



United Nations
Educational, Scientific and
Cultural Organization

Call for proposal Academic Partnership

18 April 2019

Engaging a Business School to partner with UNESCO in developing potential case studies on creative businesses as well as develop and conduct a business training programme customized to the needs of businesses in cultural and creative industries

Location :	Pakistan
Type of Contract :	Contract for Services
Languages:	English
Duration:	7 months from the date of signed contract (May 2019- Nov 2019)
Purpose	<p>Within the framework of the Strengthening regional and national capacities to develop cultural and creative industries in Asia and Pacific project, funded by the Republic of Korea, UNESCO is seeking to empower creative entrepreneurs in Pakistan and to raise awareness of the importance of the cultural and creative industries for sustainable development.</p> <p>The project aims to develop entrepreneurial business skills while developing a better understanding of the practical issues facing young creative entrepreneurs in Pakistan. The intention is to draw from these experiences in order to reshape the legislative environment within which these businesses operate and to make them more creative business-friendly.</p> <p>The project also seeks to encourage both the federal government and provincial governments in Pakistan to ratify the 2005 Convention, and thereby benefit from UNESCO's support in appropriate policy development.</p>
Background information	<p>UNESCO with the support of Government of South Korea (Korean Fund in Trust) is implementing a project entitled, "Strengthening regional and national capacities to develop cultural and creative industries for the diversity of cultural expressions in Asia/Pacific". The Pakistan component of the project aims at empowering the creative entrepreneurs in Pakistan and highlight potential of creative business to raise awareness and advocate for the ratification the UNESCO 2005 Convention for the Protection and Promotion of Diversity of Cultural Expressions.</p> <p>The 2005 Convention is the sole legally-binding instrument that recognizes the sovereign right of States to formulate and implement policies and measures to support the creation, production, distribution and access to cultural activities, goods and services, while simultaneously promoting international cooperation to foster the emergency of dynamic cultural sectors in developing countries. As of October 2018, 146 Parties (including the European Union) have ratified the 2005 Convention, making it an international cooperation platform for cultural policy.</p> <p>The said project is in line with the 2030 UN Sustainable Development Agenda adopted in 2015. In the last 20 years, the creative economy has developed exponentially, from having an unrecognized value to being identified as a global sector worth an estimated 4.3 trillion USD per year, contributing to 6.1% of the global economy. Employing more people aged 15-29 years than any other sector, the cultural and creative industries have become widely acknowledged as essential tools for inclusive economic growth, and reducing inequalities and achieving sustainable development. This Korean Fund-In-Trust project has a strategic importance, given Pakistan's current economic and demographic situations that point towards a growing domestic market for cultural goods and services. About 40% of Pakistan's population of more than 200 million is considered middle class, and 70% is estimated to be under the age of 30. According to UNDP, some 12 million of Pakistan's youth are interested in launching their own business (Pakistan Entrepreneurship Ecosystem Report 2016). In this context, young creative entrepreneurs could play a pivotal role in developing Pakistan's creative sector, enabling access to diverse cultural expressions. According to UNESCO figures, Pakistan's total exports of cultural goods have increased from US\$ 60 million in 2004 to</p>

	<p>US\$ 437 million in 2013 and cultural employment represents nearly 8 % of all employment in Pakistan¹.</p> <p>On the other hand, Pakistan increased imports of cultural goods from 41.6 million USD in 2004 to 72.35 million USD in 2013². The development of appropriate policies and measures would help further develop Pakistan’s creative sectors, especially in major cities where the contemporary art scene is growing quickly. Taking advantage of the creative sectors’ potential could have a major impact on national economic growth and job creation, and increase cultural participation in Pakistan</p>
Objectives of the project	<p>The objective of this specific assignment is to develop leadership and entrepreneurial business skills, specifically focused on the needs of CCI businesses, while developing a better understanding of the practical issues facing young creative entrepreneurs in Pakistan through:</p> <ol style="list-style-type: none"> 1. A program of research, which selected organization will undertake, which will also be rendered as a small number of case studies of successful creative enterprises. 2. A short-form business-training course, customized to the needs of start-up enterprises in the CCI and utilizing the case studies, that provides an understanding of how creative businesses operate and thrive, the skill set for successful business development, and the factors that are important for driving their success. 3. A short-form business-training course, customized to the needs of accelerating the development of viable, established CCI businesses. 4. Organizing two training workshops (5-6 days), for two separate groups, 6 participants each group (Start-up and Accelerator) of selected entrepreneurs from the CCI, as a pilot, envisaging its subsequent wider development and delivery in Pakistan.
Specific aim of this Call	Develop a partnership with an Academic institution to develop training courses, case studies and organize a training workshop.
Deliverables	<p>The Academic institution is expected to deliver the following:</p> <ol style="list-style-type: none"> 1. At least four case studies of successful Pakistani CCIs 2. Training module (potentially two, at start-up and accelerator phases of business development) tailored to the needs of creative business. 3. Organize a 5-day capacity-building workshop based on the said training module, engaging the group of ten/twelve emerging young creative entrepreneurs, identified based on the initial research and case studies finalized. If two programmes are to be piloted, one start-up and the other accelerator, this will be two 5-day workshops, targeting five/six young creative entrepreneurs at appropriate career stages. 4. Submit a final report on the completion of assignment supported by relevant data, graphics and photographs. along with annexes of training modules, promotional material, power point presentations, attendance sheets and all documentation (video, photo) of the workshop.
Tasks	<p>Within the framework of the overall project, “Strengthening national capacities to develop cultural and creative industries for the diversity of cultural expressions in Pakistan” and in close collaboration of the UNESCO team the selected organization will perform the following tasks:</p> <ol style="list-style-type: none"> 1. Work in partnership with UNESCO, with the guidance of international and local experts, to develop the case studies and to design, deliver and accomplish the Training Programme.

¹ Cf.: Data from the UNESCO Institute for Statistics: <http://uis.unesco.org/en/news/cultural-employment-2016-data-release>

² Source: THE GLOBALISATION OF CULTURAL TRADE: A SHIFT IN CONSUMPTION : International flows of cultural goods and services 2004-2013” available at: http://uis.unesco.org/sites/default/files/documents/the-globalisation-of-cultural-trade-a-shift-in-consumption-international-flows-of-cultural-goods-services-2004-2013-en_1.pdf

	<ol style="list-style-type: none"> 2. Work closely with the UNESCO staff, at HQ and in Islamabad, and the local and international experts engaged to implement the project (“the UNESCO Team”). To this end, appoint a senior Project Officer from the Organization, who will make her/himself available to participate in weekly Skype meetings with the UNESCO Team. 3. Explore and identify the businesses and/or entrepreneurs in the creative and cultural industries (with a focus on advertising, design, film and TV, gaming, music, publishing, and the performing arts) which will be targeted for the purpose of capacity building and developing case studies. 4. Contribute to the research undertaken by the UNESCO Team to map Pakistan’s creative economy, and to identify and develop case studies of four to eight creative businesses. 5. Working closely with the UNESCO Team, develop an appropriate short-course training module (“the Training Programme”) tailored to the needs of Pakistani creative businesses, potentially at both start-up and accelerator phases, that includes, <i>inter alia</i>: <ol style="list-style-type: none"> a. vision and values, b. talent management, nurturing and development, c. value creation, including intellectual property rights, d. customers, clients and markets, e. team-building and leadership, both within the business and industry, f. business structures and models, g. finance and financial management, h. other critical business management aspects, and i. generally, the key drivers to building and managing a successful creative business. 6. The Training Programme will reflect UNESCO’s understanding that creativity and intellectual property rights are critical components of the business models of creative and cultural enterprises and the values inherent in the 2005 Convention 7. Working with the UNESCO Team, deliver the Training Programme, engaging a group of no more than 12 emerging young creative entrepreneurs (at least 9 outstation candidates at least 1 from provincial capitals each with at least 3 from Punjab and 2 from Islamabad), potentially split between two pilot programmes at different levels of business development, identified by the UNESCO Team in discussion with the Organisation, on the basis of agreed parameters that have been developed from research and case studies. The workshop will be held from 21 to 25 October 2019. 8. Provide all logistics for organizing workshop, including, travel and accommodation of the participants, training venue and catering arrangements. 9. Contribute and participate to the advocacy meetings for the ratification of the 2005 Convention. 10. Submit a final report on the completion of assignment supported by relevant data, graphics and photographs. along with annexes of training modules, promotional material, power point presentations, attendance sheets and all documentation (video, photo) of the workshop. 11. Acknowledge UNESCO in all relevant announcements, promotional material, reports, press releases etc. and with the use of UNESCO logo as per guidelines. A prior consultation and approval is required to use the UNESCO logo. 12. Acknowledge the role of UNESCO in the development of the Training Programme and any future iterations of it, in the material publicizing or reports on the Training Programme. 13. Adopt the finalized module in the future regular training programme of the Business School with the focus on culture and creative businesses.
Qualification/ Requirements	Institutions with expertise in creating courses and programmes targeted at businesses in the start-up or acceleration phases of business development. Experience in developing programmes for creative business (cultural and creative industries) will be an asset.

	<p>The Partner should be an academic institution/incubation center with strengths in the following areas:</p> <p>Business development and entrepreneurship development programme for start-ups and accelerators, including the capacity to nurture and provide relevant mentorship to young creative entrepreneurs.</p> <p>Research, and preferably history of effective research, which has changed perspectives within business and government</p> <p>Desirable strengths include:</p> <p>Digital technology, e.g. coding, communications</p> <p>Creative disciplines, e.g. design, visual arts, fashion, gaming</p>
<p>Minimum Content of the Proposal</p>	<p>The proposal submitted to UNESCO should include</p> <ol style="list-style-type: none"> 1. A Technical Proposal (70% weightage) consisting of the following: <ol style="list-style-type: none"> a.) Profile of the Organization/Business School etc: (provide, name, and address, legal status and detail of the work experience /relevant projects, in the required area.) b.) How you understand UNESCO proposal: (Describe your understanding and responsiveness to the Objective, TORs and deliverables and include detailed description of the manner in which the organisation would respond to the TOR and achieve the required deliverables) c.) Approach: (how you intend to carry out the assignment to make it the most fruitful) d.) Implementation Methodology: (Describe in detail the methods, techniques and tools involved to deliver the TORs and achieve the given objectives) e.) Provide a realistic workplan f.) List of CVs (Provide the detailed CVs of the resource persons, staff, trainers etc proposed to be involved to deliver the project) g.) Budget: (provide estimates of all types of costs involved in PKR) 2. A Financial Proposal (30% weightage) for the assignment, broken down by activity and quoted in PKR. <p>The proposal and any supporting documents must be in English.</p> <p>Submissions will be acknowledged by email upon receipt but ONLY selected organizations will receive further notification and correspondences.</p> <p>It is the applicant's responsibility to ensure that the proposal is received by the deadline.</p> <p>For any clarifications, please contact.</p>
<p>Deadlines to submit proposal</p>	<p>Academic institutions interested in responding to this call, depending on their skills and expertise, may submit proposals to Mr. Papa Mbaye Makhtar (Admin. & Finance Officer) at email pm.mbaye@unesco.org copying to Mr. Jawad Aziz at email j.aziz@unesco.org by 24 May 2019</p> <p>For any inquiry, please contact Jawad Aziz at e-mail j.aziz@unesco.org with CC to Mr. Papa Mbaye Makhtar at email pm.mbaye@unesco.org</p>