



## Request for Quotation (RFQ)

**For:** EDGE Photography Assignment (MO85EDU22022)

**Date:** 18 February 2022

### 1 Overview of the British Council

1.1 The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. We work in two ways – directly with individuals to transform their lives, and with governments and partners to make a bigger difference for the longer term, creating benefit for millions of people all over the world. We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.

1.2 We connect the best of the UK with the world and the best of the world with the UK. These connections lead to an understanding of each other's strengths and of the challenges and values that we share. This builds trust between people in the UK and other nations which endures even when official relations may be strained.

1.3 We work on the ground in more than 100 countries. In 2019-20 we connected with 80 million people directly and with 791 million overall, including online and through our broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

### 2 Introduction and Specification

2.1 The British Council would like to request a quotation for photographers to cover the EDGE Pakistan project. This role will be to capture the core activities of the project and reflect the project objectives and achievements. For this very specific piece of work, British Council is particularly interested to receive proposals from photographers who have a track record of producing high quality documentary/ photo journalistic work. In addition, as this project works with adolescent girls aged 13 -19 years of age from social- economically deprived areas of the country, we are interested in proposals from photographers who have a lived experience of the issues which are negatively impacting on girls in these communities.

## **Background of the RFQ**

EDGE has been running in South Asia since 2012, the programme works to empower adolescent girls from marginalised communities across the region.

We consistently face challenges with generating high quality imagery to tell the story of the EDGE project. We work with extremely vulnerable groups of girls in the region who are mostly under 18, so it is complex to find ways to capture the story of what happens in our EDGE clubs.

As our project aims to empower girls and to give them voice and agency. We are looking for photographers who can relate to the girls and therefore be able to capture realistic imagery of the clubs.

The images created in this project are cascaded to a global network of audiences including the local and overseas stakeholders of internal and public domain. The British Council strongly maintains its branding in all channels of communication so our global standard of photography must reflect in all photography works.

This is an opportunity to work in one of the most recognised brands in Pakistan as well as partnering with a world-renowned international organisation.

## **About the EDGE Pakistan Project**

The project aims to improve the life prospects of adolescent girls in socio-economically marginalised communities in Pakistan. It will achieve this by

- enhancing participants' English proficiency, digital skills and awareness of social issues and building their self confidence
- developing participants knowledge of social enterprise, giving them the skills to be able to develop their own local social business ideas in the future.
- improving the leadership skills of a smaller group of peer leaders drawn from the same communities of adolescent girls.

There are 90 EDGE clubs and approximately 1500 participants in Bahawalpur and Muzaffargarh, the participants are 13-19 years old girls who are socio-economically marginalised. We are aiming to build and enhance their capacity in English, digital skills, social skills and social enterprise.

This photography requirements will include the travel in the project locations (urban and rural locations away from the main cities) and capture all the important moments of the project which will reflect the project objectives and achievements.

## Outcomes

The short-term goal is to produce photographic and video content which tells the story of EDGE work in Pakistan for both internal and external communications.

The long-term goal is content created by the EDGE clubs themselves which can be used for both internal and external communications and monitoring and evaluation purposes.

## Timeline

This work has to be completed by March 25 2022

The applicants should clearly present the budget in the supplier response form by demonstrating number of visits in the project location (Bahawalpur, Muzaffargarh and adjacent areas), number of working hours for the project purpose, number of photos to be captured, duration of the video, number of short courses to be facilitated.

## Expected Deliverables

The expected deliverables are:

Deliverables	Remarks
Photography	<ul style="list-style-type: none"><li>• A detailed plan of your visits in project location including working hours, number of visits and number of captures</li><li>• The photos should reflect the core outcomes of the project:<ul style="list-style-type: none"><li>a. Our <b>Peer Group Leaders (PGLs)</b> who are leading, facilitating and managing all the club activities</li><li>b. Our <b>club members</b> who are being provided with <b>a safe space to join and share and learn</b> (with particular emphasis on participants working together and enjoying the learning process )</li><li>c. Club activities include:<ul style="list-style-type: none"><li>○ Activities to enhance knowledge in <b>English</b></li><li>○ PGLs and club members are <b>learning and practicing digital skills</b> with the materials provided, laptops, internet facilities, videos etc.</li></ul></li></ul></li></ul>

	<ul style="list-style-type: none"> <li>○ Involvement of <b>community people and parents</b></li> <li>○ Participants increased <b>levels of self-confidence, attitude to education and decision-making powers</b></li> </ul>
High quality Raw video	<ul style="list-style-type: none"> <li>● The videos should reflect the core outcomes of the project</li> </ul>
Quality of deliverables	<ul style="list-style-type: none"> <li>● Ensure high quality and commitment as per the British Council brand guidelines for photography (policy will be shared with selected vendor)</li> <li>● Maintain visual impact, composition, and originality of the images</li> </ul>
Compliance and efficiencies	<ul style="list-style-type: none"> <li>● Complete British Council online training of Safeguarding and follow code of conduct while visiting Project locations for photography (British Council team will assist)</li> <li>● Understand and cooperate with British Council data protection code of conducts (British Council team will assist)</li> <li>● Strict maintenance of delivery time and schedule</li> <li>● Ability to provide frequent service within short notice when necessary Delivery of pictures</li> </ul>

### 3 Quotation Validity

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

### 4 Payment and Invoicing

4.1 The British Council will pay correctly addressed and undisputed invoices within 30 days of the Invoice Date. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.
- The British Council reference (i.e. Purchase Order number) is included.
- It is sent electronically via email in PDF format to [BC.Invoices@britishcouncil.org](mailto:BC.Invoices@britishcouncil.org) or by post to:
- The British Council, British Deputy High Commission, Procurement department, Shakra-e-Iran Clifton, Karachi, Pakistan.

## 5 Instructions for Responding

5.1 Your quotation must be submitted to [Mohammad.Qasim@britishcouncil.org.pk](mailto:Mohammad.Qasim@britishcouncil.org.pk) by **28 February 2022**

Activity	Date / time
RFQ Issued to bidding suppliers	18 February 2022
Deadline for clarification questions ( <b>Clarification Deadline</b> )	24 February 2022
British Council to respond to clarification questions	25 February 2022
Deadline for submission of Proposals by potential suppliers ( <b>Response Deadline</b> )	28 February 2022
Final Decision	TBC
Contract concluded with winning supplier	TBC
Contract start date	TBC

## 6 Clarification Requests

6.1 All clarification requests should be submitted to [EESPakistan@britishcouncil.org.pk](mailto:EESPakistan@britishcouncil.org.pk)

## 7 Award Criteria

7.1 Responses from potential suppliers will be assessed to determine the most economically and technically advantaged proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

Criteria	Weighting
Relevant experience and examples of relevant previous work	20%
Understanding of the project (EDGE)	20%
Creative approach to the assignment	30%
Commercial	30%

- We expect to recruit an individual photographer, or a team of photographers.
- We are particularly interested in proposals from photographers who have a track record of producing high quality documentary/ photo journalistic work.
- In addition, as this project works with adolescent girls aged 13 -19 years of age from social-economically deprived areas of the country, we are interested in proposals from photographers who have a lived experience of the issues which are negatively impacting girls in these communities.
- The photographer/team of photographers must be able to travel to the required locations, some of which are quite remote and away from main cities.

## **8 Disclaimer**

8.1 By issuing this RFQ, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier.

### **8.2 What are the conditions of the award?**

The successful applicant will own the intellectual property rights of the final product output and will licence these rights to the British Council to use and disseminate the research output / final report at its own discretion with no limitation on time or territory. This will be specified in the individual contract for the successful applicant.

The successful applicant must explicitly acknowledge the support of the British Council in any written or spoken dissemination of the research process and all outputs arising from it.

The British Council reserves the right to make information on the successful proposals and photos produced freely and publicly available. The British Council will inform applicants as to whether their proposal is successful or not. The British Council is not obliged to enter into further discussions or offer advice on proposals.

## **9 Mandatory Requirements:**

9.1 As part of your Proposal, you must submit

- Attached annexure 1 “Application Form” to be filled with detailed information
- All financials must be written in annexure 2 Pricing Approach