	Quality	Remarks / Frequency
	updated quarterly	knowledge outputs in accessible formats (PDFs, videos, briefs)	and partners; includes filters by district, theme, and stakeholder type

#### 8.4.12. Integration with Global/Regional Campaigns

Approach: ILMpact communications must align with British Council and global education priorities by amplifying messaging during international observances and UN-designated days.

Example Events:

- International Day of Education
- Global Disability Day
- International Day of the Girl Child
- International Women day
- 16 days of activism
- Youth Month

#### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Annual Communications Calendar	1 calendar, reviewed annually	Maps all global days and campaigns, with recommended messaging, formats, and district-wise rollout plans	Shared across ILMpact / British Council and partner teams; updated for cultural, thematic, and implementation relevance
Co-Branded Campaign Content Packages	6–8 packages per year (1 per observance)	Multilingual, accessible toolkits adaptable at the	Includes graphics, videos, messaging guides, social media templates, and local

Deliverable	Quantity	Quality	Remarks / Frequency
		district level (Urdu, Pashto, Punjabi)	success stories; co-branded with British Council
Community Events / Virtual Campaigns	At least 3 events per year per province (physical or virtual)	Conducted in different districts each time to ensure province-wide representation	Events aligned to observances with storytelling, youth engagement, performances, media coverage, or live streaming

#### 8.4.13. Digital/Social Media Platforms and Intellectual Property Rights

##### Approach:

- All digital/social media content will be uploaded on platforms (e.g. Facebook and YouTube) directly by the British Council.
- All outputs (e.g. ICE material, videos, posters) produced and delivered by the supplier under this contract will be the exclusive property of the British Council and FCDO.
- The supplier waives any claims to intellectual property rights on any deliverables developed by the supplier or partner organisations or employees or vendors, etc.
- The supplier will adhere to all British Council and FCDO intellectual property policies.
- The supplier will adhere to British Council's safeguarding standards and ensure that social media interaction is risk assessed, monitored and report any safeguarding concern to ILMpact.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Activity Tracker and Usage	4 reports annually (1 per quarter)	Tracks volume, reach, and use of digital content across platforms;	Covers frequency of content use across ILMpact's/British Council platforms and third-party media;

Deliverable	Quantity	Quality	Remarks / Frequency
Monitoring Report	for KP and Punjab	includes IPR and safeguarding notes	identifies risks, gaps, and compliance

#### 8.4.14. Event Communication and Public Relations

For high-profile events and convenings, the supplier must provide strategic communications planning, on-site media support, and post-event content development.

##### Approach:

- Messaging and talking points for speakers.
- Live media coverage (where relevant).
- Visual and print materials compliant with branding guidance and safeguarding requirement.
- Documentation and dissemination of event outcomes.

##### Deliverables:

Deliverable	Criteria	Quality	Remarks / Frequency
Event Communication Plans and Checklists	High profile events plans and checklist for KP and Punjab	Detailed logistics, messaging, media roles, risk mitigation, safeguarding elements	Plans co-developed with British Council; tailored for each province/district and event type (launches, recognition, dialogue)
IEC Materials (Branded)	1,000+ items total (folders, notebooks, banners, giveaways)	Produced in Urdu/English, co-branded, accessible (where needed)	Distributed at events across KP and Punjab

Deliverable	Criteria	Quality	Remarks / Frequency
Photography, Video Highlights & Media Kits	High quality media kits	Includes high-res event photos, 2–3 min highlights videos, press release, quotes, and event summary	Used for post-event reporting, digital media sharing, and donor communications

#### 8.4.15 Documentary-Style Films (Grade-A High Quality 4K) (4 films, 3-4 minutes each)

Approach: These high-impact documentary films will vividly portray the challenges faced for girls' agency, out of school children, and children with disabilities in Punjab and KP. The films will combine candid interviews with beneficiaries, community leaders, and experts, alongside authentic footage of educational and advocacy programmes on the ground. The style will be immersive and emotionally engaging, designed to influence policymakers, donors, and the wider public. Post-production will include professional editing, sound design, colour correction/colour grading, and subtitling in Urdu and English as required to maximise accessibility and reach.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
High-Quality Documentary Films (3–4 mins)	4 documentary films	Shot in Grade-A 4K resolution, broadcast-quality production, voice-led storytelling, bilingual subtitling	Each film rooted in real case studies from across multiple districts in Punjab and KP to ensure geographic, gender and accessibility representation

#### 8.4.16 Documentary-Style Films (Grade-B Medium Quality HD) (4 films, 2-3 minutes each)

Approach: These shorter documentary films will focus on specific thematic elements such as girls' leadership, barriers faced by children with disabilities, or community efforts to reduce school dropout rates. Using dynamic crews and natural environments, the films will deliver authentic, grassroots perspectives highlighting personal stories and ILMpact's interventions. These films will be ideal for advocacy with community stakeholders and digital outreach.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Documentary-Style Films (2–3 mins)	4 documentary films	Shot in Grade-B Medium Quality HD, dynamic crews, natural environments	Each film focuses on themes like girls' leadership, disability barriers, and school dropout; features personal stories and ILMpact's interventions for community advocacy and digital outreach

#### 8.4.17 Facebook Videos (Medium Quality HD) (6 videos, 1-2 minutes each + 30-second versions)

Approach: Short, visually engaging videos optimised for Facebook and other social media platforms will be created to amplify ILMpact's messages. These videos will extract key moments with clear calls to action, and culturally relevant graphics to engage a broad audience across Pakistan. Each video will have a 1–2-minute full version and a 30-second shorter version for maximised reach and shareability on mobile devices.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Facebook Videos (1–2 mins + 30 sec versions)	6 videos (each with 2 versions)	Medium Quality HD, visually engaging, social media-optimized	Each video includes a 1–2-minute full version and a 30-second cut; features key moments, clear calls to action, and culturally relevant graphics to engage diverse audiences across Pakistan

#### 8.4.18 Explainer Animation Videos (Quality: HD) (4 videos, 1-1.5 minutes each)

Approach: Animated videos will be developed to simplify complex topics such as girls' rights to education, inclusive learning for children with disabilities, and the importance of community participation in keeping children in school. These animations will use culturally sensitive illustrations and voiceovers in Urdu to make advocacy accessible, especially to audiences with lower literacy levels or in remote areas.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Explainer Animation Videos (1–1.5 mins)	4 animated videos	HD quality, culturally sensitive illustrations, Urdu voiceovers	Simplify complex topics like girls' education rights, inclusive learning, and community participation; designed for accessibility in low-literacy and remote areas

#### 8.4.19 Infographic-Style Animation Videos (Quality: HD) (4-6 videos, 30 seconds to 1 minute each)

**Approach:** These concise animated videos will use infographic-style visuals to present data and trends about the education sector in Pakistan and showcase ILMpact's interventions. Designed to engage policymakers, educators, and the public with clear, compelling facts and figures, supported by simple animations and voiceovers in Urdu and English.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Infographic-Style Animation Videos (30 sec – 1 min)	4–6 animated videos	HD quality, infographic-style visuals, Urdu & English voiceovers	Present data and trends in Pakistan's education sector; highlight ILMpact's interventions; designed for policymakers, educators, and the public using simple animations and clear messaging

#### 8.4.20 Social Media Influencers / Ambassadors

**Approach:** Engagement of 3 to 5 respected local influencers, community champions, or public figures who resonate with the target demographics. These ambassadors will feature in video content and use their platforms to endorse the campaign's messages, enhancing credibility and expanding reach, particularly among youth and urban populations. The supplier will manage selection, contracts, coordination, and integration of influencers in the campaign's multimedia outputs.

##### Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Social Media Influencers / Ambassadors	3–5 influencers/ambassadors	Respected local figures with strong audience resonance	Featured in campaign videos and social media content; selected and managed by the supplier; enhance credibility and reach, especially among youth and urban audiences

#### 8.4.21. Public Service Announcements

Approach: Twelve tailored PSAs will be produced, scripted, and voiced to promote ILMpact’s core advocacy messages in a concise format. PSAs will be designed for wide broadcast across multiple radio stations to reach rural and urban populations, fostering awareness and behavioural change around girls’ education, out of school children, children with disabilities and inclusion.

Deliverables:

Deliverable	Quantity	Quality	Remarks / Frequency
Public Service Announcements (Radio – 30 sec)	12 radio spots	Professionally scripted, voiced, and produced for radio	Promote ILMpact’s key advocacy messages on girls’ education, inclusion, and out-of-school children; broadcast across multiple stations to reach rural and urban audiences

#### 8.4.22 Radio & TV Interviews / Programmes

Approach: The supplier will arrange and facilitate at least five interviews or panel discussions on popular radio and TV channels where ILMpact/British Council representatives, Programme beneficiaries, and experts discuss challenges and progress related to girls’ education, children with disabilities, and school enrolment initiatives. This service includes liaison with media outlets, briefing participants, and supporting message consistency. Such programming supports broader public education and policy advocacy efforts.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Radio & TV Interviews / Programmes	5 interviews/panel discussions	Facilitated on mainstream radio and TV channels	Includes media liaison, participant briefing, and message support; focuses on girls' education, disability inclusion, and school enrolment advocacy

**8.4.23 Podcast Production (4 episodes, 20-30 minutes each)**

Approach: Podcasts will provide an in-depth platform to share stories, interviews with experts, community voices, and Programme updates. Each episode will be carefully scripted, professionally recorded, edited, and distributed across popular digital platforms to reach both national and international audiences interested in education advocacy in Pakistan.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Podcast Production	4 episodes, 20–30 mins each	Professionally scripted, recorded, edited, and distributed	Features expert interviews, community voices, and program updates; distributed on popular platforms for wide outreach

**8.4.24 In the Field Photography & Event Photography**

Approach: Photography will document ILMpact activities in the field, including classroom interactions, community events, and advocacy efforts. Event photography will capture the energy and impact of thought leadership forums and community mobilisation events. The resulting high-quality images will support media outreach, social media engagement, and donor reporting.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
In the Field & Event Photography	Approx. 10,000 photos	High-quality, professional (UHD/HD)	Document ILMpact activities, community events, and advocacy; support media outreach, social media, and reporting

**8.4.25 Event Management Services**

Approach: Professional planning and execution of six high-profile thought leadership events focusing on policy dialogue and educational innovation for girls' agency, out of school children and children with disabilities, plus six community-level advocacy events designed to engage parents, teachers, and children directly. Services cover forming panels for panel discussions, venue hire, logistics, invitations, on-site coordination, content support, and follow-up reporting. Events aim to build awareness, foster stakeholder collaboration, and showcase project successes.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Event Management Services	6 events (2 in Islamabad, 2 in KP, 2 in Punjab)	Professionally planned and executed high-profile and community-level events	Includes panel formation, venue hire, logistics, coordination, content support, and reporting; focuses on education policy, girls' agency, and inclusion advocacy

**8.4.26 Media Planning & Buying (Radio, Digital, Print)**

Approach: Strategic planning and management of the campaign's media presence across radio, social media platforms (Facebook, Instagram, YouTube), and targeted print outlets. This includes negotiating rates, scheduling ads for peak times, tracking reach and engagement, and adapting placements based on analytics. The aim is to maximise exposure among rural and urban populations across KP and Punjab, ensuring cost-effective and impactful dissemination of advocacy messages.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Media Planning & Buying (Radio, Digital, Print)	Multi-platform media placement across radio, digital, and print (at least 4 placements per medium)	Strategic, data-driven planning and execution; cost-effective ad placement	Includes rate negotiation, scheduling, audience targeting, analytics-based adaptation; maximises campaign exposure across KP and Punjab in rural and urban areas

**8.4.27 Community Theatre Shows (2-4 shows)**

**Approach:** Development and production of 2 to 4 community theatre performances tailored for school children and local audiences. Scripts will reflect the values of girls' empowerment, inclusion, and education, using engaging storytelling techniques to inspire and educate. The supplier will manage scriptwriting, casting local actors, rehearsals, stage design, and an implementation plan for performances in schools and community centres. These interactive theatre shows will support behavioural change and community dialogue.

**Deliverables:**

Deliverable	Quantity	Quality	Remarks / Frequency
Community Theatre Shows	2–4 shows implemented in 400+ schools/communities	Professionally developed scripts, local actor casting, stage design	Promotes girls' empowerment, inclusion, and education through engaging, interactive performances; includes full production and rollout plan in ILMpact target locations

**8.4.28 Printing Criteria for All Materials for ILMpact****Printed Reports / Publications / Manuals**

- Size: A4 (preferred), A5 (for small manuals)
- Paper Quality:
  - Cover: 300 GSM art card with matte or velvet lamination.
  - Inner Pages: 100–130 GSM matt paper.
- Printing: Full-colour CMYK on all pages.
- Binding: Perfect binding for 40+ pages; saddle stitching for under 40.
- Cover Design: Branded with ILMpact logo, project details, and other partner logos (as applicable).
- Colour Standard:
  - Full-colour (CMYK - four-color process) unless otherwise specified.
  - Use Pantone colours where brand consistency is critical.
- Resolution:
  - All images must be at least 300 DPI for print.
  - Logos and graphical elements should be vector-based (.AI, .EPS, .SVG formats preferred).
- Paper Quality:
  - Use sustainably sourced or FSC-certified paper where possible.
  - Minimum GSM (Grams per Square Meter) should vary by item (details below).
- Proofing & Approval:
  - Vendor must provide a physical proof for approval before final printing.
  - Digital soft proof to be sent first, followed by one physical sample (where applicable).
- Finishing Options:
  - Gloss or matte lamination to be specified per item.
  - Options for die-cutting, embossing, spot UV, and foiling depending on item.
  - Binding (perfect bound, saddle-stitched, spiral, etc.) to be chosen per document type.

- Language:
  - Ensure accurate Urdu and English typography in compliance with British Council standards.
  - Right-to-left alignment must be correct in Urdu materials.

## **Event Giveaways (Paper Bags, Folders, Notebooks, etc.)**

### **Paper Bags**

- Material: 250–300 GSM art card.
- Lamination: Matte or gloss as per requirement.
- Printing: Four-color (CMYK) with spot UV on logos (optional).

### **Folders**

- Material: 300 GSM art card with lamination.
- Design: Die-cut for business card holder and document pocket.
- Printing: Full colour outside, optional monochrome inside.

### **Notebooks**

- Cover: 300 GSM card with lamination.
- Inner Pages: 80 GSM off-white paper.
- Binding: Spiral or perfect bound.
- Branding: Logo on each page header or footer.

## **Event Collaterals**

### **Standees / Roll-up Banners**

- Material: High-quality flex or PP synthetic with tear-resistant properties.
- Size: Standard 2.5' x 6' or 3' x 7' (adjustable as needed).
- Base: Aluminium retractable base with carrying bag.

- Printing: Full-colour UV printing.

### **Backdrops**

- Material: High quality Pana-flex
- Size: Custom to venue, typically 8' x 12' or larger.
- Printing: High-resolution CMYK, weatherproof inks.

### **Name Tags / ID Cards**

- Material: 300–350 GSM card or PVC.
- Printing: Double-sided CMYK.
- Accessories: Lanyards with branding if required.

### **Other Promotional Materials**

#### **Brochures / Flyers / Leaflets**

- Paper:
  - Flyers: 130 GSM matt.
  - Brochures: 170–250 GSM gloss/matt depending on design.
- Folding Options: Trifold, Z-fold, gate fold as needed.
- Printing: Full colour both sides.

### **Certificates**

- Paper: 250–300 GSM art card.
- Finish: Matte with spot UV or gold/silver foiling for high-end events.
- Design: Include logos, signature lines, date, and participant details.

### **Stickers / Labels**

- Material: Waterproof vinyl or paper-based depending on use.
- Cutting: Die-cut or kiss-cut options.

- Adhesive: Permanent or removable as per requirement.

### **Printing Quality Control & Sustainability**

- Vendors must:
  - Use eco-friendly ink (soy-based where possible).
  - Recycle off-cuts and misprints.
  - Adhere to international labour standards.
- All printed items must:
  - Be free of smudges, misalignment, and colour bleeding.
  - Pass inspection for alignment, trimming, and accurate folding.

### **Packaging and Delivery**

- Pack materials to prevent bending, water damage, and edge wear.
- Label boxes with item type, quantity, and department.
- Deliver to designated locations within agreed timeframes.

Provide 5–10% overage to cover damage/spares

### **Quality Requirements:**

- Content must be visually compelling, inclusive, and culturally sensitive.
- All printed material should be of high quality.
- IEC materials must comply with ILMpact branding, safeguarding, and accessibility standards.
- Most Events will ensure meaningful representation of girls, children with disabilities, and marginalized communities.
- IEC materials (leaflets, posters, kits) must include educational posters, info leaflets, parent/teacher guides, and A/V materials customized by region.
- Each event will include:
  - 1 backdrop, 10 roll-up stands, 1 media wall (Dimensions will be defined as per the venue requirements)

- SMD and multimedia stage setup with proper seating and logistics as per invitation lists
- Giveaways should include 1 x pens, 1 x folder, 1 x notebook, 1 x tote bags, 1 x lanyards and 1 x badges.
- It should also include the necessary photography and lighting arrangements.

## 8.5 – LOT 2 - SCOPE RELATED TO EVENT COMMUNICATIONS AND MANAGEMENT FOR ILMPACT PROGRAMME

**Background:** The appointed firm will provide comprehensive event communications and management services to support ILMPact's key initiatives across selected districts in Punjab and Khyber Pakhtunkhwa. This includes strategic communications planning, media liaison, and full logistical coordination to ensure high visibility, inclusive participation, and meaningful stakeholder engagement. The scope emphasizes promoting grassroots mobilisation and amplifying the Programme's impact through well-organized, accessible, and culturally relevant events tailored to the diverse needs of communities across the targeted districts. The working district includes Districts in Punjab: Lahore, Kasur, Bahawalpur, Bahawalnagar, Khanewal, Vehari, and Rahimyar Khan. Districts in Khyber Pakhtunkhwa: Mohmand, Khyber, Mansehra, Battagram, Buner, Shangla, and Swabi.

**8.5.1 Scope of Services:** The selected firm will be responsible for planning, delivering, and documenting the following:

Event Name	Quantity	Participant Estimate / Notes	Duration / Remarks	Region	Remarks / Frequency
Recognition Events	8 (4 in KP, 4 in Punjab)	100–200	1 Day (Full Day)	KP & Punjab	Celebrate local champions of education & inclusion; awards, media, storytelling

Event Name	Quantity	Participant Estimate / Notes	Duration / Remarks	Region	Remarks / Frequency
Pre-Rollout Testing Sessions Events	2 (1 in KP, 1 in Punjab)	50–100	Half to Full Day	KP & Punjab	Focus group testing of inclusive campaign content with priority groups
Capacity Building Workshops	2 (1 in KP, 1 in Punjab)	50–100	1–2 Days	KP & Punjab	Storytelling , inclusive content creation, mobile journalism
Storytelling Workshops (Girls' Voice)	2 workshops (1 in KP, 1 in Punjab)	50–100	1 Day	KP & Punjab	Girls trained in storytelling, expression, safe sharing; aligned with safeguarding
Community/Virtual Campaign Events	At least 6 events (3 per year across provinces)	50–100	1 Day or Virtual	KP & Punjab	Mark days like International

Event Name	Quantity	Participant Estimate / Notes	Duration / Remarks	Region	Remarks / Frequency
					Women's Day, Youth Month, IDG; storytelling, performances
Media Events with Kits	8+ events (aligned with key launches/recognition)	50–100 (media, stakeholders)	1 Day	KP & Punjab	Media presence supported with bilingual and accessible kits; for awards, launches
High-Profile Thought Leadership Events	4 (2 in KP, 2 in Punjab)	100–200	Full event day; includes strategic communications planning and on-site media support	KP & Punjab	Messaging, live media coverage, IEC materials, photography, videos, post-event media kits
Social Media Influencers /	3–5 influencers/ambassadors	50–100	Ongoing engagement integrated	KP & Punjab	Managed selection, contracts,

Event Name	Quantity	Participant Estimate / Notes	Duration / Remarks	Region	Remarks / Frequency
Ambassadors Engagement			with campaign outputs		coordination; enhance credibility and reach
Event Photography and Videography	Approx. 5000 photos and 50 event highlight videos	High-quality professional images	Captures ILMpact activities and events	KP & Punjab	Supports media, social engagement, donor reporting

### 8.5.1 Printing Criteria for All Materials for

#### Printed Reports / Publications / Manuals

- Size: A4 (preferred), A5 (for small manuals)
- Paper Quality:
  - Cover: 300 GSM art card with matte or velvet lamination.
  - Inner Pages: 100–130 GSM matt paper.
- Printing: Full-colour CMYK on all pages.
- Binding: Perfect binding for 40+ pages; saddle stitching for under 40.
- Cover Design: Branded with ILMpact logo, project details, and other partner logos (as applicable).
- Colour Standard:
  - Full-colour (CMYK - four-color process) unless otherwise specified.
  - Use Pantone colours where brand consistency is critical.
- Resolution:

- All images must be at least 300 DPI for print.
- Logos and graphical elements should be vector-based (.AI, .EPS, .SVG formats preferred).
- Paper Quality:
  - Use sustainably sourced or FSC-certified paper where possible.
  - Minimum GSM (Grams per Square Meter) should vary by item (details below).
- Proofing & Approval:
  - Vendor must provide a physical proof for approval before final printing.
  - Digital soft proof to be sent first, followed by one physical sample (where applicable).
- Finishing Options:
  - Gloss or matte lamination to be specified per item.
  - Options for die-cutting, embossing, spot UV, and foiling depending on item.
  - Binding (perfect bound, saddle-stitched, spiral, etc.) to be chosen per document type.
- Language:
  - Ensure accurate Urdu and English typography in compliance with British Council standards.
  - Right-to-left alignment must be correct in Urdu materials.

## **Event Giveaways (Paper Bags, Folders, Notebooks, etc.)**

### **Paper Bags**

- Material: 250–300 GSM art card.
- Lamination: Matte or gloss as per requirement.
- Printing: Four-color (CMYK) with spot UV on logos (optional).

### **Folders**

- Material: 300 GSM art card with lamination.
- Design: Die-cut for business card holder and document pocket.

- Printing: Full colour outside, optional monochrome inside.

## **Notebooks**

- Cover: 300 GSM card with lamination.
- Inner Pages: 80 GSM off-white paper.
- Binding: Spiral or perfect bound.
- Branding: Logo on each page header or footer.

## **Event Collaterals**

### **Standees / Roll-up Banners**

- Material: High-quality flex or PP synthetic with tear-resistant properties.
- Size: Standard 2.5' x 6' or 3' x 7' (adjustable as needed).
- Base: Aluminium retractable base with carrying bag.
- Printing: Full-colour UV printing.

### **Backdrops**

- Material: High quality Pana-flex
- Size: Custom to venue, typically 8' x 12' or larger.
- Printing: High-resolution CMYK, weatherproof inks.

### **Name Tags / ID Cards**

- Material: 300–350 GSM card or PVC.
- Printing: Double-sided CMYK.
- Accessories: Lanyards with branding if required.

## **Other Promotional Materials**

### **Brochures / Flyers / Leaflets**

- Paper:

- Flyers: 130 GSM matt.
- Brochures: 170–250 GSM gloss/matt depending on design.
- Folding Options: Trifold, Z-fold, gate fold as needed.
- Printing: Full colour both sides.

### **Certificates**

- Paper: 250–300 GSM art card.
- Finish: Matte with spot UV or gold/silver foiling for high-end events.
- Design: Include logos, signature lines, date, and participant details.

### **Stickers / Labels**

- Material: Waterproof vinyl or paper-based depending on use.
- Cutting: Die-cut or kiss-cut options.
- Adhesive: Permanent or removable as per requirement.

### **Printing Quality Control & Sustainability**

- Vendors must:
  - Use eco-friendly ink (soy-based where possible).
  - Recycle off-cuts and misprints.
  - Adhere to international labour standards.
- All printed items must:
  - Be free of smudges, misalignment, and colour bleeding.
  - Pass inspection for alignment, trimming, and accurate folding.

### **Packaging and Delivery**

- Pack materials to prevent bending, water damage, and edge wear.
- Label boxes with item type, quantity, and department.

- Deliver to designated locations within agreed timeframes.
- Provide 5–10% overage to cover damage/spares.

#### **Quality Requirements:**

- Content must be visually compelling, inclusive, and culturally sensitive.
- All printed material should be of high quality.
- IEC materials must comply with ILMpact branding, safeguarding, and accessibility standards.
- Most Events will ensure meaningful representation of girls, children with disabilities, and marginalized communities.
- IEC materials (leaflets, posters, kits) must include educational posters, info leaflets, parent/teacher guides, and A/V materials customized by region.
- Each event will include:
  - 1 backdrop, 10 roll-up stands, 1 media wall (Dimensions will be defined as per the venue requirements)
  - SMD and multimedia stage setup with proper seating and logistics as per invitation lists
  - Giveaways should include 1 x pens, 1 x folder, 1 x notebook, 1 x tote bags, 1 x lanyards and 1 x badges.
  - It should also include the necessary photography and lighting arrangements.

#### **8.7 Safeguarding:**

- All event-related media must follow British Council safeguarding protocols.

#### **8.8 Core Team Composition & Qualification Criteria:**

The supplier must meet the following mandatory criteria:

- At least ten (10) years' experience in designing and implementing large-scale communication strategies for education or development programmes (for various sectors).

- A permanent office and/or the necessary set up in Islamabad providing outreach capacity (staff or field teams) in both KP and Punjab provinces.
- In-house production:
- Dedicated creative team and equipment for: print design and production; multimedia and digital content (video, audio, animation):
- Demonstrated extensive understanding of Pakistan's education sector, particularly the key challenges and opportunities within secondary education.
- Proven ability and experience in creating and deploying audience - specific messaging frameworks for government agencies, educational institutions, communities, and international partners and donors.
- Demonstrable ability and experience in stakeholder management (including government bodies, NGOs, schools, and international donors).
- Track record of facilitating multi-stakeholder workshops and consultations to align messaging and secure buy-in.
- Proven ability and experience to develop and deliver high-quality communication materials across multiple formats for both beneficiaries and stakeholders, including ICT channels - (print and visual materials, electronic and multimedia content, SMS and real-time IVR communication through mobile phones).
- Extensive experience in managing integrated media campaigns that include social media (at least 3 social media platforms), traditional PR, secured coverage in national and international media outlets.
- Availability of appropriately skilled and experienced staff is mandatory. The supplier must provide a core team with relevant expertise in communications strategy, education policy, safeguarding, content creation, and digital media. Minimum requirements include:
  - At least 5 years' experience in relevant sectors per team member; team leads or specialists with over 10–15 years will be scored higher.
  - Documented experience in managing large-scale education or communications programmes.
  - Specific evidence of work related to girls' education, disability inclusion, and stakeholder engagement.

- Evaluation will be based on qualifications, relevance of sector experience, and demonstrated impact in comparable projects.
- Dedicated resource responsible for assessing risks and implementing all the necessary safeguarding measures in relation to children and vulnerable adults (aligned and in compliance with the British Council requirements in this area), including personal data processing and protection.
- The supplier must provide a core team with relevant qualifications and sectoral experience. The minimum staff requirements are outlined below:

Position	Function	Minimum Experience
Account Director	Primary liaison with client; oversees overall campaign planning, budgeting, timelines, and reporting.	10 years in Marketing & Communications
Creative Director	Leads creative development including themes, messaging, scripts, and storyboards.	10 years in developing emotive and impactful campaigns
Account Manager	Day-to-day campaign execution, vendor coordination, milestone tracking, and reporting.	5-10 years in communications
Copywriter	Develops compelling, culturally relevant narratives in English and Urdu for diverse target audiences.	5-10 years in communications and storytelling
Graphic Designer / Art Director	Designs print, outdoor, social, digital, and video visuals.	5-10 years in awareness campaign design
Social Media Manager and Events Planner	Manages publishing, paid strategy, analytics, and engagement across platforms (Meta, Google, TikTok).	5-10 years managing social/digital campaigns

**8.9 Note: If you are applying for LOT 3 - Communications Services for ILMpact programme and Event Communications and Management for ILMpact Programme you need to agree to complete specification of both LOTs, and the general details shared in this document.**

## **9 Mandatory Requirements / Constraints**

9.1 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.

The supplier will have a zero tolerance for inaction approach to tackling sexual exploitation, abuse and sexual harassment ("SEAH"). The supplier will apply the IASC Six Core Principles relating to Sexual Exploitation and Abuse and will adhere to the IASC Minimum Operating Standards on PSEA and/or the Core Humanitarian Standard on Quality and Accountability. Additionally, the supplier will comply with the British Council Safeguarding Policy and align its safeguarding risk management approach to the British Council.

The supplier will maintain a safeguarding risk register to be updated regularly and shared with the British Council every 3 months.

The supplier is fully responsible and liable for all safeguarding measures related to the delivery of services involving children under 18 and vulnerable adults. This applies whether the British Council is directly involved in the activity or not.

The supplier must:

- Be committed to safeguarding.
- Assign a dedicated safeguarding focal point for the duration of the contract.
- Conduct and monitor enhanced DBS or equivalent criminal background checks for all staff, consultants, or subcontractors involved in relevant activities.
- Maintain a safeguarding risk register updated quarterly and shared with the British Council.
- Ensure signed consent and privacy documentation is collected for all media (photos/videos/audio) involving participants, particularly minors.
- Implement British Council Safeguarding and PSEA policies in full and ensure alignment of all delivery team practices with these standards.
- Ensure reporting of all safeguarding concerns/incidents to ILMpact within 48 hours of becoming aware of the concern/incident.

Pursuant to paragraph above, equivalent local checks, include, but are not limited to, the ACRO Criminal Records Office, 'International Child Protection Certificate' online criminal records checks and Code of Good Conduct' or any other services as detailed at the following link:

The supplier will provide to the British Council documentary evidence of the relevant disclosure and/or criminal records checks carried out in advance of undertaking any activities involving children and/or vulnerable adults in connection with the Contract.

For any activity and service delivered that involves photographing and recording images or voices of participants (children and/or adults) the supplier must ensure consent forms and privacy notices are shared with the participants (or their guardians/parents, in case of children) – all consent forms and privacy notices must be signed by the participants (or their guardians/parents). [For reference, the British Council will share with the winning supplier the forms it usually uses in these situations.]

The supplier is required to have its own social media policy (to be shared with the British Council – only for information purposes) but also to comply with the British Council social media policy.

## **10 Qualification Requirements**

10.1 As part of your tender response, you must confirm compliance with any qualification requirements as set out at Annex 2 (Procurement Specific Questionnaire). A failure to comply with one or more such qualification requirements shall entitle the British Council to reject a tender response in full.

## **11 Key background documents**

11.1 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.

### **11.2 Documents Including:**

- British Council safeguarding policy
- British Council safeguarding code of conduct
- British Council social media policy
- British Council and FCDO brand guidelines

## **12 Timescales**

12.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

Activity	Date / time
Issue of Contract Notice / availability of ITT documents	4 August 2025
Deadline for clarification questions ( <b>Clarification Deadline</b> )	13 August 2025
British Council to respond to clarification questions	15 August 2025
Deadline for submission of ITT responses by potential suppliers ( <b>Response Deadline</b> )	1 September 2025
Award decision Dispatch of Assessment Summaries and publication of Contract Award Notice	19 September 2025
Expected end of Mandatory Standstill Period ( <b>8 Working days</b> )	2 October 2025
Contract concluded with winning supplier	9 October 2025
Contract start date	10 October 2025

### 13. Procurement Process

- 13.1 All information and documents relevant to this opportunity can be found on our e-tender portal: <https://tap.tcsapps.com/tap2/#/bc-supplier-registration> and British Council Website.
- 13.2 British Council may make a change to this ITT or the contract documents at any time by notice to all Participants remaining in the process. British Council may also issue further information at any time by notice to all Participants remaining in the process.
- 13.3 British Council expressly reserves the right: (i) not to award any contract as a result of this procurement process; and (ii) to make whatever changes it may see fit to the content and structure of the tendering competition and the contracts. In no circumstances will the Authority be liable for any costs incurred by the Participants as a result of any such change or decision not to award.
- 13.4 British Council reserves the right at any time for any reason to abandon the procurement. As such, and notwithstanding any provision of this ITT, the Authority does not (by undertaking this procurement) agree to accept any tender, including the most advantageous tender. In no circumstances will the Authority be liable for any costs incurred by the Participants if the procurement is abandoned.
- 13.5 British Council will conduct all communication relating to this procurement through the e-tender Portal. That is the designated point of contact. If there is a technical failure or British Council for some other reason elects, all Participants will be given an alternative designated point of contact.
- 13.6 Where participants are located in countries beyond the scope of the e-tender portal, and therefore cannot access the portal, a surrogate bidding process will be allowed. Details for this process can be made available to affected participants by contacting British Council Procurement team [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org)

### 14. Excluded & Excludable Suppliers

14.1 In adherence with the regulations contained within the Procurement Act 2023, the British Council will exclude any potential supplier from further participation in this event where the supplier or any associated person(s) or connected person(s) is deemed an Excluded supplier in line with Schedule 6: Mandatory Exclusion Grounds of the Procurement Act 2023.

14.2 British Council reserves the right to exclude any potential supplier from further participation in this event where the supplier or any associated person(s) or connected person(s) is deemed an Excludable supplier in line with Schedule 7: Discretionary Exclusion Grounds of the Procurement Act 2023. The table below shows where the discretionary exclusion grounds will apply to this event.

Discretionary exclusion ground	Statutory reference	Applied to this Event
Labour market misconduct (order made in UK against Participant or connected person)	Schedule 7 paragraph 1	Y
Labour market misconduct (outside UK)	Schedule 7 paragraph 2	Y
Labour market misconduct (evidence of offence under specified legislation)	Schedule 7 paragraph 3	Y
Environmental misconduct	Schedule 7 paragraph 4	Y
Insolvency, bankruptcy, etc	Schedule 7 paragraph 5	Y
Participant or connected person has suspended or ceased carrying on all or a substantial part of its business.	Schedule 7 paragraph 6	Y
Potential competition infringements – Chapter I	Schedule 7 paragraph 7	Y
Potential competition infringements – Chapter II	Schedule 7 paragraph 8	Y
Regulator decision in respect of competition infringement – Chapter II	Schedule 7 paragraph 9	Y
Potential competition infringements – cartel offence	Schedule 7 paragraph 10	Y
Professional misconduct	Schedule 7 paragraph 11	Y
Breach of contract and poor performance	Schedule 7 paragraph 12	Y
Acting improperly in procurement	Schedule 7 paragraph 13	Y
National security	Schedule 7 paragraph 14	Y

14.3 Where British Council intends to exclude a potential supplier from this event only by virtue of an associated person(s) or connected person(s), the British Council will notify the supplier of its intention,

and provide the supplier reasonable opportunity to replace the associated person(s) or connected person(s),

- 14.4 Where a potential supplier intends to sub-contract the performance of part or all of the contract, the sub-contractor(s) details must be completed in the Procurement Specific Questionnaire. The sub-contractor details will be used to determine if any sub-contractor is an Excluded or Excludable supplier (with reference to paragraph 15.1 and 15.2).
- 14.5 In adherence with regulations contained within the Procurement Act, should a sub-contractor be deemed to be an Excluded or Excludable supplier, British Council must treat the Potential Supplier as an Excluded or Excludable supplier.
- 14.6 Where British Council intends to exclude a potential supplier from this event by virtue of a sub-contractor (see paragraph 16.5), the British Council will notify the supplier of its intention, and provide the supplier reasonable opportunity to replace the sub-contractor.
- 14.7 Should a potential supplier become an excluded or excludable supplier during the course of this event, or during the course of any contract(s) generated from this event, the supplier MUST immediately inform British Council of this change in status.

## 15. Conditions of Participation

- 15.1 British Council intends to use Conditions of Participation as part of this event. The conditions of participation are detailed in the Procurement Specific Questionnaire (PSQ). The minimum standards for compliance with the Conditions of Participation are set out in the table below:

PSQ Question #	PSQ Question	Scoring Methodology	Minimum Pass/Score to Participate
14	Please confirm that you satisfy the following minimum requirements which the authority has set as conditions of participation:  The most recent two years audited accounts of the supplier should demonstrate:  - Operating Profit	Yes = 1 No = 0	Yes = 1

	<p>Margin &gt; 20% ;</p> <p>- Current Ratio (Liquidity) &gt; 1 ; and</p> <p>- Debt Ratio &lt; 0.8</p>		
15	<p>Are you relying on another supplier to act as a guarantor?</p> <p>If so, please provide their name and evidence of their economic and financial standing.</p>	<p>Yes = 0</p> <p>No = 1</p>	No = 1
16	<p>Please confirm whether you already have, or can commit to obtain, prior to the award of the contract, the levels of insurance cover indicated below:</p> <p>Employer's (Compulsory) Liability Insurance* = in line with the legislation in the Supplier's country of registration per claim</p> <p>Public / General Liability= equivalent of £2,000,000 per occurrence and in the aggregate (annual total of all losses)</p> <p>Professional Indemnity = equivalent of £1,000,000 per occurrence and in the aggregate (annual total</p>	<p>Yes = 1</p> <p>No = 0</p>	Yes = 1

	of all losses)  Medical and travel= comprehensive medical and travel insurance  or such other insurance cover types and indemnity limits as may be agreed between the parties in writing from time to time.		
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15.2 In order to facilitate British Council's assessment of a Participant's economic and financial standing, British Council will assess turnover relative to the Contract Value, solvency ratios and profitability ratios. Participants are asked to provide information on their two most recent accounts, and upon request, provide copies of the most recent audited accounts or up to date financial statements where full audited accounts cannot be provided. The minimum criteria are set out in the table above. British Council may require further information from a Participant in order to consider if the Participant presents an unacceptable level of financial risk.

15.3 Participants must achieve at least the minimum pass score for ALL questions. Any Participant that does not achieve the minimum pass score for any question will be excluded from the event and its submission will not be further considered for the award of the Contract.

15.4 Further instructions on what Participants should consider in relation to their response on financial standing is set out in the PSQ.

15.5 The PSQ acts as a self-declaration for Participants. The Preferred Bidder will be required to provide all requested certificates and documentation before being awarded the Contract. However, British Council can ask any Participant to submit their evidence at any point in the procurement process, if this is necessary, to ensure that the process is carried out properly and in a timeous manner to meet with the procurement's requirements.

## 16 Instructions for Responding

16.1 The documents that must be submitted to form your tender response are listed at Part 2 (Submission Checklist) of Annex 3 (Supplier Response) to this ITT. All documents required as part of your tender response should be submitted to [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org) / [mohammad.qasim@britishcouncil.org.pk](mailto:mohammad.qasim@britishcouncil.org.pk)

/ <https://tap.tcsapps.com/tap2/#/bc-supplier-registration> by the Response Deadline, as set out in the Timescales section of this ITT

16.2 The following requirements should be complied with when submitting your response to this ITT:

- Please ensure that you send your submission in good time to prevent issues with technology – late tender responses may be rejected by the British Council.
- Do not submit any additional supporting documentation with your ITT response except where specifically requested to do so as part of this ITT. 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 tender response and clearly labelled to make it clear as to which part of your tender response it relates.
- If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your tender response.
- Unless otherwise stated as part of this ITT or its Annexes, all tender responses 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 tender response.
- Any deliberate alteration of a British Council requirement as part of your tender response will invalidate your tender response 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 tender responses to the tender requirements and pricing will be incorporated into the Contract, as appropriate.

16.3 Artificial Intelligence (AI) tools can be used to assist in your bid writing process, however they may also introduce an increased risk of incorrect or misleading statements via 'hallucination'. Your submission should clearly identify any instances where AI or machine learning tools, including large language models, have been used to generate written content or support your bid submission.

## 17 Clarification Requests

17.1 All clarification requests *should* be submitted to British Council's e-Tendering portal hosted at [moiz.khalid@britishcouncil.org](mailto:moiz.khalid@britishcouncil.org) / [mohammad.qasim@britishcouncil.org.pk](mailto:mohammad.qasim@britishcouncil.org.pk) / <https://tap.tcsapps.com/tap2/#/bc-supplier-registration> by the Clarification Deadline, as set out in the Timescales section of this ITT. The British Council is under no obligation to respond to clarification requests and will respond if it considers the question appropriate and the question is received before the Clarification Deadline.

17.2 Any clarification requests should clearly reference the appropriate paragraph in the ITT documentation and, to the extent possible, should be aggregated rather than sent individually.

17.3 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.

17.4 The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their tender response 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 tender response may be rejected in full and you may be disqualified from this Procurement Process.

## **18 Evaluation Criteria**

18.1 You will have your tender response evaluated as set out below:

**Stage 1:** Tender responses will be checked to ensure that they have been completed correctly and all necessary information has been provided. Tenderers responses correctly completed with all relevant information being provided and all mandatory requirements as set out in the specification met will proceed to Stage 2. Any tender responses not correctly completed in accordance with the requirements of this ITT and/or containing omissions may be rejected at this point. Where a tender response is rejected at this point it will automatically be disqualified and will not be further evaluated.



**Stage 2:** The completed Selection Questionnaire will then be reviewed to confirm that the potential supplier meets all of the qualification criteria set out in the questionnaire. Potential suppliers that meet the qualification criteria will proceed to Stage 3. Potential suppliers that do not meet the qualification criteria set out in the Selection Questionnaire may be excluded from the Procurement Process at this point. Where a potential supplier is excluded at this point, its tender response will be rejected in full and not evaluated further and the supplier will automatically be disqualified from this Procurement Process.



**Stage 3:** If a bidder succeeds in passing Stages 1 and 2 of the evaluation, then it will have its detailed tender response to the British Council's requirements evaluated in accordance with the evaluation methodology set out below. Information provided as part of Selection Questionnaire responses may also be verified as part of this stage.

18.2 Award Criteria – Responses from potential suppliers will be assessed to determine the most advantageous tender using the following criteria and weightings and will be assessed entirely on your response submitted:

Criteria	Weighting
Social Value	10%
Relevant Experience	20%
Quality	20%
<b>Monitoring and Sustainability</b>	10%
Commercial	40%

18.3 Scoring Model – Tender responses will be subject to an initial review at the start of Stage 3 of the evaluation process. Any tender responses not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Tender responses 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
<b>10</b>	<b>Excellent</b> – 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.
<b>7</b>	<b>Good</b> – 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.

<b>5</b>	<b>Adequate</b> – 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.
<b>3</b>	<b>Poor</b> – 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.
<b>0</b>	<b>Unacceptable</b> – The response is non-compliant with the requirements of the ITT and/or no response has been provided.

18.4 Commercial Evaluation – Your “Overall Price” (as calculated in accordance with requirements of Annex 4 (Pricing Approach) for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluation. Prices must not be subject to any pricing assumptions, qualifications or indexation not provided for explicitly by the British Council as part of the pricing approach. 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 tender response at this point. The British Council may also reject any tender response 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 tender response offering the lowest “Overall Price”. Other tender responses 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.

18.5 Moderation and application of weightings – The evaluation panel appointed for this procurement will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall tender 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.

18.6 The winning tender response – The winning tender response shall be the tender response 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 or references relating to any Exclusion Grounds or Conditions of Participation responses) obtained by the Authority relating to any self-certification or other requirements referred to in the Procurement Specific Questionnaire. If any verification evidence requested from a supplier, or a relevant third party as may be

referred to by the supplier in the Procurement Specific Questionnaire as a party prepared to provide such information, is not provided in accordance with any timescales specified by the British Council and/or any evidence reviewed by the British Council (whose decision shall be final) does not demonstrate compliance with any such requirement, the British Council may reject that tender response in full and disqualify the potential winning supplier from the Procurement Process at that point.

**List of Annexes forming part of this ITT (issued as separate documents):**

**Annex 1 – Terms and Conditions of Contract**

**Annex 2 – Procurement Specific Questionnaire**

**Annex 3 – Supplier Response**

**Annex 4 – Pricing Approach**