Terms of reference – Specialist Contractor

Purpose

The specialist contractor terms of reference (ToR) is a document that sets out the specialist contractor’s contribution to the task. The template is designed to set out the aims of the task and what the contractor is responsible for in order to achieve those aims.

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Curator for WOMEN OF THE WORLD FESTIVAL

**Location: Pakistan**

**Apply by: 29th July 2024**

* 1. Background and context about the project

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.

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.

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).

The British Council arts team in Pakistan is looking for curators to join us in shaping the Women of the World (WOW) Festival in Pakistan. The WOW festival is a global movement that celebrates the achievements, resilience, and diversity of women from all walks of life. We are seeking dynamic and passionate curators who are eager to contribute to this empowering festival by creating engaging and thought-provoking programme. If you have a vision for showcasing women's stories, talents, and contributions, we invite you to apply and be a part of this transformative celebration. Join us in highlighting the voices of women and fostering a space for dialogue, inspiration, and change.

* 1. Objective  
       
     The primary objective of the Women of the World Festival Pakistan is to create a platform and safe space to showcase the diverse talents, accomplishments, and perspectives of Pakistani women across various fields including arts, culture, entrepreneurship, activism, and academia. Through a series of events, workshops, discussions, and performances, the festival aims to foster empowerment, amplify voices, and catalyse positive change.
  2. Event Details  
       
     The festival will feature a wide range of activities including but not limited to:
* Panel discussions and talks on topics such as women's rights, gender equality, education, health, entrepreneurship, arts and culture and leadership.
* Workshops and skill-building sessions aimed at empowering women in various aspects of their lives, for example financial literacy, digital skills, and self-defence.
* Art exhibitions and film screenings showcasing the works of female artists, photographers, designers etc.
* Performances by women musicians, dancers, poets, and other performers celebrating Pakistani culture and creativity.
* Networking opportunities for participants to connect, collaborate, and share experiences.
* Content that would interest and engage younger audiences. Please click on the link below to review our Safeguarding policy: <https://www.britishcouncil.pk/sites/default/files/safeguarding_policy.pdf>
* A marketplace showing women entrepreneurs and organizations that support women and girls
  1. Target Audience

The festival is open to all individuals regardless of gender, age, or background. We aim to attract a diverse audience including students, professionals, activists, policymakers, artists, and members of the public who are interested in women's issues and empowerment and building male allies.

* 1. Location and Date

The Women of the World Festival Pakistan will take place in Lahore, Pakistan, in February 2025. The exact venue(s) will be determined later.

* 1. Call for Curators

We invite experienced and passionate individuals and organisations to submit proposals to curate the Women of the World Festival Pakistan. Curators will be responsible for designing, organizing, and overseeing all strands of the festival along with their respective events or activities within the festival. The Proposals should include:

* Development of a Draft Concept and theme of the festival, which will be fully derived after a Think-In. (WOW Think Ins are a chance for members of the larger community to have their say on what they would like to see at the Festival. These ideas are later developed into a full-fledged programme that is representation and relevant for women and girls today.)
* Format and structure of the festival, including duration, speakers, performers, and audience
* engagement.
* Relevant experience and qualifications of the curator(s).
* Individuals can apply on the basis that they create a minimum two-member team. They should also demonstrate the previous successful working relationship of the team members they intend to work with and include their own and team members curriculum vitae while submitting their proposals.
* Individual proposals submitted without the required documents mentioned in point 5 will not be evaluated.
  1. Terms of Reference for Curators
* Curators must align their proposals with the overall objectives and theme of the Women of the World Festival Pakistan, namely celebrating women's achievements and promoting gender equality and endeavour to curate an engaging and diverse festival program that reflects its values.
* Curator must highlight a wide range of artistic and cultural expressions, including but not limited to visual arts, performance, music, film, literature, and digital arts and create a platform for dialogue, education, and community engagement around women's issues.
* Curators must adhere to the festival's code of conduct, ensuring a safe, inclusive, and respectful environment for all participants.
* Curators should actively engage with local communities and stakeholders to ensure representation and relevance.
* Curators are encouraged to explore innovative and creative approaches to address women's issues and empower participants.
* Curators must reflect on how the festival can incorporate green principles and look at sustainable approaches for its delivery.
* Curator will also develop a timeline for the festival covering the period of 9 months, with deadlines for programming, marketing and promotions, budgeting, M&E etc
* Curate and deliver the WOW Pakistan 2025 festival with consultation by the British Council Pakistan Arts team, British Council art form advisors in the UK and WOW Foundation; programming different components of the festival like the pre-advised panel discussions, bites, workshops, marketplace and speed mentoring, as well as customised, creative performances, installations, screenings, exhibitions and a range of children’s activities for ages 0-18. Curation includes sourcing participating individuals and organisations as speakers, performers, trainers etc., providing due diligence on them, coordinating with, and managing them.
* Coordinate with the WOW Foundation at various stages for the festival programming, consultation, and approvals.
* Organise and attend weekly/fortnightly meetings with the British Council for ideation and updates regarding progress during the period of the 9 months.
* Lead on delivering the festival in February 2025, with the British Council, WOW Foundation, event management team, marketing and communications team, PR team, digital tech partner etc (as required) for the festival.
* Help design a marketing and communications campaign to promote the festival, including a timeline.
* Support the evaluation and monitoring of the impact and outreach of the festival by: Incorporating collection of data into workplans to support the Monitoring and Evaluation of WOW Pakistan 2025 in compliance with General Data Protection Regulation principles GDPR. Providing support to the M&E lead appointed by the British Council on data collection through adequate planning and acting as liaison with sources. Incorporating collection of demographic data on participants in WOW component (e.g. speakers, marketplace stall holders) as outlined in the Impact Framework shared by the British Council. Identifying possible participants to be contacted for follow-up surveys, short and long interviews, and/or online surveys. This data may be used for quantitative or qualitative input for the evaluation of WOW (e.g. statistics vs. case studies). Complete any surveys, questionnaires for curators and return to the British Council Arts team within the agreed timelines.
* Submit a detailed report feeding back to the British Council about the experience of curating and delivering the festival in February 2025.
* Lead on designing and delivering podcasts/video for live with WOW Women developed by the British Council Pakistan Arts Team to engage with various artists, sector experts, organisations etc. This includes developing the theme and executing these conversations on social media platforms.
* Make fixed payment as per the WOW foundations requirement to the panellists, bite speakers and workshop conductors. The amount is GBP 75/- and GBP 150/- respectively. Once the participants have been finalised an addendum will be made where the curator will be given this amount to be paid to the participant. The curator will need to show proof of payment for each participants payment once they have been processed.
  1. For curation
* Ensure diversity in the selection process, representing a wide range of voices and experiences.
* Collaborate with artists and contributors to develop new works or adapt existing works for the festival and wraparound activities (Capsules).

**Our Values**

**Open and Committed**

Our belief in what we do translates into a deep and long-term commitment to the people we work with. We tackle challenges and take responsibility with openness and honesty to bring about positive change.

**Expert and inclusive**  
Inclusion is at the heart of everything we do. By involving everyone in the conversation we learn from each other and bring together all of our experience, knowledge and expertise to do the best work that we can.

**Optimistic and bold**  
We believe in the potential of young people to create a better world. Inspired by this optimism, we are positive and creative and we focus on what works. We are not afraid to make bold choices to shape a better future for everyone.  
  
**Equality, Diversity and Inclusion:**  
Equality, diversity and inclusion runs through much of our work whether in the arts, society, inclusive education, teaching English or offering exams. Our goal is to develop inclusive programmes and projects that bring together people with different experiences and backgrounds. We hope this will make everyone's experiences richer.The British Council commits to taking action to support disabled people to increase their voice, skills, and agency to influence others to transform their lives and to shape a better world. We strive to make reasonable arrangements for participants’ accessibility needs such as sign language, captioning, large font, and provision of festival material availability in Braille and others.

**Commitment to the Environment:**  
We recognise that our activities impact on the environment and are committed to minimising this by improving our environmental performance across all areas of our work. We encourage partners to join us in reducing the festival’s carbon footprint and to use creative skills and strengths to promote sustainability with climate change agenda and incorporating sustainable development themes

* 1. For programming
* Coordinate with artists and contributors to create a balanced schedule that maximizes audience engagement.
* Integrate educational and interactive components to foster deeper understanding and participation.
* Ensure accessibility and inclusivity in all programming elements, accommodating diverse audiences and needs.
  1. Festival Management
* Coordinate with production teams to ensure technical and operational requirements are met.
* Develop and adhere to a detailed timeline and budget for the festival.
  1. For delivery
* Oversee the successful implementation of all festival events and activities.
* Act as the primary point of contact for artists, contributors, and stakeholders throughout the festival.
* Manage on-site coordination and troubleshooting during the festival.  
  Conduct post-festival evaluations and contribute to reporting and documentation efforts.

The Women of the World Festival Pakistan presents a unique opportunity to celebrate the achievements and contributions of Pakistani women while also addressing the challenges they face. By bringing together diverse voices and perspectives, we hope to inspire action and create positive change towards a more equitable and inclusive society.

Proposals should be submitted electronically to wowpk@britishcouncil.org no later than 26July 2024. Selected curators will be notified within 14 working days.

Shortlisted candidates will be invited for an interview and may be asked to provide additional information or present their vision in more detail.

* 1. Timeline

This is an 8-month curator engagement.

Festival Report - February-March 2025

* 1. Reporting and communication

The British Council will appoint an arts manager as point of contact that will liaise with the curator on a regular basis. The curators will have check-ins and weekly meetings to discuss progress on programming, stakeholder engagement and to assure key timelines are being met. These include face to face and online meetings.

* 1. Qualifications and experience required

* Sector knowledge and key contacts. The curator must demonstrate their understanding of programming and delivering a women centric festival in Pakistan.
* Evidence strong programme development skills with relevance to women and girls in Pakistan
* Be able to share a clear approach and methodology i.e. how they intend to approach this task and how they intend to go about developing the programme, visual identity of the festival etc.
* Strong organisational and management skills to ensure timely completion of all deliverables.
* Evidence strong communications skills to be able to manage and engage vendors, stakeholders, participants and artists.
  1. How to apply

Application deadline: 29 July 2024

Please submit your CV and a 500-word written statement to [PKarts@Britishcouncil.org.pk](mailto:PKarts@Britishcouncil.org.pk) that shares your approach and methodology, and demonstrates your qualifications, experience and track record relevant to this requirement. You can share links to relevant past works.

Clarification questions can be submitted in writing to the same email address by 24 July 2024

Submissions after 29July 2024 11:59pm will not be considered

Shortlisted applicants will be invited for an interview.

* 1. Criteria for evaluation
* Pakistan sector knowledge, experience and key contacts. The curator must be able demonstrate their understanding of programming and delivering a women and girls festival in Pakistan and relevant sustainable practices in the context of a festival
* Wider knowledge of women and girls globally.
* Demonstrate strong programmatic and festival/event management skills. Be able to share a clear approach and methodology.
* Strong organisational and management skills to ensure timely delivery of all requirements
* Strong communications skills to be able to manage and engage vendors, stakeholders, participants and artists.